



Restaurant Company

Est. 1956

Headquarters

Chicago, IL

Global Employees

1.9M

Early Talent Hires per Year

60-75

McDonald's Launches their Early Talent Recruiting Program with Handshake



478

schools
reached



2.9x

increase in applicants
year-over-year



166%

increase in applicants
from HBCUs

With a physical presence in almost every country, McDonald's has become one of the most recognizable brands of our time. Today, McDonald's operates nearly 37,000 locations and reaches approximately 69 million customers each day.

When it comes to recruiting early talent, the leaders behind the iconic Golden Arches saw the need to grow their professional brand with a pipeline of qualified talent for roles in Finance, Operations, Technology, Human Resources, and more.

Challenges

When McDonald's initially approached Handshake, they were looking to broaden their reach and employer brand awareness. As they built an early talent recruiting function, they needed a strategy beyond in-person career fairs to connect with potential applicants. Knowing they needed to ramp up their efforts to accomplish their goals, they found themselves facing two main challenges:

1. Brand Awareness

While the McDonald's brand needs no introduction, from an employer perspective, they needed Handshake's help to get in front of students to build up their prospective candidate list.

2. Increasing Productivity

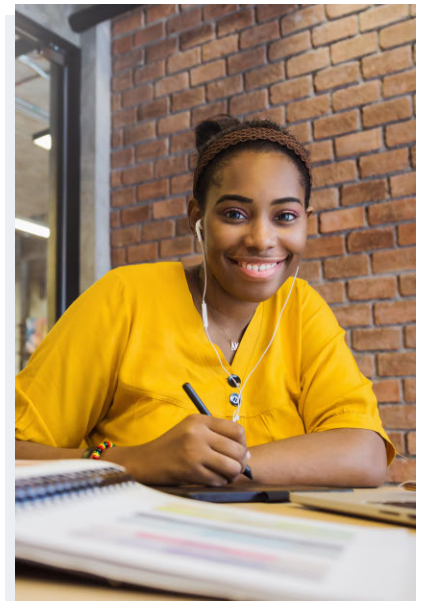
As a small four-person team with a typical in-person reach of 15 schools each season, McDonald's needed to improve its efficiency in reaching more universities and students to achieve its goal of enhancing diversity in its talent pipeline.



"We launched our university recruiting effort in tandem with our Handshake partnership, so we've been on this journey together from the beginning!"

– **Marlena Taynor**

University & Diversity Talent
Attraction Lead



Solutions

With Handshake Premium, McDonald's now has the necessary resources at their disposal to reach a broader audience and increase the diversity of their talent pipeline.

1. National Networking

Premium features like Segments and Campaigns allow McDonald's to get in front of students beyond their physical reach, which is especially important as campuses increase virtual recruiting and decrease in-person career fairs.

2. Mass Messaging

Ahead of career fairs, the team utilized Handshake's messaging feature to send personalized messages to students, which drove up to **80%** of booth visits during the fall recruiting season.

3. Wider Range of Accomplished Applicants

They rely on Handshake to connect them with great applicants and have almost doubled the size of their undergrad intern class from 15 students in 2019 to 29 in 2020.



“We can now reach the whole country: small schools, big schools, close schools, far schools, and everything in between. That creates a more diverse applicant pool and better hires overall because we're actually getting to the best people out there as opposed to just the best at the schools we can visit.”

– **Marlena Taynor**

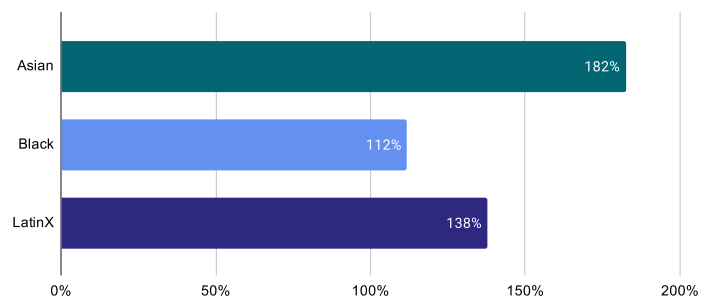
University & Diversity Talent Attraction Lead



Results

Through its partnership with Handshake, McDonald's can now discover great talent from anywhere. Their newly established digital footprint allows them to actualize their goal of increasing the diversity of their talent pipeline, and open up the dialogue for students to get to know McDonald's beyond their restaurants.

Attracting an increased number of diverse applicants with Handshake Premium



Growth in applications by group Fall 2018 vs Fall 2019

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

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