

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



CAREER CENTER VIEW

STUDENT VIEW

The Career Center View interface features a dark blue sidebar on the left with navigation options: Home, Profile, Boston University, STUDENTS (Manage, Experiences, Applications, First Destination, Reviews), COMMUNICATE (Mass Emails, Resources, Planning), SCHEDULE (Events, Fairs, Appointments), POSTINGS (Jobs, Interviews), RELATIONSHIPS (Employers, Contacts), DATA (Analytics, Surveys), and ENGAGE. The main content area is titled "Student Activity Snapshot" and includes four metrics: Web Logins (40%), Mobile Logins (5%), Profile Completion (42%), and Campus Profiles (28%). Below this is a "News Feed" with three entries from John Hancock and Jane Street. On the right, there are sections for "Appointments" (1 pending, 4 approved, 0 remaining), "Job Postings" (107 pending, 97 posted), "Interview Schedules" (18 pending approval, 0 posted, 0 taking place), "Events" (38 pending approval, 0 taking place), "Employer Approvals" (289 waiting), and "STUDENTS" (1 document waiting for review).

The Student View interface features a blue header with navigation options: For You, Jobs, Events, Students, Career Center, and Eleanor_history. The main content area includes a "Welcome to Handshake, Eleanor_history" message with a "View Profile" link and a "Take Survey" button. Below this is a "From Your Career Center" section with links to "Be a Savvy Searcher: Internship/Job Search Tips & Precaut...", "Policies - BU Career Cent...", "Big Interview - Online Mock Interviews &...", and "Vault Career Intellige...". The "Upcoming Events" section lists four events: "The IBM Vault" (August 13, 2018), "Wells Fargo 2018 Campus Analytics Challenge (Registrations open!)" (September 5, 2018), "MF610 Career Workshop: The Internship Search (Cohort D2)" (September 5, 2018), and "Prospanica Boston: Rise & Thrive" (September 5, 2018). The "Popular in Your Major" section lists four internships: "Paul Revere House Internship, Spring 2019", "Summer Interns 2018", "Marketing Intern", and "Journalism Internship".



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

Cool Features

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



Handshake @ BU

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.



Handshake @ BU

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



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?