Help Students Reach Their Goals

Handshake's new Career Interests tool allows you to understand your student population like never before. By being able to segment your student population by interest area and goal, you can deliver targeted content that enables them to make informed decisions and achieve their goals.

Understand Student Needs

From working at a small business to living in a big city, Handshake's Career Interests let your students identify their passions and goals in a variety of new ways, helping you guide them through their career and life choices. And as your students' interests change, you'll know.

Target Your Communications

Targeting students with engaging, personalized content just got even easier. With Career Interests, you can create targeted student outreach and email campaigns based on responses to both standard and custom questions, delivering more value with every communication you send.

Make Relevant Recommendations

Based on Career Interests and Intentions, Handshake technology will provide relevant events, articles, job postings, and other opportunities specific to each user - whether they seek to live in the Big Apple, leverage a major in Computer Science in the Arts & Entertainment field, or go onto grad school.

Utilize Powerful Interest-Based Analytics

With our industry-leading analytics, you can run standard reports or build your own to gain deep insights into the students you serve. Analyze your Interests data to guide decision making, define strategy, and drive employer partnership planning.

To see a live demo of Handshake's Career Interests, contact us!