Account Activation, Profile Completion, & Student Marketing

0-60 (%) in a non-work-study environment

6/20/19

Rocky Campbell
Lewis & Clark College
Welcome & Agenda

- Introduction
- Student Marketing
- Workflows & Practices
- Leveraging Campus Partners
- Q&A / Brainstorming
Rocky Campbell
Career Center Director
Lewis & Clark College
Using Handshake: 2 years
Account Activation: 62.2%
Profile Completion: 43.2%
Approved Employers: 9,608
2018-2019 Approved Jobs & Internships: 28,116
FDS Rate: 91%
Activation at start of the year: 36.5%
Activation at end of the year: 62.2%
First-year: 50.8%
Sophomore: 51.3%
Junior: 63.7%
Senior: 85.7%
Student Marketing
Know your students – Know yourself

● What are your students’ interests?

● How do your students communicate?
  ○ With you?
  ○ With each other?

● What are your strengths as an office?
  ○ How do you use them to meet your students’ interests and communication preferences?
Track & Reward the behaviors you are seeking!

- Activation rates
- Interests Update
- Profile completion
- Event RSVPs / Event Attendance
Track & Reward the behaviors you are seeking!

79 students interacted with us during tabling for Handshake Live!
• Out of those 79 students, 24 of them were inactivated students and 3 of them activated afterwards!
• Out of all inactivated students (1,018 as of 4/9/19), 16 activated between 4/9/19 and 4/23/19
So, overall, we had 19 students activate their HS accounts between 4/9/19 and 4/23/19!

Right now we are at 57.1% of LC undergrads with activated HS accounts which is 21.7 percentage points ABOVE our peer institutions.

For some context: at the beginning of the academic year, we were at 36.5% activation - so we have seen a HUGE change in activation over a relatively short period of time. This is due to your hard work in spreading the word about Handshake as a tool!

I'm really proud of all the work we have done to promote all of the opportunities available to L&C students! THANK YOU!
handshake

ACTIVATION CHALLENGE!!

Today we're at...

60.4%

We have...

60.4%

Let's get up to 60% for a party!!

Done 5.10.19

60%!!

Left to go!!
Workflows & Practices
Workflows & Practices

● Student Launch & Engagement Strategies
  ○ Internships & Jobs
  ○ Events

● Developing a communication strategy
  ○ Tailoring Communications
  ○ Handshake vs. external platforms for email
  ○ Social Media
  ○ Posters
  ○ How to link
Lewis & Clark has switched to Handshake, the leading career platform used at over 400 colleges and more than 200,000 employers.

Used by all Fortune 500 companies, Handshake allows you to discover and favorite jobs at top financial institutions, cutting edge tech firms, leading design and marketing agencies, nonprofits making the world a better place, and more. You can also receive personal recommendations based on your interests, skills, major, location preferences and search history.

Login today using your Lewis & Clark credentials to complete your profile and put your best self forward to employers.

Every student that logs in and creates their profile will be entered into a monthly drawing for a $25 Salt & Straw gift card through the end of the semester. The earlier you log in, the more chances you have to win!
Handshake provided me the opportunity to have an on-site interview with Deloitte in Chicago!

The recruiter reached out personally regarding a consulting position she thought I’d be a good fit for and flew me out for a day long interview.

I highly recommend that everyone sets up their Handshake account and populate it well - you never know what opportunities lie around the corner.

NICK TAN, '19
It Started with a Handshake!

- Discover new career paths
- Find amazing jobs & internships
- Connect with great companies
- Get noticed & hired

handshake

For more info, please visit LCLARK.JOINHANDSHAKE.COM

Templeton 270 | Go.Lclark.edu/Career_Center | Careers@Lclark.EDU | 503-768-7114
Leverage your Campus Partners
Change is incremental!

- In collaborations, offer to use Handshake for registration and assessment needs:
  - Inclusion & Multicultural Engagement
  - International Student & Scholars
  - Athletics
  - Academic-specific collaborations
  - Alumni Office / Student Alumni Association
Questions?
Thank you!