Handshake: An Overview
What is Handshake?

Career Services Management Platform = our central operational system

Students
- Access career center support and resources (Big Interview, Vault, Candid Career, etc.)
- Find events, schedule appointments, research employers
- Apply for positions, connect with employers

Employers
- Recruit talent: internship/job postings, events, interviews, etc.
- Expand reach and campus engagement

Career Center
- Scale access, opportunities
- Data collection and reporting
- Targeted communication to students

bu.joinhandshake.com | bu.edu/careers
Who is Handshake?

**Democratizing opportunity** for all students, everywhere.

**2014:** Founded by 3 new graduates from Michigan Tech who had spent senior year investigating opportunity gaps for students. First 4 schools sign on.

**2016:** BU signs on; total now at 200+ schools

**2019:** 700+ schools, 14 million+ students, 300,000+ employers
Why Handshake?

**Student-centric**, focused on optimized experience for students

**Network of employers**, easier for employers recruit at BU, easier for us to engage new employers and build ongoing relationships

**Customized experience for students**, relevant jobs shared first

**Continual product improvement**, with input by all users (career centers, students, employers)

Plus, great customer service
Search results and recommendations are customized to the individual.

Students can benefit from others’ experiences through peer-to-peer features: internship reviews, Q&A, campus profiles.

Native apps for students (iOS, Android); confetti moment at internship/job application.

Employers can proactively contact students (with public profiles) to encourage them to apply or attend an event.

Career centers across platform can share red flags (with each other) about employers.
All current students in degree programs, alumni of degree programs; student data imported 7-8 times per year

5 career offices: CCD, COM, ENG, Questrom, SHA with a Governance Committee to manage the system and shared settings

Employers are vetted before being approved to recruit at BU. Staff manually review each account.

Jobs are vetted before approval. Select known/frequent employers have auto approval, all others (95%) are reviewed manually.
As of 2/1/2019:

**29,000+ employers** approved at BU (out of 300,000+ system-wide) from all 50 states, 70+ countries, and 60+ industries

**118,500+** internships and jobs posted to date (13,500+ currently active), with **325,000+** applications submitted

45% usage by all students: 66% by undergraduates, 81% by seniors

**37,000+** total appointments

**1,600+** events with **15,000+** attendees (excluding career fairs)
4 Tips for Students

1. Help Handshake Help You: More Data = More Relevant Recommendations
   - Fill out career interests, update as needed
   - Complete profile (80% or more)
   - Interact with the system: look at jobs, apply to jobs, RSVP to events, etc.

2. Consider Going Public
   - Make (complete) profile visible to fellow students (campus profile)
   - Publish (complete) profile to employers; employers sometimes contact students
   - Review internships/jobs to share with other students (job reviews)

3. Learn about & Connect with Employers
   - Favorite employers for alerts on events, postings
   - Create saved search for automatic notifications
   - RSVP and attend events
   - Research employers, write/view reviews

4. Take Advantage of the Resource Library
   - Explore career paths with Candid Career, What Can I Do With This Major?
   - Research employers with Vault, GoinGlobal
   - Practice interviewing with Big Interview
   - Improve resume with VMock

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Show & Tell: Student View

Sophomore, **history** major, graphic design minor

Junior, **biology** major (specialization in ecology and conservation biology)

Senior, **economics** major, computer science minor
Questions?