NACE

CONNECT: THE VIRTUAL EXPERIENCE

Tech Solutions

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Welcome!

Virtual Engagement: Building Brand and Candidate Connections Without Compromise

ih Handshake

Handshake

Virtual engagement

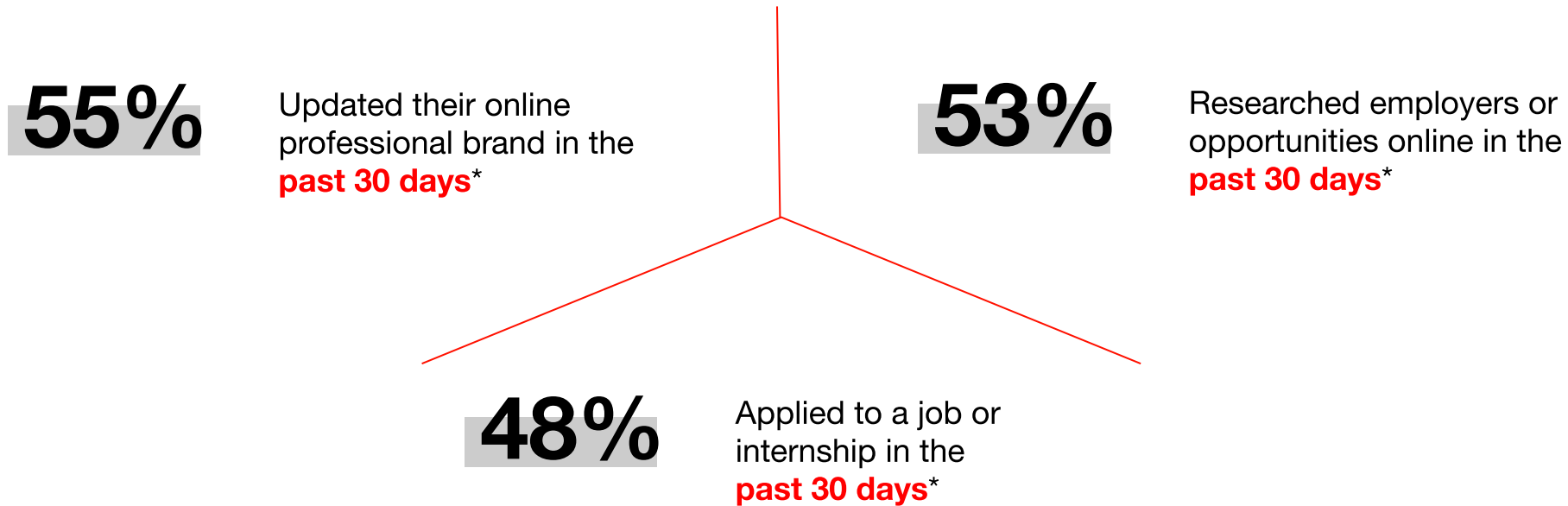*Building brand and candidate connections without compromise*

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***

Surge in virtual engagement on digital platforms
Spring 2020 compared to prior year

237%

increase in Virtual Events

825%

increase in Virtual Career Fairs

Handshake

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

Handshake

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**

Handshake

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*

Handshake

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

Handshake   13

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

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

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

Candidate Hub

**Great news,
Steph replied!**

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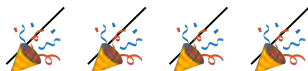
Review her profile to see specific skills and **past engagement** with your organization.

Start an **authentic, personalized** discussion or introduce her to an Ambassador.

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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
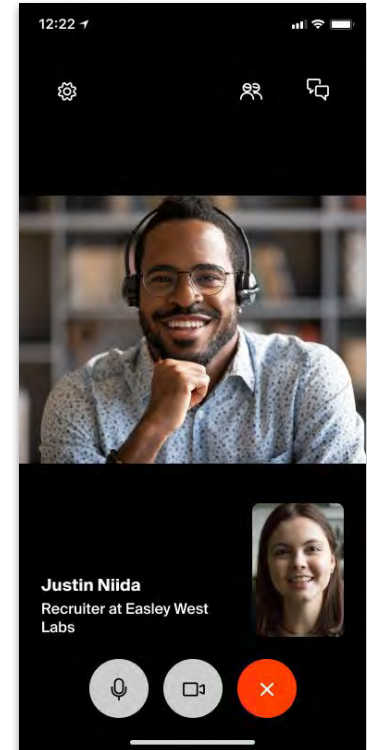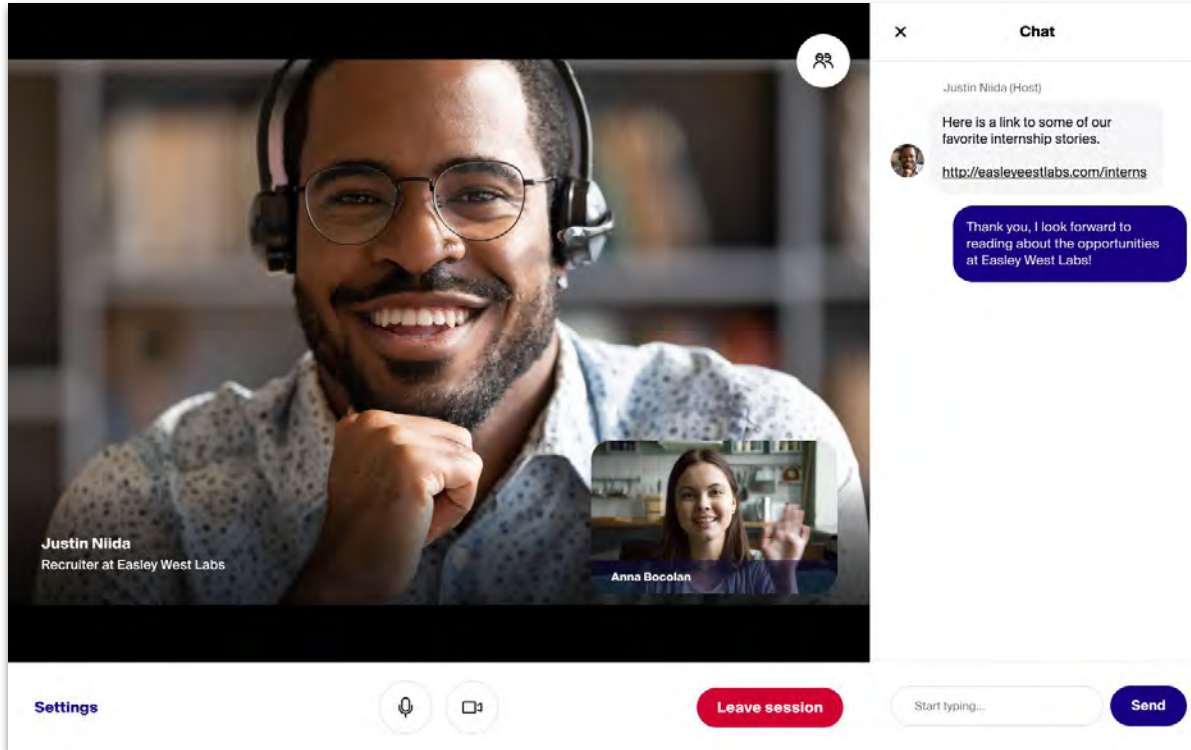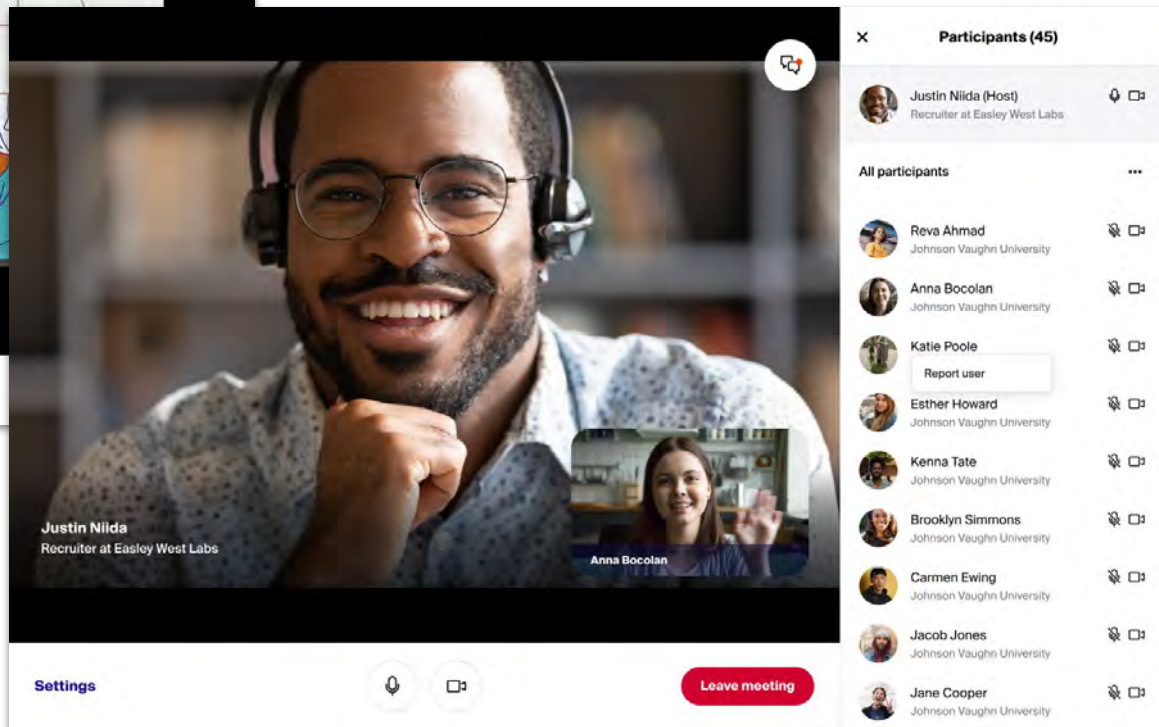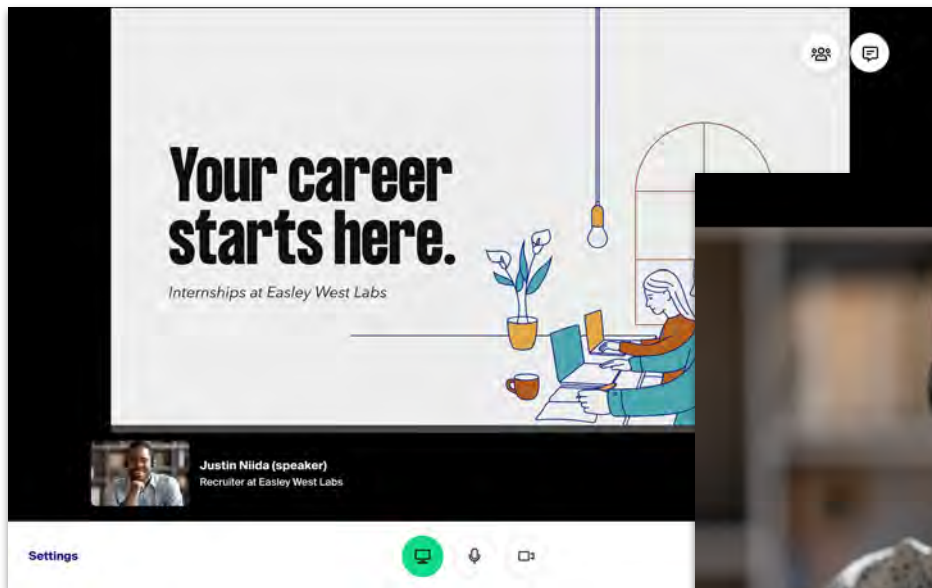
Interactive Group Sessions

Virtual Ambassadors

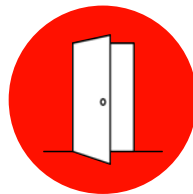Connect priority candidates with real, relevant employees

Manage through Metrics

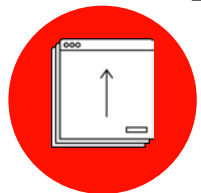# Managing through metrics: know more → optimize
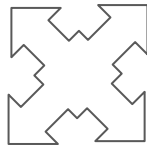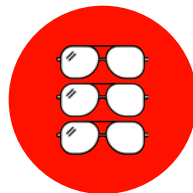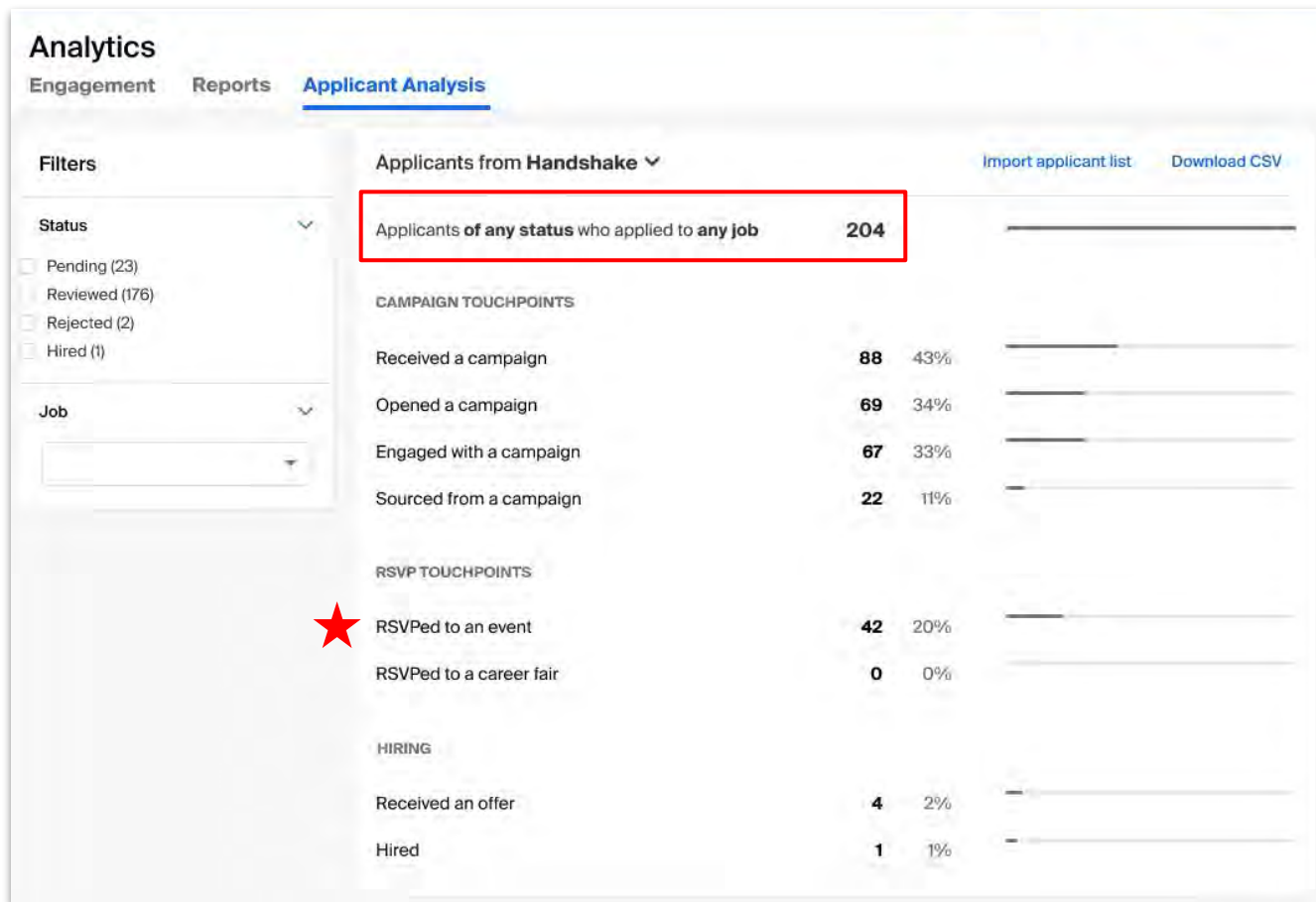
Return On Investment

Student Engagement

Performance Tracking

Brand Awareness

Measure applicants + hires from Handshake engagement

Manage your team's shift to digital outreach with data

Thank you!

Luke Baxter
Handshake, VP Product & Insights
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