

Cloud Storage Company

Est. 2005

Headquarters

Redwood City, CA

Employees

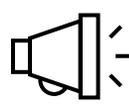
1,400

Early Talent Hires per Year

30



Box Builds a More Inclusive Talent Pipeline by Reaching More Colleges


3.5X
increase in
brand views
71%
message
open rate
70%
increase in brand
awareness

Even as a new function in 2013, the university recruiting team at Box was well ahead of its time in thinking about inclusive college recruiting practices. Since their inception, they've adopted a number of progressive strategies, such as revamping their engineering interview process to include office hours and hosting an annual Business Fellowship program aimed at introducing students from underrepresented backgrounds to careers in technology. They're a great model of a small team backed by powerful technology that works to improve representation in their workforce.

Challenges

1. Homogenous Pipeline

While Box didn't have a problem attracting talent before using Handshake, their applicant pool lacked the diverse representation they wanted.

2. Lack of Brand Awareness

As an enterprise B2B company, Box isn't a brand name that students come into contact with every day, like flashier consumer brands. They needed to become more relevant to the current generation.

3. Lean Team

As a team of just three recruiters, they didn't have the time nor the budget to go to every campus. Box realized that schools outside their core list were great channels for finding strong talent with diverse backgrounds.



"We received over 6,000 applications for only 15 summer internship spots. While, in theory, our pipeline was robust, it was not diverse. For our business and culture to thrive, we needed Handshake to proactively create a pipeline representative of America's diversity."

– **Emily Vogel**

Recruiting Lead at Box



Solutions

As a long-time Handshake Premium partner, Box has used the platform to scale its early talent recruiting efforts, focusing on students and alumni as the main channel to build a more inclusive workforce.

Box partnered with Handshake to scale their D&I efforts, taking a three-pronged approach:

1. Expanded College Relationships

The Box team increased its school list by **100x**, taking advantage of Handshake's network of **900+** colleges across the US.

2. A Focused Applicant Pool

They got ahead of the game by sourcing students for their Business Fellowship program and internships using Handshake's Advanced Search & Filters, which help narrow down a large amount of inbound applications to only the most qualified.

3. Personalized Employer Page

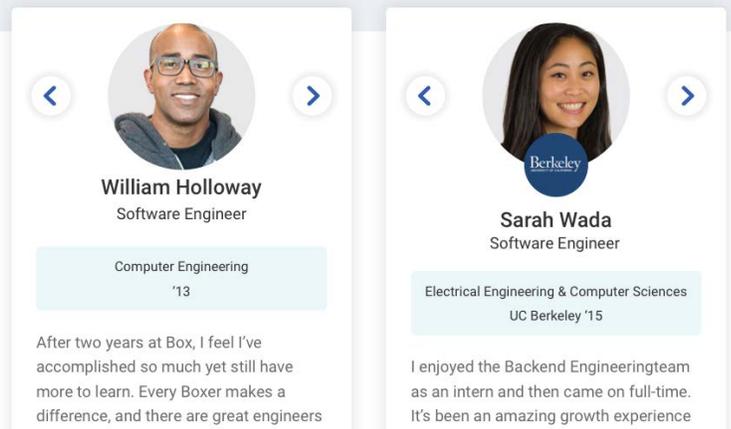
Box boosted its employer brand awareness by **70%** with a branded Employer Page, including photos and video testimonials.



“Great talent can come from anywhere. We've always been university-agnostic. That's why we switched away from doing live career fairs to adopt a remote strategy, and Handshake has been instrumental in our ability to do so.”

- Emily Vogel

Recruiting Lead at Box





William Holloway
Software Engineer

Computer Engineering
'13

After two years at Box, I feel I've accomplished so much yet still have more to learn. Every Boxer makes a difference, and there are great engineers



Sarah Wada
Software Engineer

Electrical Engineering & Computer Sciences
UC Berkeley '15

I enjoyed the Backend Engineering team as an intern and then came on full-time. It's been an amazing growth experience

Box continues to extend its reach with Handshake Virtual Events to gain traction with students and alumni of all backgrounds.

Since partnering with Handshake, Box has strategically shifted from a core school list of six colleges to a more expansive strategy. They now reach nearly 600 campuses across the country. Because of this shift, Box has benefited from a more inclusive, qualified, and engaged early talent pipeline.

Reach out to learn how to build a proactive recruiting strategy.

employers@joinhandshake.com | joinhandshake.com/employers