



CONNECT: THE VIRTUAL EXPERIENCE
Tech Solutions



@NACEOrg

Welcome!

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



Virtual engagement

Building brand and candidate connections without compromise

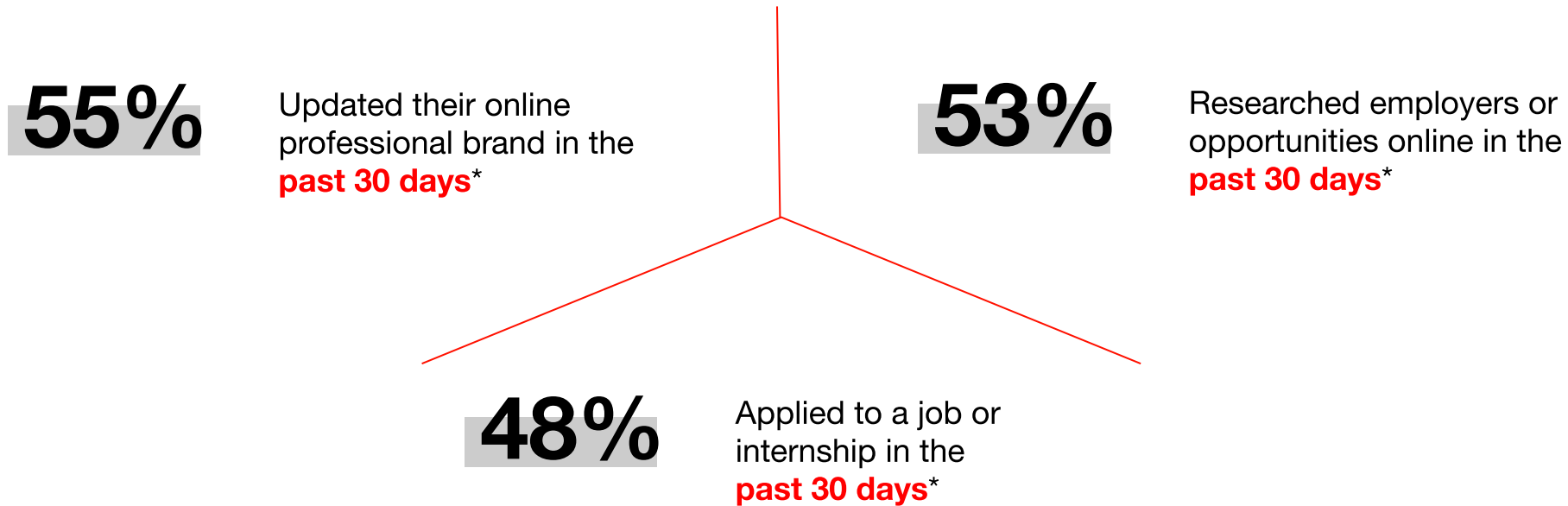
Luke Baxter
Handshake, VP Product & Insights
June 16, 2020



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



*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

Source: *Rethinking Early Talent Hiring in the Era of COVID-19 Report: What College Students Need Now*

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**

1 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

3 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

Student pulse

“

"[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*

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

A grayscale photograph of a group of students in a classroom or computer lab. In the foreground, a young woman with long hair, wearing a denim jacket, is smiling and looking at a laptop. Behind her, other students are visible, some looking at their own laptops. The scene is dimly lit, with the primary light source coming from the laptop screens. The overall mood is collaborative and focused.

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

The screenshot shows the 'Create Segment' page in the Handshake application. The left sidebar contains navigation links: Home, My Profile, Company Profile, Talent Engagement (highlighted), Branding, Segments, Campaigns, Analytics, Postings, Jobs, Relationships, Search Students, Schools, Contacts, Campus, Events, Interviews, and Fairs. The main content area is titled 'Create Segment' and includes several sections: 'Academics & Extracurriculars' with a 'Schools' section containing an '+ Add Schools' button and an 'Add School List' link; 'Handshake Open' with a toggle switch; 'Profile Keyword' with a text input field; 'Major Group' with an '+ Add Major Group' button; 'Major Keyword' with an '+ Add Major Keyword' button; 'Major Category' with checkboxes for 'STEM', 'TEM Only' (selected), and 'Liberal Arts'; and 'Graduation and Class Standing' at the bottom.

Highlight: select thousands of relevant courses easily

Coursework


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

Data Science Full-time (Omaha)

1-25 of 250 matches

Sort by: Recently active ▾ More actions ▾ [Invite to apply](#)

Match criteria ...

View your matches by segment or job preferences:

- ☒ Omaha Data Scientists [View segment](#)
- ☐ Job preferences









Keywords

Candidate engagement

- ☐ Follows you
- ☐ Applied to any job
- ☐ RSVP'd to any event
- ☐ Attended any event
- ☐ RSVP'd to booth
- ☐ Checked in to booth

Recruiter activity

- ☒ You haven't messaged
- ☒ Employer hasn't messaged
- ☒ You haven't viewed
- ☒ Employer hasn't viewed

Name	Education	Labels
 Steph R. Active this week	Computer Science University of Illinois	
 Kevin T. Active this week	Data Science University of Chicago	high engagement
 Rong Z. Active this week	Computer Science University of Illinois	Good fit +2
 Lauren K. Active this week	Computer Science University of Illinois	
 Ian N. Active this week	Data Science DePaul University	
 Josie P. Active 1 week ago	Statistics University of Chicago	high engagement
 David D. Active 1 week ago	Natural Language Processing University of Chicago	
 Jennifer H. Active 1 week ago	Computer Science DePaul University	

Candidate Hub: see matches on current profile + activity

Candidates

Activity

Your candidates

Search all

Jobs and events

1 of 2 >

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




Weekly Digest


You have **4 active jobs** and **58 new matches** on Handshake this week.

Data Science Full-Time (Omaha)


You have 14 new matches from your Omaha Data Scientists segment



Stephanie R.
Stanford University • Computer Science
Updated profile this week



Lauren J.
Santa Clara University • Data Science
Updated profile this week



Josie B.
Stanford University • Computer Science
Active this week

[See more matches](#)

Candidate Hub

Reach out to priority candidates either **individually or at scale** with Campaigns

Send separately to 1 candidate

Send to Steph R x

Subject Checking in


Message

Hi Steph,

I see that you are following CSB Logistics, and have attended a few of our tech events in the past. We have a new opening that I think you'd be a great fit for – check it out below, and let me know if you have any questions!

Best,
Molly

CSB Logistics
Data Science Full Time
Full Time Internship
Omaha

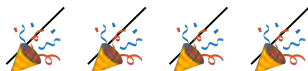


Heading 1 B I U A [icon] [icon] [icon] [icon] [icon] [icon] Insert Variable

Cancel Preview message


Candidate Hub

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.



Stephanie Rocco
Active this week

University of Chicago
Bachelor's, Statistics
Graduates May 2022
Junior

Message

Engagement

Follows you
2 messages from my employer

Data Science Internship
Applied on 3/21/20


ISU 2019 Fall Career Fair
Checked into booth on 10/4/19

ISU 2019 Fall Career Fair
RSVPd on 10/1/19


Data Science Info Session
Attended on 8/19/19

CS Info Session


Education


 **University of Chicago**
Bachelor's, Statistics
August 2018 - May 2022
Major in Statistics
Minor in Data Science
Cumulative GPA: 3.8

Work & Volunteer Experience

 **Duolingo**
Data Science Intern
June 2019 - August 2019 (2 months) | Oakland, CA
Worked with Branding and Marketing teams to develop several activities. Helped write external communications for landing pages and social media.

Organizations & Extracurriculars

 **Society of Women Engineers**

 **Swim team**

Courses



Authentic Virtual Engagement

Handshake powers your complete end-to-end digital recruiting experience this Fall



Prepare & promote

- Invite candidates with **Handshake Campaigns**
- Connect candidates with **Ambassadors**
- Educate and build Employer **brand**

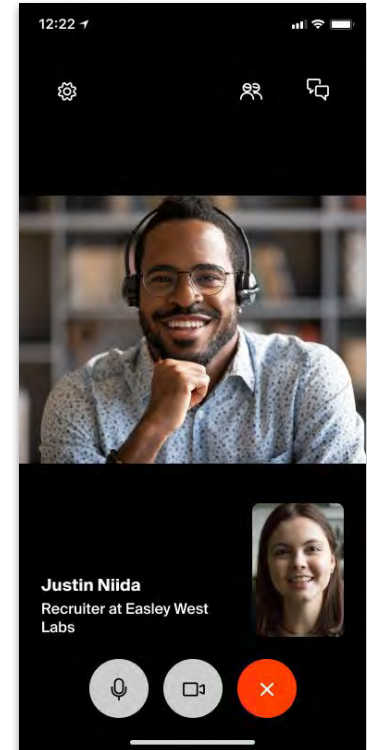
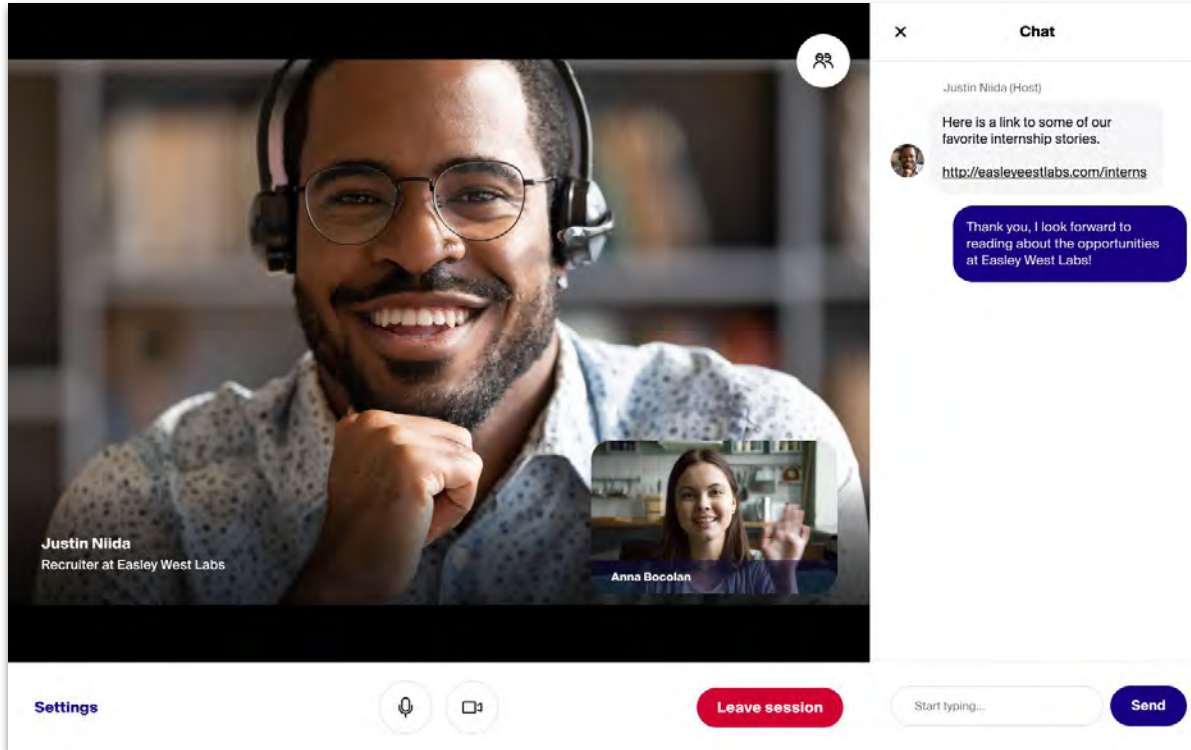
Live event or 1:1

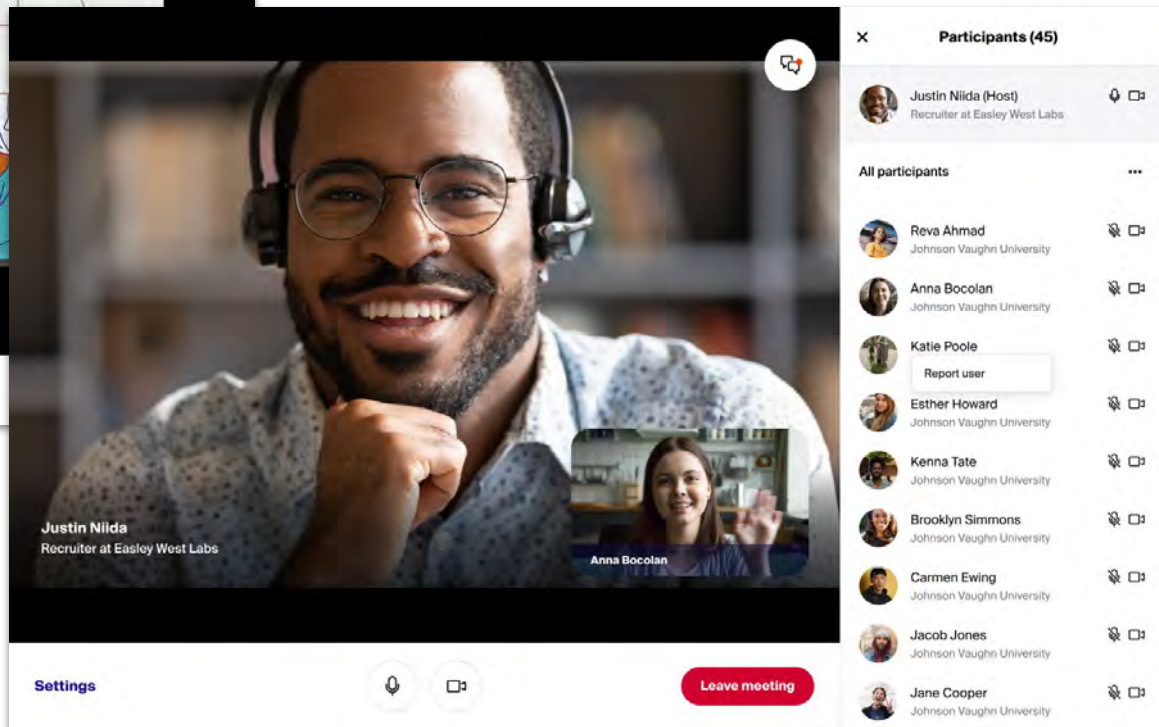
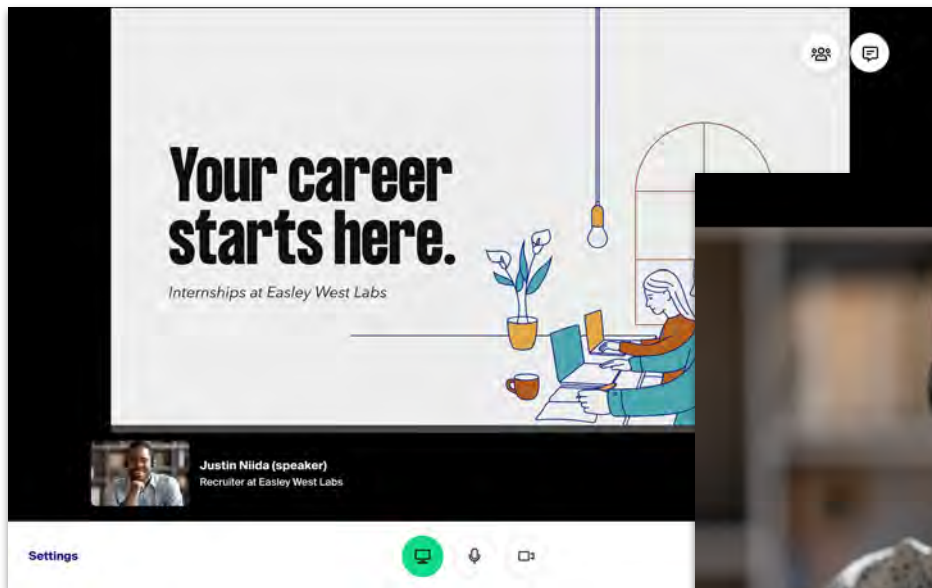
- **Virtual Fairs** (hosted by Handshake colleges)
- **Interactive virtual events**
- **Video ‘coffee chats’**
- **Check-in students** and collect new information (online or in-person)
- **Campus Fairs & Events**

Post-engagement

- **Evaluations**
- **Follow up** messaging
- **Schedule** interviews

Create true student-employer engagement through video, audio and text chat





Interactive Group Sessions


Virtual Ambassadors

Connect priority candidates with real, relevant employees

8:34

<

Mallory Wheaton




Mallory Wheaton
Employer Customer Succ

Hi Molly,

I'd like to introduce y
who was a few years
at Cornell. She work
discovery product s
know is of interest to
feel free to check ou
and ask her any que
her experience.

Mallory shared an amba




Alison Fyler
Software Engineer a

View Prof

Reply to Mallory


8:42

< Mallory Wheaton



Alison Fyler
Software Engineer
CSB Logistics

Work Experience



Software Engineer
CSB Logistics
Jun 2018 – Present

I'm a full-stack engineer working on our
discovery product suite! I also lead our
Women in Engineering employee resou
group.

Send


8:42

< Back

Alison Fyler
Software Engineer - CSB Logistics

Today at 8:39 AM

Hi Alison, so nice to meet you! I was
curious why you decided to work at a
smaller tech company right after
college. What has your experience
been like so far?



Hi Molly, great to connect! Hope
your junior year is going well -
Cornell in the late spring is always
so much fun. I decided to work at
a startup because I was torn
between software development
and product management. I
wanted to get exposed to
multiple roles in an environment
where everyone does more than
just one specific job. That being
said, I have previously worked at
larger companies which was also



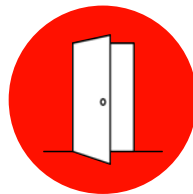
Manage through Metrics

Managing through metrics: know more → optimize

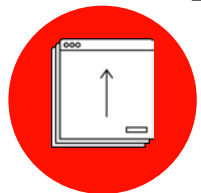
Return On Investment



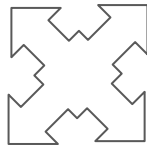
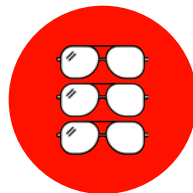
Student Engagement



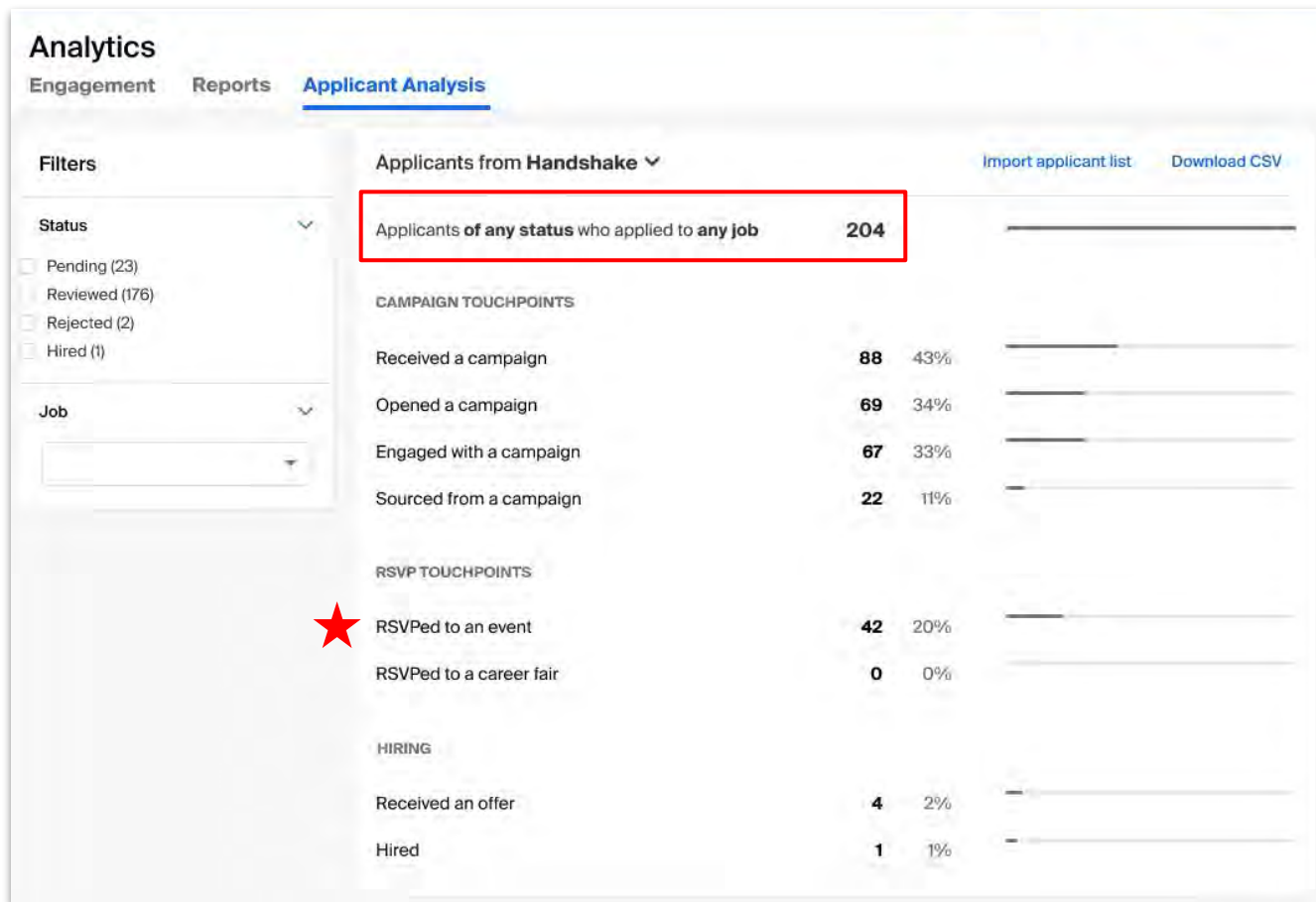
Performance Tracking



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

Download CSV **Apply**

Filter by recruiters

Team

Name	Campaigns	Recipients	Opens	Open Rate	Engagements	Engmt. Rate	Sourced	Sourced Rate
Molly Johnson	2	2	2	100%	2	100%	0	0%
Kim Rojas Hernandez	2	5101	3429	67.22%	1228	24.07%	695	13.62%
Sophie Symonds	1	4513	3676	81.45%	1484	32.88%	395	8.75%
Amanda Sayre	1	8317	2493	29.85%	751	8.91%	355	4.27%
Claire Hart	1	1261	1926	152.73%	518	41.06%	33	2.62%



Thank you!

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