



### School Type

Private

### Full-time enrollment

5,000

### Location

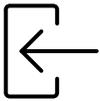
Grand Rapids, Holland, Kalamazoo, Traverse City, Lansing, Midland, Warren, Detroit, MI and global campus

### Career services staff

12 staff



## Davenport University achieves a tenfold increase in career-related engagement through Handshake



**70%**

students have logged in to their Handshake account



**1,525%**

increase in job postings since switching to Handshake

(an average of 800 to over 13,000)



**268%**

increase in annual event/fair registrations since switching to Handshake

(2,187 to 8,038)

Davenport University is a private, not-for-profit university in serving both undergraduate and graduate students by offering 80+ degree and certificate programs across eight physical campuses and one online global campus (Michigan's first!).

## Challenges

### 1. Efficient and effective logistics management

Davenport wanted a central solution for managing appointments, student information, internship approvals, and employer accounts.

### 2. Removing barriers to higher engagement

With eight physical campus locations to serve, as well as an online community, Davenport needed a way to invite more students and employer partners to their events to boost engagement, satisfaction, and outcomes.



We recently (three years ago) joined the Handshake network and could not be more pleased. Because the Handshake network is so integrated and connected, our ability to connect students to employers has increased more than 10-fold. I am not exaggerating, our engagement from employers and students has increased over 1000%.

**Ethan J. Tanis, MA, GCDF**

Assistant Director, Career Service



## Solutions

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### Giving career services staff the tools to work smarter

Davenport's career services staff is able to easily schedule appointments and avoid double-booking using calendar sync features, consistently capture accurate student information through Banner/Handshake integration, report quantifiable metrics to illustrate staff interactions with over 64% of graduate and undergraduate students annually, and save time managing employer information by empowering employers to manage their own accounts.

### Opening the floodgates of opportunity

Hosting virtual career fairs open to all campuses and programs, including other Handshake schools, allows Davenport to empower their communities and promote employment opportunities in a more equitable way, increasing positive student connections and recruitment satisfaction.

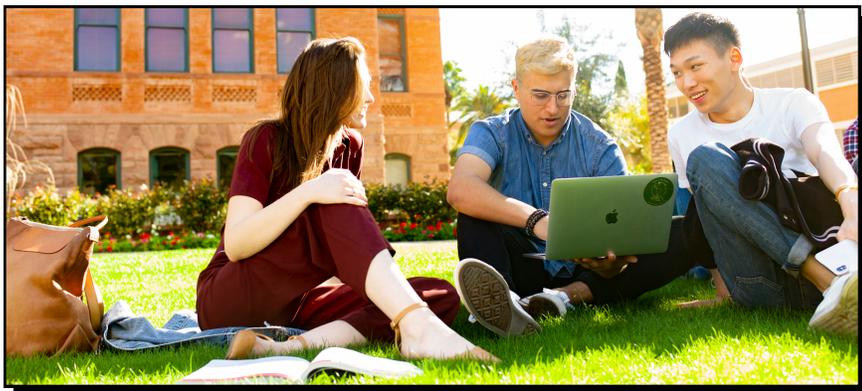
*"When deciding to switch to Handshake, we were nervous that the salespeople were telling us what we wanted to hear, but Handshake did deliver."*

—**Ethan J. Tanis, MA, GCDF**, Assistant Director, Career Services

## Results

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Handshake has helped Davenport provide thousands of exciting opportunities to students, strengthen relationships with other colleges in their markets, and widen the reach of their employer partnerships. After three years on Handshake, Davenport now sees 70% login rates from students, over 13,000 active job and internship postings, and countless connections made possible through the platform and its features.



“

The more schools that are using Handshake, the easier it is to keep Michigan talent in Michigan—and help our students get employed.

**Ethan J. Tanis, MA, GCDF**

Assistant Director, Career Services

**Learn how to level the playing field for your students today.**

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