

# Account Activation, Profile Completion, & Student Marketing

0-60 (%) in a non-work-study environment

6/20/19

Rocky Campbell  
Lewis & Clark College





# Welcome & Agenda

- Introduction
- Student Marketing
- Workflows & Practices
- Leveraging Campus Partners
- Q&A / Brainstorming



# Rocky Campbell

Career Center Director  
Lewis & Clark College



## GAME OF THRONES

JON SNOW



YGRITTE



JAMIE LANNISTER

MISSANDEI



DAENERYS



NIGHT KING



SANSA

HODOR



BRAN



CAREER MONTH  
IS COMING



MELISANDRE



BRIENNE OF TARTH



ARYA



GILLY



CERSEI LANNISTER



LADY STONEHEART

# handshake @ Lewis & Clark

|   |         |
|---|---------|
| Using Handshake:                          | 2 years |
| Account Activation:                       | 62.2%   |
| Profile Completion:                       | 43.2%   |
| Approved Employers:                       | 9,608   |
| 2018-2019 Approved<br>Jobs & Internships: | 28,116  |
| FDS Rate:                                 | 91%     |



# handshake @ Lewis & Clark

Activation at  
start of the year: 36.5%

Activation at  
end of the year: 62.2%

First-year : 50.8%

Sophomore: 51.3%

Junior: 63.7%

Senior: 85.7%



# Student Marketing

# Know your students – Know yourself

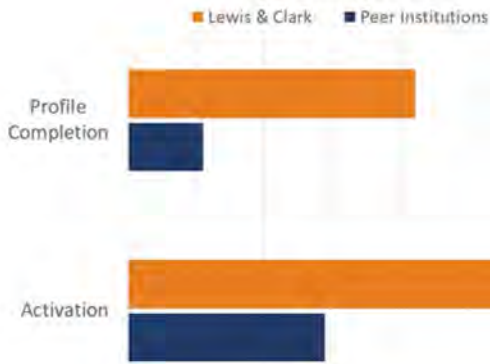
- What are your students' interests?
- How do your students communicate?
  - With you?
  - With each other?
- What are your strengths as an office?
  - How do you use them to meet your students' interests and communication preferences?



### L&C Top 25 Job Function Interests



### Handshake Stats



### L&C Top Skills





## Track & Reward the behaviors you are seeking!

- Activation rates
- Interests Update
- Profile completion
- Event RSVPs / Event Attendance



# Track & Reward the behaviors you are seeking!

**79 students interacted with us during tabling for Handshake Live!**

- Out of those 79 students, 24 of them were inactivated students and **3 of them activated afterwards!**
- Out of all inactivated students (1,018 as of 4/9/19), 16 activated between 4/9/19 and 4/23/19  
So, overall, we had **19 students activate their HS accounts between 4/9/19 and 4/23/19!**

*Right now we are at **57.1% of LC undergrads with activated HS accounts** which is 21.7 percentage points ABOVE our peer institutions.*

For some context: at the **beginning of the academic year**, we were at **36.5% activation** - so we have seen a **HUGE change in activation** over a relatively short period of time. ***This is due to your hard work in spreading the word about Handshake as a tool!***

I'm really proud of all the work we have done to promote all of the opportunities available to L&C students! **THANK YOU!**



# handshake

TODAY WE'RE AT...

60.4%

WE HAVE...

1%

LEFT  
TO  
GO!!

==

# ACTIVATION !! CHALLENGE !!

LET'S GET UP TO 60% FOR A PARTY !!

60.4%



DONE  
5.10.19



60% !!






# Workflows & Practices

The image features a central blue rounded rectangle with a yellow and green border. The text "Workflows & Practices" is centered within the blue area in a white, sans-serif font. A small yellow horizontal line is positioned below the text.

# Workflows & Practices

- Student Launch & Engagement Strategies
  - Internships & Jobs
  - Events
- Developing a communication strategy
  - Tailoring Communications
  - Handshake vs. external platforms for email
  - Social Media
  - Posters
  - How to link



 **handshake** Lewis & Clark has switched to Handshake, the leading **career** platform used at over 400 colleges and more than 200,000 employers.

Used by all Fortune 500 companies, Handshake allows you to discover and favorite jobs at top financial institutions, cutting edge tech firms, leading design and marketing agencies, nonprofits making the world a better place, and more. You can also receive personal recommendations based on your interests, skills, major, location preferences and search history.

[Login today](#) using your Lewis & Clark credentials to complete your profile and put your best self forward to employers.

Every student that logs in and creates their profile will be entered into a monthly drawing for a \$25 **Salt & Straw** gift card through the end of the semester. The earlier you log in, the more chances you have to win!





**NICK TAN, '19**

**Handshake provided me the opportunity to have an on-site interview with Deloitte in Chicago!**

**The recruiter reached out personally regarding a consulting position she thought I'd be a good fit for and flew me out for a day long interview.**

**I highly recommend that everyone sets up their Handshake account and populate it well - you never know what opportunities lie around the corner.**



# It Started with a Handshake!

- DISCOVER NEW CAREER PATHS
- FIND AMAZING JOBS & INTERNSHIPS
- CONNECT WITH GREAT COMPANIES
- GET NOTICED & HIRED



**hi** handshake  
FOR MORE INFO, PLEASE VISIT  
[LCLARK.JOINHANDSHAKE.COM](http://LCLARK.JOINHANDSHAKE.COM)

TEMPLETON 270 | [GO.LCLARK.EDU/CAREER\\_CENTER](http://GO.LCLARK.EDU/CAREER_CENTER) |  
[CAREERS@LCLARK.EDU](mailto:CAREERS@LCLARK.EDU) | 503-768-7114



Leverage your Campus Partners

## Change is incremental!

- In collaborations, offer to use Handshake for registration and assessment needs:
  - Inclusion & Multicultural Engagement
  - International Student & Scholars
  - Athletics
  - Academic-specific collaborations
  - Alumni Office / Student Alumni Association



**Questions?**

**Thank you!**

