

# Powering Your Next Generation College Recruiting

Handshake helps you source, engage, and hire the right talent for your team, wherever they may be.



The journey from college to career isn't transactional and students are becoming increasingly savvy job-seekers. Employers need to adapt and enhance their legacy approach to college recruiting to engage the right talent.

Companies of all sizes rely on Handshake



**100%**

of the Fortune 500 rely on Handshake

**7M+**

Active Students and Alumni

The largest student career network

Rich, university-validated student profiles. Over 95M job views in 2018.

**1,100+**

Colleges and Universities

Career center system of record

The connection point for you to schedule on-campus interviews, register for career fairs, and set up your own events.

**500K+**

Employers

One unified platform

One central place to reach all schools and holistically manage all college recruiting

# Build a proactive, digital approach to early talent recruiting

## Talent Engagement Suite

Build a proactive, digital approach to early talent recruiting

- ✓ Smart Campaigns based on candidate Segments (with advanced attributes)
- ✓ Candidate Relationship Management
- ✓ Talent Analytics for your program
- ✓ Personalized branding capability based on candidate profile
- ✓ Dedicated Customer Success Manager
- ✓ Single sign-on (SAML)
- ✓ Advance search, messaging, & premium support

## Event Management

Reach the right students before, during, & after events to deliver measurable results

- ✓ QR Code
- ✓ Event Check-In
- ✓ Booth-specific Candidate RSVP
- ✓ Post-Event Personalized Follow-Up

## Program Management

Enhance your strategy with the guidance of Handshake experts

- ✓ Planning
- ✓ Team Enablement
- ✓ Implementation
- ✓ Analyze

## Insights

Optimize your program with market, peer, and brand data selected from list of options

- ✓ School Explorer
- ✓ Peer Benchmarking
- ✓ Executive Insights Report
- ✓ Innovation Hub

## Applicant Tracking System

Connect your systems for a full early talent funnel view

- ✓ Greenhouse integration
- ✓ More coming soon

Handshake's premium partners are achieving exceptional engagement



**60%+**

of virtual event attendees were part of diversity & inclusion-focused organizations



**161%**

increase in qualified applications from proactive engagement



**100x**

expansion in reach outside of local schools

Partner with our experts to drive your program success.

[joinhandshake.com/employers](https://joinhandshake.com/employers) | [employers@joinhandshake.com](mailto:employers@joinhandshake.com)