

Employer Guide to Handshake

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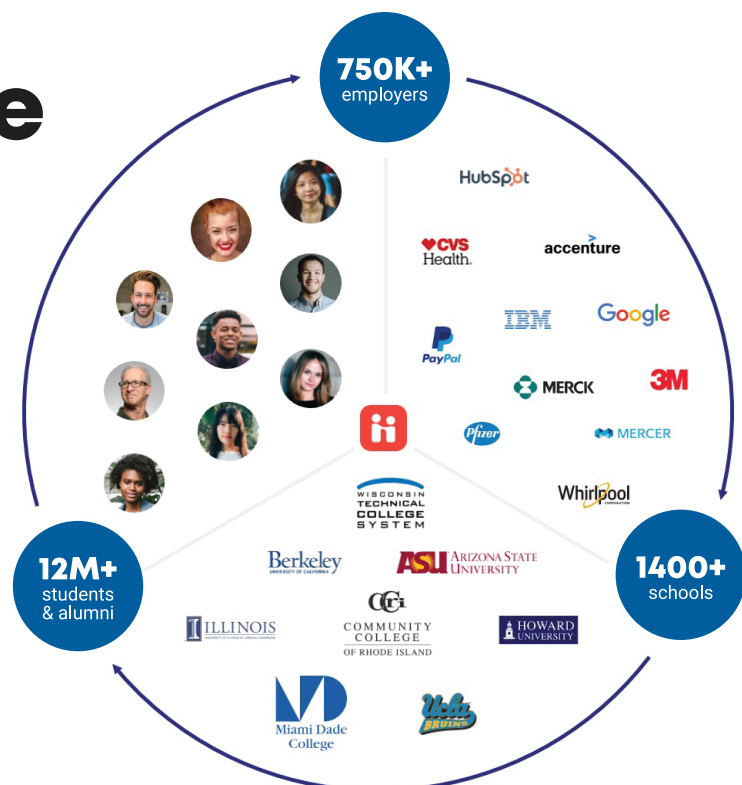
What Is Handshake?

Handshake is a leading career management platform that connects employers, students and educational institutions, revolutionizing the way they engage and interact in the job market. As an employer, Handshake provides access to millions of students and recent graduates from over 1,400 colleges and universities worldwide.

Its robust search and filtering capabilities allow you to quickly identify candidates who match your job requirements and preferences, making the recruitment process more efficient and personalized. Handshake also facilitates direct and meaningful connections between employers and students, allowing you to showcase your company's brand, culture and job opportunities, attracting candidates who align with your organization's values and goals

With tools for managing applications, registering for career fairs, and promoting recruiting events, Handshake simplifies the hiring process, saving you time and effort while making data-driven decisions to continuously improve your recruitment strategies.

**Handshake
is the
#1 way
college
students
find jobs**



Getting Started

CREATE A USER ACCOUNT

To use Handshake, you will need a user account. If you've received an invite from Dallas College or a colleague, you can create an account by clicking on the link provided. Otherwise, visit the website at joinhandshake.com/employers and click on Register. Fill out the registration form, then respond to the automated email to confirm your account.

BUILD A COMPANY PROFILE

To take action with schools, you must first be connected to your company profile on Handshake. After You've confirmed your email, you will be prompted to search for and join a company profile. If a profile already exists, you can request to join. If not, you can create a new one. When creating a company profile, provide as much information as possible. It is also recommended that your website and email domains match.

CONNECT WITH SCHOOLS

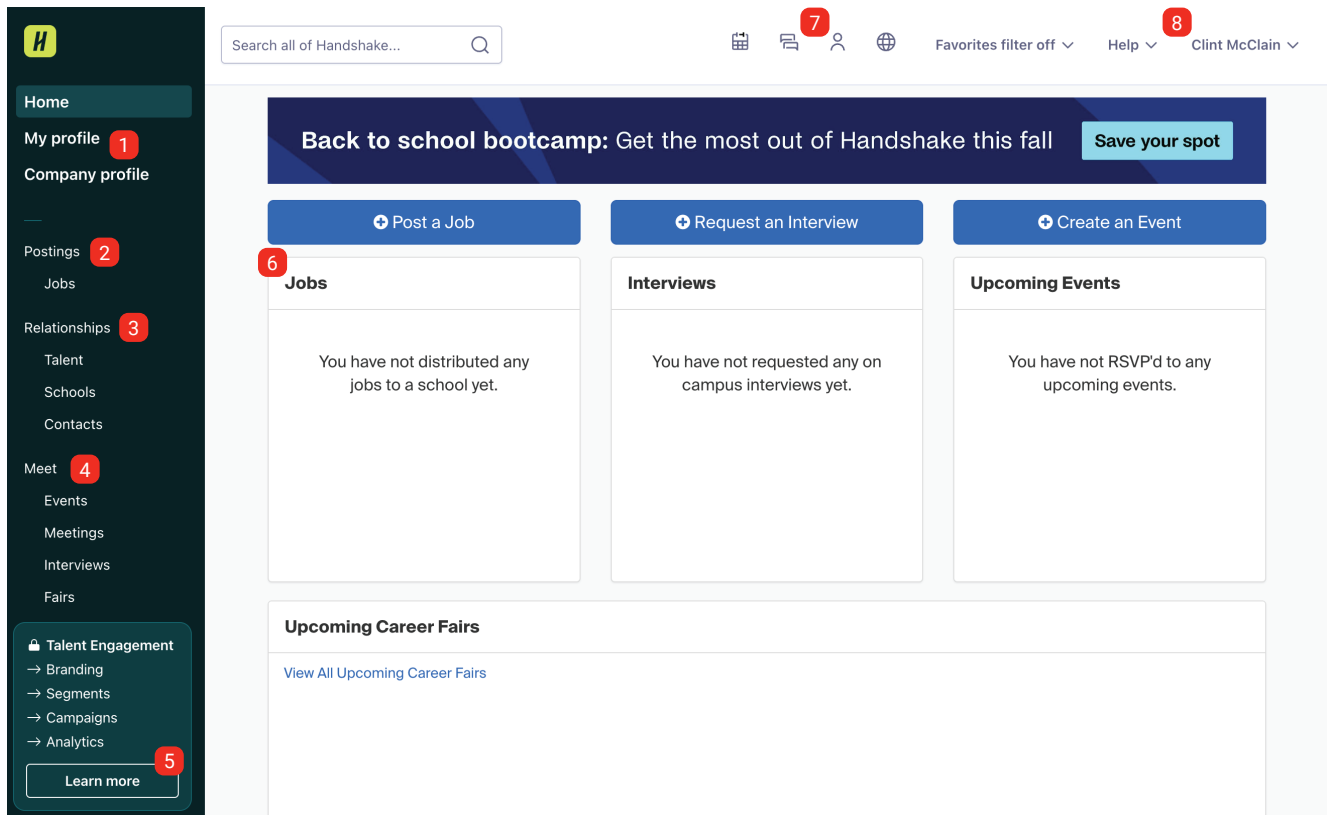
To post jobs or events to students, you must request and receive approval from each school you would like to work with. After your account is validated and you've connected to your company profile, you can begin to request schools. We suggest starting with 10–20 schools, until your company is established on Handshake.

TAKE ACTION

Once you've connected to one or more schools, you will be able to post jobs, register for career fairs and promote your own recruiting events. Companies that are proactive in engaging early talent year-round, and not just during seasonal recruiting sprints, have an advantage in meeting their recruiting goals. Follow the steps outlined in this guide to utilize the most used features in Handshake.

Interface

Once you log into the Handshake platform, you will see a screen much like the one below. From this home page you'll be able to access all the necessary tools to start recruiting. Here's a quick look at some of the key elements.



1. View and edit your user company profiles
2. View, edit, and create job/internship postings
3. Connect with schools and search for talent at connected institutions
4. Manage events hosted by your company and search for career fairs
5. Learn about additional paid features
6. Notification center
7. Help center, resources, and settings menu
8. Recent jobs, events, and fairs your company has posted or registered for

Source Talent

Expand your reach with the ability to post jobs at Dallas College and any of the other Handshake affiliated educational institutions you are connected with. Filters, such as locations, institutions and skillsets, as well as intelligent candidate matching, help you focus on the right talent.

POST A JOB

To post a job in Handshake, you must have a confirmed user account of the proper role type, and your company profile must be approved by Dallas College and any other schools you'd like to post a job to. All role types, except for representative, can post and manage jobs. If you do not have access to post a job, reach out to your company profile's owner or admin.

How to Create a Posting

1. Click on **Post a Job** from your home dashboard or click **Jobs** in the left navigation bar, then click **Create Job**
2. Complete all sections of the job form
3. In the Schools section, be sure to select Dallas College from the dropdown
4. Review your posting, then click **Post Job**

Dallas College Callout

When adding a school year preference, consider using the 1st or 2nd Year Community/Technical College and/or Certificate Program options. Most Dallas College students will fall into one of these three categories.

Once you've posted your position, you can find it by clicking on Jobs in the left navigation bar and selecting the job from resulting list. This will take you to the job page.

From the Job Page, you can manage applicants, view engagement data, and adjust settings as needed. If you need to make changes, click on the **Job Details** tab then click the **Edit** button next to the section you would like to update.

A job description is often a candidate's first impression of your organization. Make sure your job posts:



Use a relevant job title – treat potential job titles like keywords



Focus on skills, not experience - most recent grads have fewer than three years of experience



Use inclusive language - remove industry jargon and gendered words



Exclude rigid requirements - such as GPA cut off, advanced degrees and additional documents



State compensation and benefits - today's job seekers value stability and salary transparency

EVALUATE APPLICANTS

Once you post a job and begin receiving applications, you can utilize Handshake's tools to review and communicate with the applicants.

To access a posting's applicants, click **Jobs** from the left navigation bar, select the relevant job posting, then click the **Applicants** tab. All applicants will be displayed on the page, along with columns for their school's name, application status, the number of candidate preferences they meet and the date of their application. The filters on the left of the page can be used to help identify applicants.

Review Applicants

You can review an applicant's profile and uploaded documents by clicking on their name in the applicant list. Use the filters and preference options to customize your search results.

Message Applicants

Check the box next to applicants you would like to message. You can message directly in Handshake by clicking the **Message Applicants** option or via external email by clicking **Download All**, then **Download Applicant Data (CSV)**.

Bulk Actions

Select the checkboxes next to relevant applicants to access bulk actions. Doing this allows you to send bulk messages, download applicant packages, label applicants and mark applicants as hired or declined.

Applicant Status

As you review, it is important to update applicant statuses, so they know where they are in the process. You can update applications in bulk as well as update individual application statuses from the dropdowns in the status column.

Automated Status Messaging

Each recruiter can enable and create custom messages that are automatically sent based on the applicant's status. To configure this, click on your name in the top right corner of any page, select **User Settings**, then click **Status Messaging Preferences**.

Dallas College Callout

As part of your connection to Dallas College on the Handshake platform, we ask that you stay up to date on - applicant statuses. This is vital information for our institution and helps students to know where they are in the hiring process.

ADDITIONAL SUPPORT

Handshake Help Center

- How to Post a Job
- Job Applicant Management Guide
- Messaging Applicants
- Applicant Status Messaging Preferences

Handshake Pathfinders Course

- Posting Jobs on Handshake

Pending

The default status for all applicants indicating they have not yet been reviewed.

Reviewed

Automatically applied once you click on an applicant to review their profile.

Declined

Should be applied when a candidate is no longer being considered.

Hired

Should be applied to indicate candidates that have officially been hired.

Connect & Engage

Partnering with schools on Handshake allows you to connect with wide range of early talent. Posting high quality job descriptions and hosting exciting events are great ways to get students to connect with you, but having a direct outreach strategy is often just as important for driving engagement. Here are some ways to find and connect with potential candidates.

SEND MESSAGES

After posting at least one position at Dallas College, you can begin messaging students. Messages are a great way to connect with potential applicants. You can even attach jobs and events to drive more engagement.

How to Send Messages

1. Click on **Talent** from the left navigation bar
2. Use the filters, then click the blue **Message** button to the far right of the student's name
3. Type your message, click **Include** to attach invites, then click **Preview Message** and **Send**

Here are some key strategies to improve your recruiting messages:

1

Learn about your audience - use Handshake and other tools to learn about their interests, skills and more

2

Personalize your message - provide context around who you are and why you're reaching out

3

Communicate authentically - students are seeking a company culture that matches their interests and needs

4

Close with a call to action - round off your recruiting message with a clear and persuasive call to action

Messaging Limits

Core employers are limited to 100 messages per six months, shared among all recruiters tied to the company profile.

Make your messages go further by targeting applicants, event registrants and those that reached out to you first, since those messages don't count against your limit.

SETUP VIDEO CHATS

Virtual info chats are a great way to quickly connect with students via Handshake's integrated video. Once you setup your Availability Calendar, you can message students, inviting them to schedule time with you. You can also allow applicants to quickly book time with you through job postings.

How to Setup Availability Calendars

1. Click on **Meetings** from the left navigation bar
2. Click the blue button **Create** in the top-right of the page and select **Availability Calendar**
3. Follow the prompts to setup availability for either yourself or someone else then click **Save**

ADDITIONAL SUPPORT

Handshake Help Center

- Viewing Student Profiles
- How to Send a Student a Message
- Availability Calendars: Setup a Schedule

Handshake Blog

- Recruiting Message Best Practices and 7 Templates

Manage Events

Events and career fairs are a great way to engage with students and find potential talent. The Handshake platform allows you to promote your recruitment events to the schools you are connected with. It also allows you to find and register for career fairs and other employer attended events those schools are hosting.

REGISTER FOR CAREER FAIRS

Handshake makes it quick and easy to find and register for career fairs and other recruiting events hosted by the schools you are connected with.

Search for Career Fairs

Use the **Fairs** option in the left navigation bar to search for career fairs across the schools you are connected with. The filters and search bar will help you narrow down your search. You can also search an individual school's fairs from their homepage in Handshake.

Register for Career Fairs

Once you've found an event you'd like to register for, click the blue **Register** button located in the upper-right of the event page. Fill out the registration form as completely as possible, then click **Create Registration**.

Registration Approvals

Once submitted, we will review your registration request. If approved, the status will be updated on the Fairs page and the registrant will receive an email confirmation. If there is a charge for the event, they will also receive an email with an invoice and payment instructions.

Dallas College Callout

Quickly search Dallas College career fairs from our school page in Handshake. Please note, many of our fairs are invite-only and may not appear in the list. If you are interested in attending, but aren't seeing them in Handshake, reach out to us at ERC@DallasCollege.edu

HOST EVENTS

In addition to career fairs and other school-hosted events, you can promote your company-hosted events for students at Dallas College and other connected schools to see.

Students prefer attending events to learn about:



Post an Event

To request an event be posted to Dallas College, click on **Events** from the left navigation bar, then click **Request Event**, fill out the event form, and click **Save**.

Event Approvals

Our team will review all submitted requests. If approved, students will be able to see and register for your event. You can also invite students directly via messaging.

ADDITIONAL SUPPORT

Handshake Help Center

- Registering for a Fair
- How to Request an Event

Learn & Grow

The topics in this guide covered some of the most used features within Handshake, but there is plenty more to discover. Handshake has curated a wide collection of help articles, guides, videos and more to help you become an early talent recruiting champion.

ADDITIONAL RESOURCES

Handshake Website (joinhandshake.com/employers)

An excellent starting place filled with information about the platform and additional resources such as videos, datasheets, guides and more.

Handshake Employer Help Center (support.joinhandshake.com)

Have questions about how to do something? With a massive collection of help articles and an intuitive search function, this is the place for you.

Pathfinders Training Courses (training.joinhandshake.com)

The Pathfinders program allows for a more guided path to understanding the platform through a collection of elearning courses.

Handshake Blog for Employers (joinhandshake.com/blog)

A curated collection of articles covering all the tips and trends for recruiting early talent.

SUGGESTED READING

Community College Recruitment

- Incorporate Community Colleges into Your Recruiting
- Why You Should Recruit from Community Colleges

Connecting with Early Talent

- Four Strategic Threats Early Talent Solves
- How to Build a Strong Brand that Attracts Gen Z

Contact Us

The Employer Resource Center team is here to support your recruiting needs. If we can be of any help, please contact your Employer Engagement Director. If you've not connected with us before, you can contact us directly at ERC@DallasCollege.edu and we'll get you connected to the right person on our team.