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**CAREER  
CENTER**

# *Handshake*

# Education is changing



- Education is less linear
- Digital is the way to land jobs
- Admissions and retention are decreasing every year
- Students are now valuing their education investment based on the professional skills they gained.

# Ways Faculty and Staff can use *Handshake*



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- Create a profile and post on-campus jobs
- You can view openings and events that can be beneficial to your students
- You can connect with employers for collaboration opportunities

# Career Center and Faculty



Career services helps to provide pathways for students—helping them better express their experience and interests and guiding them to unique employers that are eager to connect. Faculty has the unique ability to shape their students future for the better.

- 
- Career Center acts to support faculty in their efforts to develop career-ready graduates
  - Is the bridge between academic and professional life, through connections with companies
  - Free services and resources for faculty and students
  - Students can see the value of their academic experience

# EASY ACCESS TO CAREER CENTER



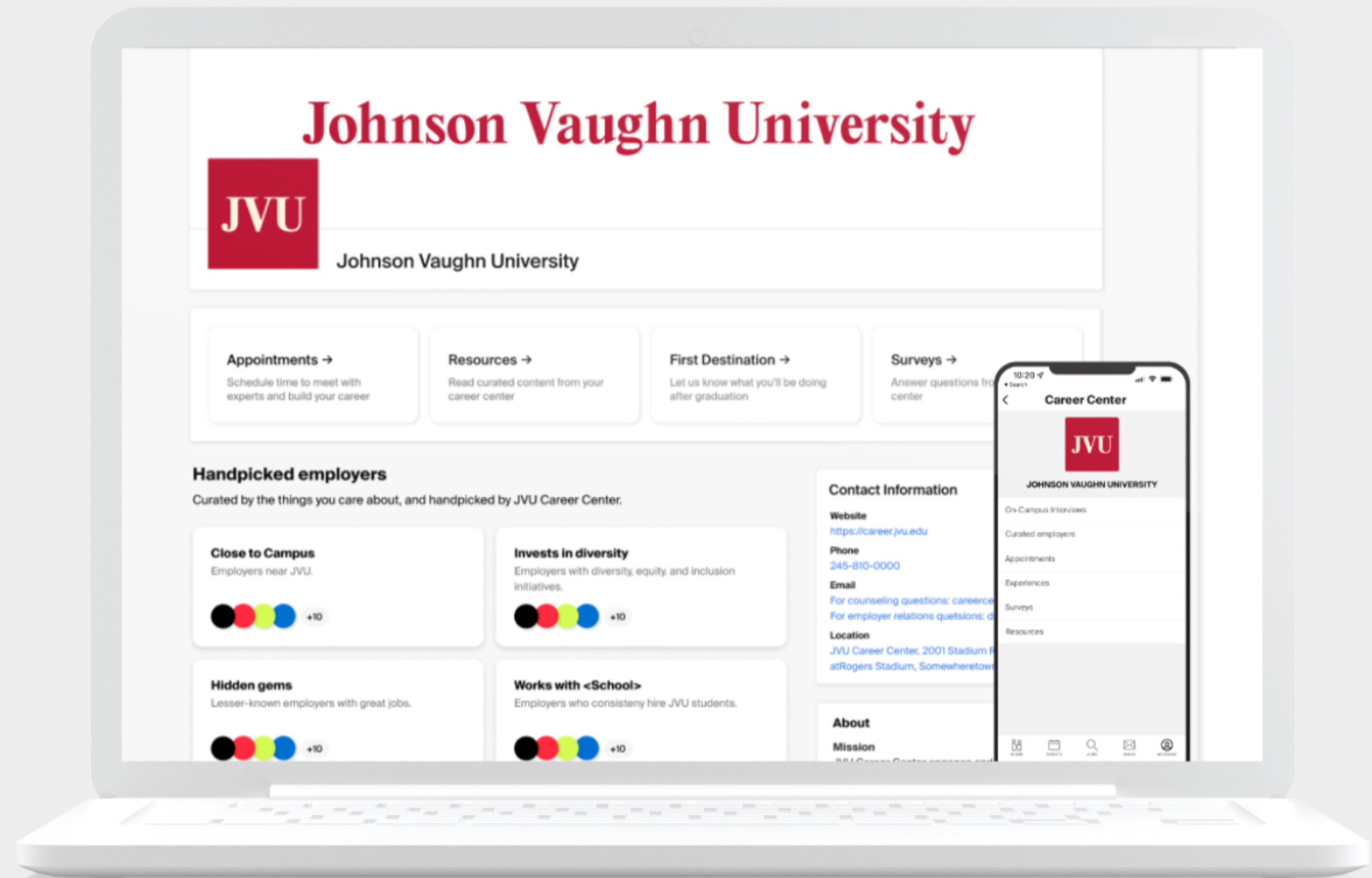
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Provides

- Resume checks
- Mock interviews
- Career planning

Explore

- Recommended employers
- Interview for jobs and internships.

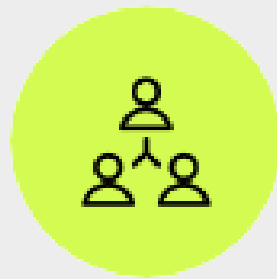


\*example taken from JVU

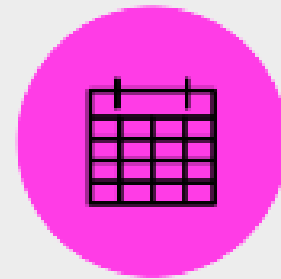
# GET STUDENTS CAREER READY, ALL IN ONE PLACE



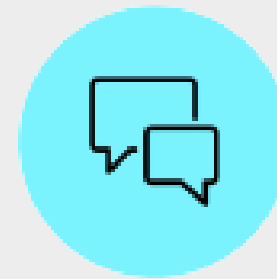
Job Postings



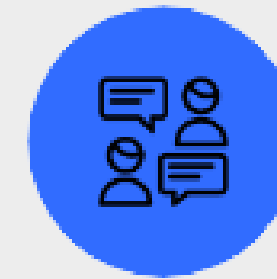
Employer  
Network



Advising  
Appointments



Employer  
Messaging



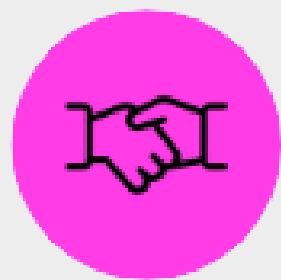
Interviews  
& Info Chats



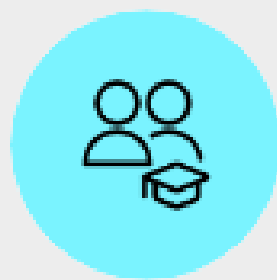
Peer-to-Peer  
Messaging



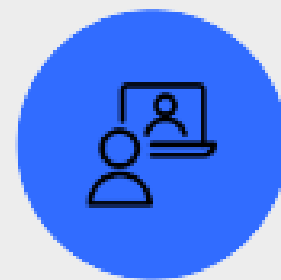
Experiential  
Learning



Events &  
Career Fairs



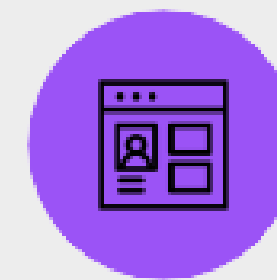
Alumni  
Ambassadors



Virtual Recruiting



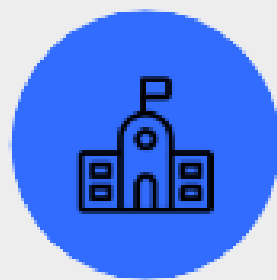
Company  
Reviews



Career Profile



First Destination  
Survey



On-Campus Jobs

# CASE STUDY

## School Type

Community College

## Location

Los Altos Hill, CA

## Enrollment

4,700 full-time; 11,500 part-time

## Workforce Department Staff

5 full-time, 2 part-time



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**FOOTHILL**  
COLLEGE

## Foothill College Expands Student Access to Jobs and Employers



**5-10x**

increase in job postings

Foothill College is a public community college in Los Altos Hills, California, offering over 180 degrees and certificates. Rated as the top online community college in California, it also boasts a large distance learning and international student population.

“

Handshake will **increase your visibility by ten-fold** in the job space. The number of employers we are now connected to is higher than ever before.

**Miloni Gandhi**

Workforce Faculty

# Challenges



## 1. Regional Limitations

Located on the outskirts of major metropolitan areas, Foothill found it difficult to attract employers beyond their local region to recruit on campus, especially name brand companies popular with students.

## 2. Student Awareness

Foothill's existing platform was not widely known or used by students, and few students, employers, and staff engaged with the platform.

## 3. Student Access

Foothill needed a platform that was accessible to all their students, including online learners and mobile-only users.

## 4. Diverse Opportunities

Foothill wanted to offer more job opportunities representative of the diverse interests and skill sets of their student population.





## Results

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After joining Handshake, Foothill saw a **5-10x increase in job postings**. Students now receive proactive outreach from employers, including top companies that had never recruited at Foothill College before.

Through Handshake's expanded employer reach and more accessible and user-friendly platform, Foothill College is now better equipped to serve the needs of thousands of students.

“

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For a school that doesn't have a large workforce office, **having Handshake is like having a whole additional team** for employer engagement and career services.

**Miloni Gandhi**

Workforce Faculty



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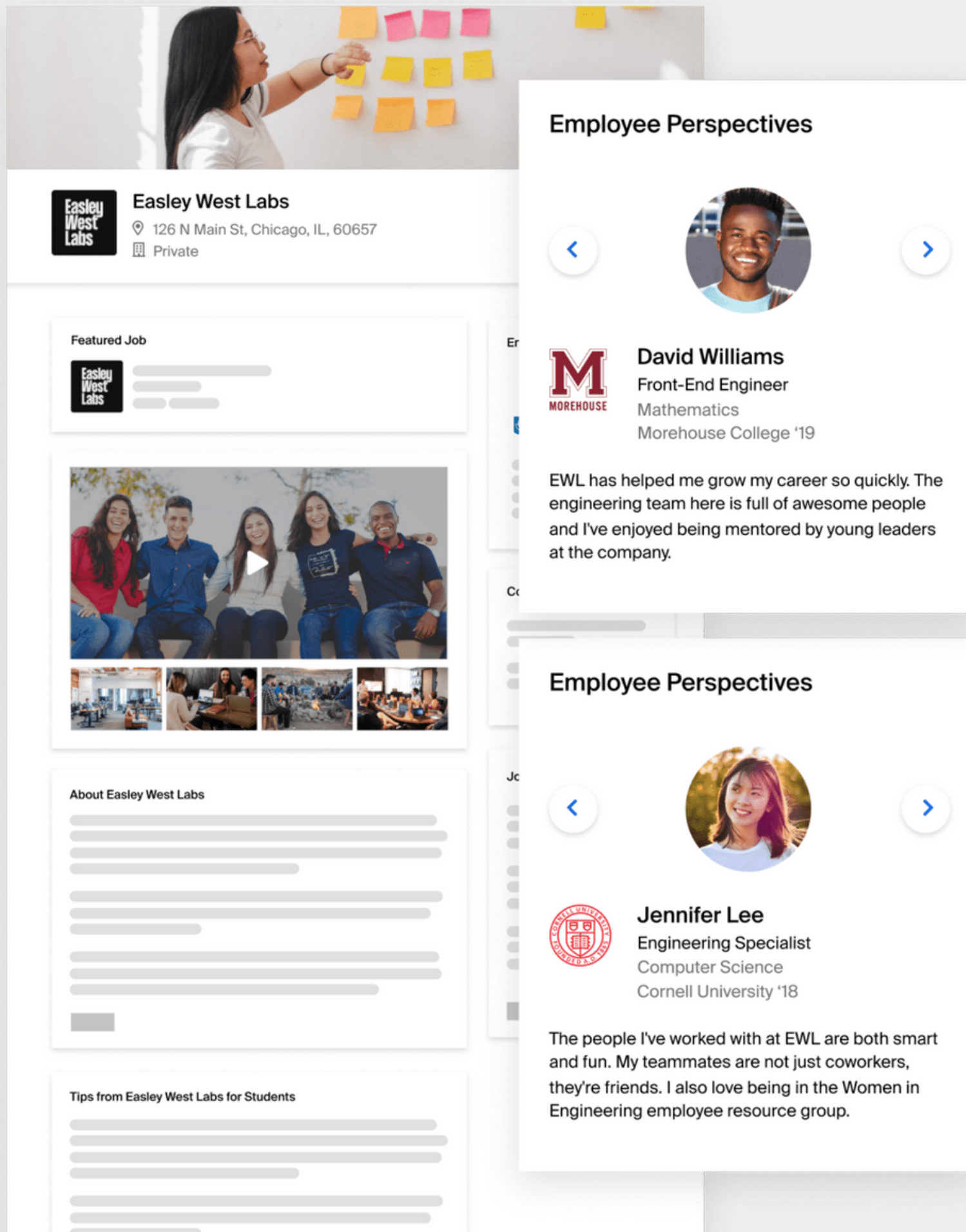
# How Employers Use ***Handshake***



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# Brand building

- With Gen Z using rich media
- Candidate reviews
- Employee testimonials all housed on employer page.



## Message Preview



**Molly Johnson**

Recruiter at Easley West Labs



Hi Pia! We have a role open at Easley West Labs and would for you to apply. We think you might be a good fit based on your experience at Benetech. If you'd like to learn more, please reach out to James. He works at EWL and will be able to help you get started.

### JOIN THE TEAM



Full-time • Remote

**Data Analyst**

[View job →](#)

### QUESTIONS? CHAT WITH JAMES.



**James Marshall**

Senior Researcher at Easley West Labs

2 sessions left

[Find a time](#)

# Message

- To drive job applications,
- Attendance for fairs and events,
- offer one on one time to highly qualified candidates.

Full-time • Internship

# Research & Analysis Internship



**Easley West Labs**  
New York City, NY

## About the role

Seasonal role

**Apr 28–Aug 17, 2020**

Estimated salary

**\$25/hr**

Application deadline

**March 24, 2020**

Remote

**Remote workers  
allowed**

Work study

**Eligible students  
only**

US Work Authorization

**Not required**



**Apply**

## Role description

Easley West Labs is a small entrepreneurial healthcare software company. Employees enjoy broad reign and latitude in doing their jobs once they prove themselves, and have the opportunity to learn and master the entire breadth



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# Post jobs

to drive:

- job applications,
- attendance for fairs and events,
- offer one and one time to highly qualified candidates.

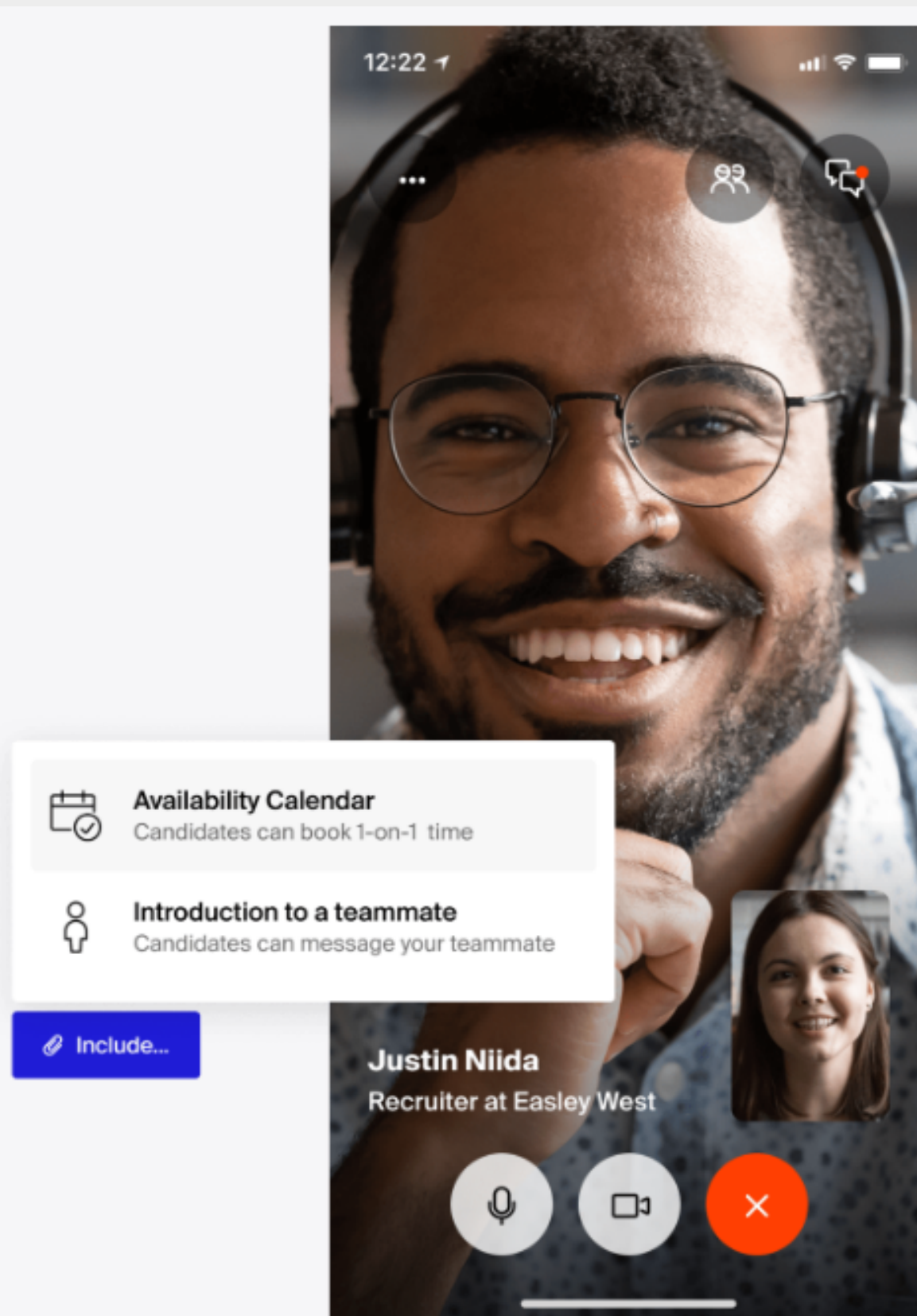




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# Build relationships

- Host your own events,
- participate in career fairs, and
- connect candidates with internal champions
- in real time both in person and online.



Handshake is  
partnered with  
schools and  
employers from  
across the country

