A New Hope for the Future of Talent

How Democratizing College Recruiting Will Change the Modern Workplace Forever
# The College Recruiter’s Role Is Changing

*We’re Here to Help You Lead Through Change*

There was a time when recruiters just had to hit their numbers and fill seats with talented graduates. Traditional approaches worked for filling seats but led to traditional applicants and traditional hires. All that is changing. Entry-level recruiting is now critical to building a winning organization in the long term, on multiple dimensions.

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<th><strong>DIVERSITY AND INCLUSION</strong></th>
<th><strong>SUCCESSION PLANNING</strong></th>
<th><strong>CULTURE</strong></th>
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<td><strong>70%</strong></td>
<td><strong>10,000</strong></td>
<td><strong>80%</strong></td>
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<td>Almost 70 percent of organizations believe diversity and inclusion are important to their company. “Fairness, equity, and inclusion are now CEO-level issues around the world,” says Deloitte. “A new focus on accountability, data, transparency, and ‘diversity through process’ is driving efforts around unconscious bias training and education throughout the business community.”</td>
<td>10,000 baby boomers retire <em>a day</em>, and Generation Z is primed to enter the workforce. As organizations offboard their more seasoned employees, they need to have a strategy around the kind of entry-level employees who will help carry their organization’s legacy and intellectual property.</td>
<td>Over 80 percent of business leaders believe culture is a competitive advantage. And 60 percent of recruiters say culture fit is of the highest importance when making a hiring decision. Creating a company culture that aligns to an organization’s goals is now mission-critical.</td>
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A lot has changed in the workplace, and organizations are re-evaluating the essential functions that make up their foundation. The best organizations are looking to college recruiting to deliver on these three dimensions of long-term performance.

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Imagine This ... 

Imagine a world where college recruiting is ... 

- Viewed by leadership as a key component of building company talent and culture. 
- Delivering an authentic and engaging candidate experience. 
- Building a diverse, high-performing team. 
- Data-driven from planning to execution to tracking. 

Believe it or not, that world exists today. We know because we see leading companies using college recruiting as a competitive advantage every day in ways that help them achieve those outcomes. 

And the world's leading organizations are using Handshake to democratize college recruiting and create opportunity for all.
Creating Opportunity for All

You know this: Within a globally competitive organization, recruiting should be held to the same standards as any business function within the organization — constantly, relentlessly innovating and utilizing cutting-edge technology at every turn.

We at Handshake believe every organization deserves the opportunity to create diverse, culture-driven organizations filled with high-performing candidates who are engaged from day one. We also believe that talent lives in every nook and cranny of the country. We are here to help you discover it — to uncover hidden gems in unexpected places.

Here are the 5 core capabilities employers need to connect with entry-level talent:

**CANDIDATE EXPERIENCE**
College recruiting requires more than a standard positive candidate experience. It must provide a student experience that fits the Generation Z mindset.

**EMPLOYER BRANDING**
Students need an authentic experience with an organization’s brand for their interaction to be meaningful. College recruiting must also offer authentic employer branding that showcases an organization’s culture.

**PROACTIVE SOURCING**
In today’s landscape, organizations need to personalize outreach to engage students of the best fit and remain competitive against industry peers.

**TALENT SEGMENTATION AND ANALYTICS**
College recruiting needs to open organizations to a diverse talent pool that will allow them to make data-driven decisions.

**VERIFIED ACADEMIC PROFILES**
An organization’s college recruiting talent pool must be verified to ensure that the data-driven decisions the organization makes are correct.

Let’s break these down further.
Candidate Experience

Candidate experience is where it all begins. A student’s first touch point with your organization is crucial to their relationship with your company. It gives them a taste of what your culture is like and gets them engaged right from the start. But creating a great candidate experience at scale is where organizations can make a real difference. Take a look at the facts.

**IMPROVE QUALITY OF HIRE**

70%

Organizations that invest in a strong candidate experience improve the quality of hires by 70 percent.4

**A STRONG INDICATOR**

78%

Seventy-eight percent of candidates say the overall candidate experience is an indicator of how a company values its people.5

**PERSONAL OUTREACH**

77%

Seventy-seven percent of students are more likely to consider an employer when they’ve had personal outreach and connection during the recruiting process.

**EMPLOYEE EXPERIENCE**

80%

Almost 80 percent of organizations believe employee experience is important to their company. As Deloitte puts it, “Culture and engagement are vital parts of the employee experience, and leading organizations are broadening their focus to include a person’s first contact with a potential employer through retirement and beyond.”6

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5CareerBuilder. Are You Ready to Take Your Candidate Experience to the Next Level? June 4, 2017.
6Deloitte Global Human Capital Trends 2017. (Emphasis ours.)
At Handshake, we’re focused on building a positive candidate experience for the students who use our platform. We know their experience with your employer brand on our platform is their first step to becoming engaged with your company.

And students are highly engaged with Handshake.

50%

Millions of students have built out rich, personal profiles* and over 50 percent engage with employers’ messages.

*Students opt in to have their profiles searchable by employers.
Employer Branding

Having a strong employer brand is imperative to showcasing your organization’s culture before students even receive outreach or view your jobs. Brand perception will make the difference between serious consideration and scrolling on to the next great opportunity. Take a look at some of the facts.

**BRAND CONSIDERATION**

75%

Seventy-five percent of job seekers consider an employer’s brand before even applying for a job.8

**COST PER HIRE**

43%

Employers with strong employment brands see a 43 percent decrease in cost per hire.9

**GROWTH**

20%

Companies with a strong talent brand grow 20 percent faster.10

**QUALITY OF HIRE**

3x

Organizations that invest in employer branding are three times more likely to make a quality hire.11

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8CareerArc. 2015 Employer Branding Study: 9 Key Findings.
At Handshake, we know that establishing a connection between your authentic employer brand and college students is essential to showing off your culture. Younger generations are increasingly putting more equity into working for organizations that have a strong sense of purpose.

That’s why 78 percent of our students choose companies based on meaningful brand affinity.

With Handshake, organizations can create an adaptive Employer Page, customized based on the viewer. Employers use our rich, personalized content to make the right impressions with your candidates and inform company culture. They can even show specific employee profiles that match the student’s own college and major to maximize individual relevance.
Hi Nancy!

Proactive Sourcing

"Within a day of filling out my profile, I had two employers reach out to me. One of them was an engineering firm I’d always wanted to work for. Oh my gosh, it was crazy — I was like this Handshake thing is amazing." — Handshake Student

Engaging students with your employer brand and personalizing the experience from the first point of contact is incredibly important. Take a look at the facts.

**PERSONALIZED OUTREACH**

77%

Seventy-seven percent of Handshake students choose companies that personalize outreach.

**MESSAGING**

55%

Handshake messaging open rates exceeded 55 percent in fall 2017. For perspective, that’s more than two-and-a-half times the average open rate for recruitment and staffing messages.¹²

**INBOUND MARKETING**

80%

Eighty percent of Generation Z purchases are influenced by social media.¹³ Gen Zers value a stream of relevant content and interacting with organizations that are relatable on platforms they trust.

With Handshake, you can engage your ideal applicant pool with messages that are personalized to your potential candidates. This personalized messaging gives you and your team the opportunity to leverage your employer brand to showcase your organization’s culture and create a positive candidate experience.

¹²MailChimp. Average Email Campaign Stats of MailChimp Customers by Industry. February 2017.
Talent Segmentation and Analytics

To deliver on the promise of building a high-performing and diverse organizational talent pool, your team will need to segment candidates accurately, drawing on the widest possible range of backgrounds. And that segmentation needs to be backed by analytics that include validated academic information, in-depth candidate profiles, student activity at an industry level, and wider trends and opportunities. Leading CHROs are expecting their teams to be data-driven, and college recruiting is no exception.

With Handshake candidate analytics, you get the data to make the best data-driven decisions that are aligned to your talent hiring strategy. Our data goes far beyond majors and GPAs — students proactively share work experience, skills, extracurriculars, project work, and all the relevant information to tell their story. With Handshake, you can identify and reach a diverse candidate pool that will help you meet your hiring targets.

Additionally, Handshake helps employers create the right segments with the proper audience size, so they can select an audience based not just on GPA, but on many other factors, as well. Handshake also assists employers with their competitive recruiting advantage by segmenting and targeting differently than their competitors to source untapped segments and become top of mind with students from all backgrounds.

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**DATA-DRIVEN HR**

80%

Eighty percent of executives say their company cannot succeed without a data-driven CHRO who takes a strong stance on talent issues and uses relevant facts to deliver an informed point of view. More and more, HR is being held to make data-driven decisions.

**SEGMENTATION DATA**

90%

Multifaceted and trustworthy segmentation data is how 90 percent of our employers have diversified their applicant pool with proactive recruiting.

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14 Harris Poll survey of 301 American corporate executives on behalf of Visier. February 2015.
Verified Academic Profiles

If you’re going to inform company culture and make diverse hiring decisions, you need to make sure your data is verified. Take a look at the facts.

**STUDENTS AND ALUMNI**

475+ Schools

More than 8 million students and young alumni at more than 475 colleges and universities have been verified by Handshake.

**SPECIFIC SEARCH**

75%

Seventy-five percent of students add content like work experience to their profiles, allowing you to search specifically and confidently.

At Handshake, democratizing college recruiting is more than a dream. It’s a reality we’ve created for more than 200,000 employers — including every Fortune 500 company. We’re building a world where college recruiting can change entire workforces through diversity, culture, and candidate experience.

We’re ready to build that world for you, too.
More Than a Dream

With Handshake, organizations can create a world where college recruiting is ...

- Viewed by leadership as a key component of building company talent and culture
- Delivering an authentic and engaging candidate experience
- Building a diverse, high-performing team
- Data-driven from planning to execution to tracking

And they can build that world through:

- Candidate Experience
- Employer Branding
- Proactive Sourcing
- Talent Segmentation and Analytics
- Verified Academic Profiles

Find out how you can democratize college recruiting today.
Talk to Handshake and start innovating today

Contact your Handshake sales representative today to find out how Handshake can help you democratize college recruiting and create opportunity for all.

College recruiting is too often one-dimensional. People aren’t.

Handshake is building a world where organizations create diverse, culture-driven workforces filled with high-performing candidates who are engaged from day one.

Students from all backgrounds enthusiastically interact with our platform to give recruiters a richer picture of themselves than just a GPA or resume ever could. You get more layers of talent data than you could possibly imagine. You see more dimensions of a candidate than you ever could before. There’s a new hope for college recruiting — for candidates and employers.