



Diversify Your Workforce with Handshake Premium

In this remote landscape, where a candidate wants to work is no longer a limitation. As a result, recruiting only college students and alumni from a handful of schools close to your offices has become insufficient. To stand out with early talent, employers must reach diverse, qualified students more meaningfully and before anyone else.

In this two-page data sheet, learn all of the benefits of a more proactive, nationwide virtual recruiting program. You'll also see how these programs have resulted in a **7-11x increase in applications from underrepresented groups**, and **2x student engagement** and **faster applicant velocity** compared to peers.

Get more applications from underrepresented groups and overall

Build a more diverse and inclusive talent pipeline with Handshake Premium. Across industries and sizes, Premium partners have enjoyed the following growth in underrepresented minority (URM) applicants compared to employers using Core.

Black candidates	8.5x
Latinx candidates	7.4x
Asian candidates	11x
Women candidates	8x
All candidates	8.9x

Find the most qualified talent for your roles from 9M+ students

Handshake Premium gives you the ability to narrow down the largest early talent network to only the most qualified candidates for your roles. Employers can filter from nearly 20 attributes, including:

<ul style="list-style-type: none"> ✓ Major Category (e.g., STEM, TEM, Liberal Arts) 	<ul style="list-style-type: none"> ✓ Institution by Type (e.g., HSIs, HBCUs, Women's Colleges)
<ul style="list-style-type: none"> ✓ Underrepresented Group (e.g., Black, Latinx, LGBTQA, Veterans) 	<ul style="list-style-type: none"> ✓ Student Organization (e.g., Women, Asian-Focused)

Whether you want to invite students to a virtual event, apply for a job, or keep them engaged for the duration of their college journey, save these segments for later with Premium.

- 215+**
minority-serving institutions
- 420**
diverse student groups
- 1.5M+**
students at hispanic-serving institutes (HSIs)
- 345K+**
students affiliated with women groups
- 170K**
students at historically black colleges and universities (HBCUs)
- 60K+**
students affiliated with LGBTQA+ groups



Gain a competitive advantage with a quicker time to hire

Handshake Premium partners **receive applications from students 32 days earlier** on average than their peers on Core.

Be more intentional and proactive by delivering meaningful outreach at scale with Campaigns, a Premium feature, and send campaigns to drive priority students to your virtual events or jobs before anyone else.

Engage students better than your best peers

When comparing Handshake Premium partners with employers on Core, Premium employers enjoy **a higher message open rate than the average 65%** on Handshake—already 3x higher than the recruiting industry average.

With access to scalable Campaigns and rich Employer Pages, Premium partners also **receive 2.3x more clicks to their links, jobs, or website** than employers on Core.

Get applications
32 days
 sooner

1.2X
 higher message open rate

2.3X
 more clicks to links, jobs or website

More than 500,000 employers—including all 500 of the Fortune 500—have adopted a virtual approach to recruiting on Handshake. They’re already using the web’s largest early talent network to proactively source, engage, and hire the most qualified students.

With virtual being the only way to hire these days, prepare to stand out to students from underrepresented backgrounds, double your virtual engagement, and get applicants earlier than your peers.

Reach out to a Handshake expert to learn about a strategic Premium partnership, and boost the size of your team (and your results) in less than one recruiting season.

Leading employers meet with remarkable hires using our end-to-end virtual recruiting solution.



Ready to become a Premium partner?

Request a Demo

Learn more at joinhandshake.com/employers | employers@joinhandshake.com