Welcome!

Virtual Engagement: Building Brand and Candidate Connections Without Compromise
Virtual engagement

Building brand and candidate connections without compromise

Luke Baxter
Handshake, VP Product & Insights
June 16, 2020
Over the past 3 months we’ve been listening closely to our network of students, universities and employers to understand how they’re being affected - and how they’re adapting.
Students are pulling employers towards virtual recruiting as they now job search from home

55% Updated their online professional brand in the past 30 days*

53% Researched employers or opportunities online in the past 30 days*

48% Applied to a job or internship in the past 30 days*

*May 2020 COVID-19 Wave 1 Student diary study (n = 57)
Surge in virtual engagement on digital platforms
Spring 2020 compared to prior year

237% increase in Virtual Events
825% increase in Virtual Career Fairs

Universities understand there will be disruption for the fall recruiting season, now seeking to understand post-fall

72% of schools have indicated interest in hosting virtual fairs on Handshake in Fall 2020

Source: Handshake University surveys; May 2020

40% Of University Presidents have already said they plan to hold Fall classes fully virtual due to COVID-19

Source: Chronicle of Higher ED article; Apr 2020

“This is not going to be as simple as flipping a switch and getting back to business as usual.”

Robert Brown
President, Boston University

Source: Forbes Article; May 2020 BU First to Announce it may shutdown for Fall
The ‘new normal’ on campus

**Classes**
- Reduced class sizes
- Larger classes are likely to be online
- Classes will run later into the evening

**Dining**
- Reduced seating
- Outside dining as much as possible

**Res Halls**
- Treat students living together as a family unit
- Some institutions will reduce number of inhabitants in one unit
Employers are drastically rethinking their plans for fall

The majority of employers will reduce on-campus presence, even if it’s safe

60%

Of employers have said they’ll reduce on-campus presence even if it’s safe to travel in fall

Amidst COVID-19 uncertainty we’re seeing employers adapt to digital solutions to connect with candidates and foster meaningful connections
How do I authentically engage students in this virtual world?

One of our biggest teams sends alumni back to campuses on their own. They do coffee chats and meetups, then share assessments of which candidates should move forward. Virtual will allow us to do this on a massive scale.

TA Leader, leading tech company
2 How do I strengthen my employer brand in a remote hiring environment?

“In 2008, we made the decision to stop all internships and ended up with a huge gap in our management pipeline. We were committed out of the gate to not do that this time around.

CHRO at recent Handshake event
How does a virtual world change my approach to diversity and inclusion?

Now we are about to go out-of-state and into other universities to look for remote entry-level talent ... we’re equipped to do that now.

Having expanded our scope, we believe we will come out of this further ahead.

*VP of TA, professional services firm*
"[School] did a virtual career fair and that was right in the middle of all this. And I had high expectations for it...But it turned out it was just like a chat room, which I really didn't like"

— James, Masters of Material Science and Engineering*

*May 2020 COVID-19 Virtual Career Fairs User Interviews
Fall 2020 Employer Product Preview

Employers, Universities and Students are embracing new technologies to innovate and make the virtual shift positive for all.
2020 Fall Employer Product Preview

Reach and engage students effectively

Authentic Virtual Recruiting to build relationships and employer brand in this new environment

- Complete end-to-end Digital Recruiting Experience
- Virtual Ambassador intros
- Video Events & 1:1s directly in Handshake

Manage with Metrics to ensure your team is effective with digital-first operations
Reach & engage students effectively
Candidate Hub

I’m recruiting for this role:

- **Job Title:** Data Scientist
- **Company:** CSB Logistics
- **Location:** Omaha, Nebraska
- **Skills needed:** “Data Science” courses, SQL, R
- **Seeking to add representation** to our technical team
- **Etc:** Filling the role is urgent. We have a big project coming up.
Describe ideal profile

First, set up your segment.

Describe the ideal candidate profile for this role in Handshake:

- Coursework: **data science**
- **0-3 years** experience
- Wants to live in **Omaha**
- **STEM major**
- **Adds representation** to team
Highlight: select thousands of relevant courses easily

- Choose Subject
- Specific Course

Subject Area

+ Add Subject Area

Choose up to 5 subject areas.

- Data Science and Analytics
  Contains 8,328 courses.
- Data Structures and Algorithms
  Contains 4,215 courses.
Candidate Hub: one view, never miss great candidates

Identify and reach active candidates who are a strong fit for your roles based on your specific ‘Segment’ criteria.
Candidate Hub: see matches on current profile + activity

Candidates

Activity  Your candidates  Search all

Jobs and events

Software Engineer
Chicago, IL
18 new matches
482 matches

Data Science Intern
Chicago, IL
9 new matches
298 matches

Software Engineer Intern
San Francisco, CA
4 new matches
5,302 matches

Data Science Intern
San Francisco, CA
1 new match
42 matches
Candidate Hub

Regular updates to ensure your team is engaging candidates at the right time.
Candidate Hub

Reach out to priority candidates either individually or at scale with Campaigns.
Great news, Steph replied!

Review her profile to see specific skills and past engagement with your organization.

Start an authentic, personalized discussion or introduce her to an Ambassador.
Authentic Virtual Engagement
Handshake powers your complete end-to-end digital recruiting experience this Fall

<table>
<thead>
<tr>
<th>Prepare &amp; promote</th>
<th>Live event or 1:1</th>
<th>Post-engagement</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Invite candidates with <strong>Handshake Campaigns</strong></td>
<td>• <strong>Virtual Fairs</strong> (hosted by Handshake colleges)</td>
<td>• Evaluations</td>
</tr>
<tr>
<td>• Connect candidates with <strong>Ambassadors</strong></td>
<td>• <strong>Interactive virtual events</strong></td>
<td>• Follow up messaging</td>
</tr>
<tr>
<td>• Educate and build Employer brand</td>
<td>• <strong>Video ‘coffee chats’</strong></td>
<td>• Schedule interviews</td>
</tr>
<tr>
<td></td>
<td>• <strong>Check-in students</strong> and collect new information (online or in-person)</td>
<td></td>
</tr>
</tbody>
</table>
Create true student-employer engagement through video, audio and text chat.
Interactive Group Sessions
Virtual Ambassadors

Connect priority candidates with real, relevant employees
Manage through Metrics
Managing through metrics: know more → optimize

Return On Investment  $  Student Engagement

Performance Tracking  ✅  Brand Awareness
Measure applicants + hires from Handshake engagement
Manage your team’s shift to digital outreach with data

### Analytics

#### Engagement | Reports | Team

**DATE RANGE**

- 10/1/2019 — 4/1/2020

**CAMPAIGN TYPE**

- [ ] Job
- [ ] Career Fair
- [ ] Event
- [ ] Other

**Filter by recruiters**

Type to search

---

**Team**

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<tr>
<th>Name</th>
<th>Campaigns</th>
<th>Recipients</th>
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<th>Open Rate</th>
<th>Engagement</th>
<th>Engag. Rate</th>
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Thank you!

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June 16, 2020