**Foothill College Expands Student Access to Jobs and Employers**

Foothill College is a public community college in Los Altos Hills, California, offering over 180 degrees and certificates. Rated as the top online community college in California, it also boasts a large distance learning and international student population.

**Challenges**

1. **Regional Limitations**
   Located on the outskirts of major metropolitan areas, Foothill found it difficult to attract employers beyond their local region to recruit on campus, especially name brand companies popular with students.

2. **Student Awareness**
   Foothill’s existing platform was not widely known or used by students, and few students, employers, and staff engaged with the platform.

3. **Student Access**
   Foothill needed a platform that was accessible to all their students, including online learners and mobile-only users.

4. **Diverse Opportunities**
   Foothill wanted to offer more job opportunities representative of the diverse interests and skill sets of their student population.

Handshake will increase your visibility by ten-fold in the job space. The number of employers we are now connected to is higher than ever before.

*Miloni Gandhi*
Workforce Faculty
**Solutions**

**Wider Employer Reach**  
Foothill saw an immediate boost to their employer network. Companies that had never set foot on Foothill’s campus now message and recruit Foothill students. From Silicon Valley companies to international corporations, Foothill students now have access to a greater array of opportunities.

**Ease of Use**  
An intuitive user interface, single sign-on integration, and a top-rated mobile app make it easy for students to log on and browse jobs and employers. Also, Handshake’s dedicated student marketing complements Foothill’s efforts to activate more students on the platform.

**Seamless Virtual Engagement**  
Hosting virtual career fairs in Handshake enables the Foothill team to connect students and employers in a safe, seamless environment in a post-pandemic world. Students also have access to virtual advising appointments as well as virtual events, info chats, and interviews hosted by employers on Handshake.

**Greater Social Capital**  
Foothill students are able to message peers at other Handshake schools and employers across the country. For community college students—especially those from low-income backgrounds—access to such an expansive network is a game changer.

**Staying Competitive for Transfer Students**  
The majority of four-year colleges in the country, including Foothill’s top transfer institutions, already use Handshake. Getting students accustomed to the platform helps them stay competitive at their transfer institutions and gives Foothill students exposure to the same opportunities as their four-year peers.

**Mission Alignment**  
Foothill’s workforce department is measured on its ability to provide inclusive access to services for students of all backgrounds. Handshake’s commitment to democratizing access to opportunity for all students aligned perfectly.

**Results**

After joining Handshake, Foothill saw a 5-10x increase in job postings. Students now receive proactive outreach from employers, including top companies that had never recruited at Foothill College before.

Through Handshake’s expanded employer reach and more accessible and user-friendly platform, Foothill College is now better equipped to serve the needs of thousands of students.

"For a school that doesn’t have a large workforce office, having Handshake is like having a whole additional team for employer engagement and career services."

**Miloni Gandhi**  
Workforce Faculty

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Reach out to level the playing field for students.

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