



As campuses prepare to reopen, you may be wondering... what's in store this fall? Recruiting this season may look a little different, but the strategies are largely the same. According to a recent [Handshake Network Trends report](#), 97% of higher ed professionals and 93% of employers plan to host virtual career events this fall.

And for good reason. Nearly 9 in 10 students still prefer some virtual recruiting even after the pandemic. In this cheat sheet, get an added advantage and guarantee your goals are met by incorporating the greatest recruiting lessons from this past year. They're bound to carry you well into the busy recruiting season and beyond.

<p>LESSON #1</p>	<h2>Qualified Early Talent Exists Everywhere</h2>	
<p>Broaden your access to qualified candidates by including more institutions with large populations of students that have the skills you need.</p> <ul style="list-style-type: none"><input type="checkbox"/> Use School Explorer* to identify new school partners by plugging in your qualified criteria (e.g., skills) to find the largest talent pools, from 9M+ active students on Handshake<input type="checkbox"/> Request to connect with these schools to learn more about their calendar and access students<input type="checkbox"/> Sign up for an upcoming virtual career fair your new or current partner schools may be hosting	<p>TIP: Discover nearly 1,500 career fairs on Handshake this fall by navigating to Fairs on the bottom-left-hand side of your dashboard.</p> <p>To register for a fair you'll need to connect with that school on Handshake if you aren't already.</p>	<p>△</p> <p>▽</p>

Employer Spotlight



Before the pandemic, Under Armour relied on recruiting from a small group of core schools close to their Baltimore, MD HQ, primarily in the mid-Atlantic.

They approached Handshake to help them scale and accomplish their hiring goals. Now, Under Armour recruits from over 500 schools—a 40x increase—and connects with Gen Z where they prefer to meet: on Handshake, a platform that tops their applicant source list among industry platforms.



4x
MORE
APPLICANTS

3x
MORE PROFILE
VIEWS

2x
MORE JOB
VIEWS

Than their talent competitors...

Get ahead like Under Armour this fall
by getting in touch.

LESSON

#2

Doing Your Due Diligence Sets You Up for Success

To stand out with students virtually, you'll want to conduct your own research to learn how your programming can best support students during their career search.

- Get in touch with your partner schools to learn about content that resonates with their students and brush up on what's worked well for other employers in the past
- Recruit internal resources like ERG leads or alumni to maximize your session's impact
- Determine the format of your group or 1:1 sessions—check out these ideas for starters:
 - Panel or fireside chat with alumni in similar roles or ERG leads
 - Resume, cover letter, or branding workshop
 - Office or “day in the life” tour
 - Mock interviews

TIP: Having trouble filling all of your virtual 1:1 sessions? Host a group session early on. Use that time to invite qualified students to sign up for your virtual 1:1s later on. [Learn more.](#)

To Engage with Students, Start with Value

Generate interest from qualified students for your sessions and events by establishing a personal relationship early on and maintaining regular touchpoints.

- In the weeks leading up to a virtual fair, identify the students you want to speak with
- Message these students personally to invite them to attend your upcoming sessions
- About 1 in 3 students register for a fair the day of or day before; median registration is 5 days before. Schedule timely reminders leading up to your sessions:
 - Send invites to sessions **5 days and 1 day before** that school's fair
 - Send reminders to registrants **1 day and 1 hour before** your sessions

TIP: Handshake Premium partners can streamline their messaging touchpoints with Campaigns, save cohorts of students, and unlock unlimited messages.

Connections Happen When Students Feel Supported

Getting the word out on where you're going to be and what you're offering is one component to recruiting successfully this fall. The other is ensuring both your team and students are equipped with the information and resources they need to be their best.

- Not all students have access to a laptop; remind students that they're able to join from their mobile phone and are welcome to turn off their camera for access and comfort
- To get students excited to attend your sessions, solicit questions from registrants beforehand and mention that you'll answer questions live
- Equip your team with a day-of resource guide to being approachable on video, like making eye contact with the camera while presenting, and test your video beforehand

TIP: Consider posting a virtual event that prepares students to make memorable first impressions at virtual 1:1 interviews, networking events, and more.

Relationships are Formed Beyond the Career Fair

Following your career fair sessions, send qualified students a link to apply to your open jobs or internships, learn more about your company, or connect with alumni.

- Students who attended a virtual fair and got a message from an employer applied at a 1.5x higher rate than active students performing other actions on Handshake
- Be intentional about how you progress qualified students; the majority of students of color and women prefer virtual interviews over in-person
- If qualified candidates are located nearby or feel safe traveling to your offices once open, invite them onsite for a second or third interview or an office tour

TIP:

Students were **12-13x more likely** to follow an employer on Handshake that they had met with at a virtual career fair, so make sure your virtual employer brand speaks to Gen Z.

Winning the hearts and minds of early talent isn't a seasonal approach—it happens year round. Following your career fair circuit, identify the school partners that resulted in the most qualified conversations and double down this spring.

Lean on technology to streamline your candidate journey, helping you quantify your impact and support your program's decisions. Handshake empowers you with a single tool to source and intelligently develop real relationships with candidates by keeping your interactions in one place—both online and in-person.

[Get in touch with our team to learn more](#)