



# On-Campus Student Employment:

An Overview of Handshake and Its Many Benefits

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# Objectives

- Learn what Handshake is and its purpose
- How Handshake can help on-campus employers
- How to create and maintain an employer account
- How to post a position
- See Handshake as a student user

# What questions do you have about Handshake and on-campus student employment?

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# What is Handshake ?

*Handshake is the leading career site for college students, connecting them to employers and job/internship opportunities*

## Handshake Features:

- Internship, Job & Part-Time Job Board
- On-Campus Student Employment
- Employer Events & Career Fairs (In-person & Virtual)
- Career Workshops & Events (In-person & Virtual)
- Career & Employer Exploration Tool
- Career Development Communication Tool
- Career Guides & Resources

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# What's Unique About Handshake

- Handshake's mission is to democratize access to opportunity for all college students
- Handshake allows students to get **hired**, **discovered** and **connected** to career opportunities and employers in one place
- Jobs & Internships for all college **majors** and all **career fields**
- Allows students to search for employers and employers to search for students – it's a two-way street
- One-stop platform for all Career Development Resources, Events and Finding Jobs/Internships

# How does Handshake help us?

## DATA

- **35** open positions in Fall 2021\*
- **60** students hired for Fall 2021 (based off Handshake data)\*
- **390** applications received in Fall 2021\*
- Data from HR: **525** student employees in Fall 2021

\*As of 10/26/2021

## Centralized Process

- Handshake provides a central place for all things employment for both students and on-campus employers

## Shortcomings

- Handshake does not replace People Admin, Kronos, or support the HR process for getting positions approved.
- We would like to collect Work Study data but are unable to with Handshake at this current moment.

# How can Handshake help On-Campus Employers?

## One-Stop Shop

- Handshake acts as students' one-stop shop for all things employment – including on-campus employment.
  - Students network with employers, search for opportunities, and build out their profile on Handshake.
  - How are **you** utilizing the information that students are providing and the actions that they are taking?

## Posting Positions

- Posting your open positions on Handshake shows **all students** looking for a job that you are hiring.
  - Students can filter and browse all open positions.
  - If you aren't posting to where students are being directed to look for employment, how will they know about your job opening?

# What do you need to create an account?

- PSU email address
- If creating a new account, you will also need an office description



# DEMO

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# Job Postings Should Include

- tasks/responsibilities
- position summary
- hiring office information
- contact information for questions
- pay rate or range
- qualifications
- learning and development
- application instructions
- info about the CDO
- expected hours/week

# Some Notes About Posting on Handshake

- Positions posted on Handshake are only visible to *Plymouth State students*.
- **Work Study Required** positions require special attention and some easy extra steps.
- The more built out your employer profile and the more robust your job descriptions are, the more likely students are to engage with your positions.

# Questions?

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