Campus to Career: What Today’s College Students Want Next

Uncovering trends across 9 million students and young alumni embarking on their careers.
In Handshake’s Inaugural *Campus to Career Report*, we take a deeper dive into what today’s students want next. Each year, millions of college students navigate the entry-level talent market on Handshake, connecting with and applying to our community of over 250,000 employers, across all industries.

**Explore**

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*From Fortune 500 to Mom and Pop*

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**The Power of the Handshake Network**

This analysis is based on Handshake’s network of 9 million college students and young alumni from more than 500 universities across the country—including large state schools, small liberal arts colleges, technical schools, universities serving underrepresented students, and everything in between. The raw scale combined with strong student engagement provides rich and unique insights around the entry-level talent landscape.
Where are students applying?

* 1 IBM

IBM tops the list for receiving the most applications from Handshake students this year, in part because of their focus on diversity and inclusion. In 2018, IBM worked to democratize information by partnering with Handshake to host virtual events, reaching students from more than 200 schools. This strategy helped IBM broaden its geographic reach and engage more underrepresented students, eliminating barriers around location and access to resources.

* 8 Akuna Capital

Perhaps the most surprising employer in the top 10 is the young Akuna Capital. Founded in 2011, Akuna made its name in bitcoin investing and focuses heavily on college recruiting and brand building to students. Akuna, based in Chicago, has been able to reach past the traditional financial hubs to attract applications from students at campuses like the University of New Mexico and University of Idaho to fill quantitative developer and junior trader roles.

* 10 Facebook

Big Tech isn’t as dominant as its brand-name recognition would imply. IBM, Amazon, and Facebook have secured top spots, but companies like Twitter (#37), Google (#43), and Airbnb (#73) are further down the list than one might expect.

* 24 Capital One

This year, Capital One recruited its largest, most diverse entry-level applicant pool ever. By tapping into the Handshake network, Capital One was able to go beyond majors and GPA to discover untapped talent for a variety of roles.

Employers receiving the most applications from students on Handshake.

* IBM

* JPMorgan Chase & Co

* Amazon

* Tesla

* Deloitte

* EY

* DE Shaw & Co

* Akuna Capital

* BlackRock

* Facebook

* Microsoft

* KPMG

* Morgan Stanley

* PwC

* Goldman Sachs

* Accenture

* Citi

* AlphaSights

* Apple

* McKinsey & Company

* Bank of America Merrill Lynch

* P&G

* Capital One

* Barclays

Top 25 employers overall, ranked by number of student applications in 2017.
Beyond the Fortune 500

Taking a look into the Nonprofit & Public Sector.

1. Centers for Disease Control and Prevention (CDC)
2. Southwest Research Institute
3. Consumer Financial Protection Bureau
4. Oak Ridge Institute for Science & Education
5. Oak Ridge Associated Universities (ORAU)
6. NASA
7. City of Pittsburgh
8. Washington State Dept of Ecology
9. City of Atlanta
10. Venture for America
11. Clean Water Action
12. Human Rights Watch
13. Uncommon Schools
14. Alachua County, Florida
15. Federal Bureau of Investigation (FBI)
16. Tennessee State Government
17. Success Academy Charter Schools
18. TechMission
19. New York State Department of Financial Services
20. Congressional Budget Office
21. City of Boston Citywide Analytics Team
22. Stand Up To Cancer
23. Central Intelligence Agency (CIA)
24. City Year
25. National Park Service

Top 25 employers that self-select as Nonprofit or Public Sector, ranked by number of student applications in 2017

Local Government
6,200+ employers
Local governments—from as big as the City of Atlanta to as small as the City of Humboldt in Saskatchewan, Canada—actively use Handshake to recruit local students for a wide-range of community positions from City Planner and Library Specialist to Camp Counselor and Firefighter.

Federal Agencies
1,100+ employers
Know a student interested in a career at the CIA or the FBI? Handshake has them covered. We help power the entry-level talent search for more than 100 federal agencies - including the U.S. Postal Service, National Park Service, and the U.S. Census Bureau.

Nonprofits
17,000+ employers
Top nonprofits like Human Rights Watch and Venture for America turn to Handshake to recruit young talent searching for impactful careers at home and abroad. For example, the United Nations Foundation has open positions on Handshake for aspiring public diplomats to intern at their offices in New York, Geneva and Tokyo.

Education
12,500+ employers
School districts like the Wichita Public Schools and Baltimore County Public Schools are among Handshake’s most active employers across the country. The teaching industry faces a historic shortage nationwide, so recruiting fresh college grads is now an even more important part of strengthening the teacher pipeline.
The relationship between industries and roles.

How the skillsets that students are learning in the classroom are distributed and applied at work.

Students are applying to these industries.  

*Where will they contribute?*

Students are applying to these roles.  

*What will they do?*

Every industry demands a wide range of roles. Being a marketing manager in the Finance Industry or a software engineer in the Fashion Industry are real possibilities. Students can bring the skillsets they’re learning in the classroom to a variety of industries.

Today, students proficient in **data & analytics** are in the highest demand across all industries as companies strive to understand and leverage vast amounts of data.
Do anything, anywhere.

**Myth:** If I want to work in tech, I must be a software engineer.

**Fact:** Web and software engineering roles make up only 9% of entry-level roles being applied to in the Internet & Software Industry.

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We broke down three popular industries on Handshake to uncover the spread of entry-level roles within industries—and to bust this myth once and for all.

### Internet & Software Industry

- **All Technical Roles – 28%**
- **Software Engineering – 9%**

Just 28% of roles being applied to in Internet & Software are technically focused at all, and only 9% are specifically software engineering roles. The remaining 72% of applications going to Internet & Software aren’t technical (in the realm of IT, data, and engineering), spanning across roles like sales rep to recruiter.

### Healthcare Industry

- **All Financial Roles – 24%**
  - **Finance – 17%**
  - **Accounting – 7%**

Just 14% of roles being applied to in Healthcare are healthcare services roles. Interestingly, technical roles (IT, internet & software, data & analytics, technical support) comprise over 20% of applications in Healthcare—an indicator of the tech-forward, on-demand, and data-driven direction of the Healthcare Industry.

### Investment Banking Industry

Less than a quarter of applications submitted in Investment Banking are for finance-related roles. The 24% total is made up of finance roles, at 17% of applicants, and accounting roles, at 7%. The other 76% of roles in Investment Banking look like any other business—a fairly even mix of IT, research, marketing, sales, product, operations, and administration.

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Handshake categorized roles, ranked by number of student applications, based on the self-selected role of the employer.
What are students searching for?

Keywords on the rise over the last 12 months align with global trends, emphasizing that students’ career trajectories are being impacted by current events.

6.2x Remote
The first truly global, digitally native generation will look for opportunities that will allow them to work anywhere, anytime.

3.9x Work Study
More than 60% of students are employed while attending school, 11% full time. Almost 80% of students are at least partially responsible for covering their own college costs, 32% fully responsible for all costs.*

2.6x Data Analysis
With data playing a large part in their lives, from music recommendations to a Friday night date, students recognize its power and want to influence how it’s wielded.

2.5x Politics
Students are primed to be politically active—coming to age in a world of real-time breaking news and during the most controversial election in modern American history.

2.1x Mental Health
Public perception—and acceptance—has helped elevate the conversation around mental wellness to support those suffering from illnesses like anxiety and depression.

“Mental health is the next frontier of diversity & inclusion.”
—Kelly Greenwood, CEO of Mind Share Partners

2.0x Machine Learning (ML)
58% of students believe that ML is an important technological trend to factor into career decisions for the next 3-4 years, over VR, Cryptocurrencies, and Autonomous Vehicles.*

This data is based on the keyword searches initiated by students nationwide on Handshake over the last 12 months.

* 2018 Handshake Student Insights Survey of 1,000 students across more than 250 schools. Full results coming out summer 2018.
Show me; don’t tell me.

Students are increasingly listing skills that can be quantified. Handshake student profiles in the last 12 months saw a rise in measurable skills and a fall in generic character traits.

- **Creative Problem Solving**: Raised in a high-tech, on-demand culture, students have limitless avenues for learning, making the need for resourcefulness and self-direction increasingly prominent. (6.5x)

- **Client Relations**: Students understand that the workplace is evolving into a distributed network—clients, agencies, contractors, and employees—all working together towards a common goal. (3.8x)

- **Team Lead**: Students don’t want to be just a cog in the wheel; they want to make an impact. There are over 5K students on Handshake who self-identify as “Founder” or “Owner.” (3.7x)

- **Front-end**: Students understand the value of UX/UI, multi-tasking across at least 5 screens for 10+ hours daily (Business Insider). (3.6x)

- **Visualization**: Long-form content is on the decline and visualized data is on the rise. The next generation will only interact with engaging and immediately beneficial experiences. (3.3x)

- **Community Engagement**: Highly engaged virtual communities are built around curated digital personas and social media influencers, who are well versed in marketing and advertising. (2.8x)

**Generic Character Traits on the Decline**: 30-60%
- Hard Worker
- Reliable
- Organized
- Quick learner
- Outgoing
- Responsible
- Self-motivated
- Patient
- Dedicated
- Personable

This data is based on an audit of skills featured on the public profiles from the 9 million+ students and young alumni on Handshake nationwide.
### Where are students going?

Cities attracting the most applications on Handshake vs. actual city populations.

<table>
<thead>
<tr>
<th>City</th>
<th>Rank by Handshake Applications</th>
<th>Rank by U.S. Population</th>
<th>Difference on Handshake</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York, NY</td>
<td>1</td>
<td>1</td>
<td>-</td>
</tr>
<tr>
<td>Chicago, IL</td>
<td>2</td>
<td>3</td>
<td>+1</td>
</tr>
<tr>
<td>San Francisco, CA</td>
<td>3</td>
<td>14</td>
<td>+11</td>
</tr>
<tr>
<td>Atlanta, GA</td>
<td>4</td>
<td>38</td>
<td>+34</td>
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<tr>
<td>Boston, MA</td>
<td>5</td>
<td>22</td>
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<tr>
<td>Washington DC</td>
<td>6</td>
<td>20</td>
<td>+14</td>
</tr>
<tr>
<td>Dallas, TX</td>
<td>7</td>
<td>9</td>
<td>+2</td>
</tr>
<tr>
<td>Los Angeles, CA</td>
<td>8</td>
<td>2</td>
<td>-6</td>
</tr>
<tr>
<td>San Jose, CA</td>
<td>9</td>
<td>10</td>
<td>+1</td>
</tr>
<tr>
<td>Austin, TX</td>
<td>10</td>
<td>11</td>
<td>+1</td>
</tr>
</tbody>
</table>

### Curious Discrepancies in Handshake’s top 25

These four cities have major drawing power among college graduates compared to their populations.

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<th>Rank by U.S. Population</th>
<th>Difference on Handshake</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pittsburgh, PA</td>
<td>14</td>
<td>65</td>
<td>+51</td>
</tr>
<tr>
<td>Palo Alto, CA</td>
<td>15</td>
<td>315</td>
<td>+300</td>
</tr>
<tr>
<td>Cambridge, MA</td>
<td>16</td>
<td>262</td>
<td>+242</td>
</tr>
<tr>
<td>Orlando, FL</td>
<td>22</td>
<td>73</td>
<td>+51</td>
</tr>
</tbody>
</table>
The top cities by region.

Home is where the heart is, and where the application goes.

Students in the West want to work in:
1 San Francisco, CA
2 New York, NY
3 San Jose, CA
4 Los Angeles, CA
5 Chicago, IL
6 Irvine, CA
7 Seattle, WA
8 Palo Alto, CA
9 Phoenix, AZ
10 Denver, CO

Students in the Midwest want to work in:
1 Chicago, IL
2 New York, NY
3 San Francisco, CA
4 Detroit, MI
5 Milwaukee, WI
6 East Lansing, MI
7 Boston, MA
8 Grand Rapids, MI
9 Indianapolis, IN
10 Dallas, TX

Students in the Northeast want to work in:
1 New York, NY
2 Boston, MA
3 San Francisco, CA
4 Chicago, IL
5 Pittsburgh, PA
6 Washington, D.C.
7 Los Angeles, CA
8 Philadelphia, PA
9 Cambridge, MA
10 Seattle, WA

Students in the South want to work in:
1 Atlanta, GA
2 New York, NY
3 Washington, D.C.
4 Dallas, TX
5 Chicago, IL
6 San Francisco, CA
7 Houston, TX
8 Tampa, FL
9 San Antonio, TX
10 Austin, TX

Interpreting each region. Seen below, 76% of students at universities in the Northeast are applying to jobs in Northeastern cities—most prominently, New York. The other 24% of students are indicating interest in major cities like San Francisco, Chicago, Los Angeles, and Seattle.
Handshake, the official partner to more than 500 universities across the United States, is deeply committed to democratizing opportunity for all students.

Handshake’s 2018 Campus to Career Report uncovers insights on over 9 million college students as they prepare to launch their careers. Take a deep dive into what students want next, from the distribution of industries, roles, and employers, to the migration of talent over geographies, to the popularity of keyword searches and skills.

We invite you to explore America’s next generation of work with us.

Want to learn more?
Reach out – info@joinhandshake.com
Or visit – joinhandshake.com