

Handshake's Guide to Maximizing Digital Student Engagement

 **Handshake**

March 2020

Overview

Suggestions from the Handshake team for facilitating digital engagement with students and employers:

- Hosting university events virtually
- Changing employer events from in-person to virtual
- Handling cancelled career fairs
- Moving appointments online
- Facilitating online interviews


Hosting University Events Virtually


One option is to update the event location and description with a virtual meeting link.

Room

Choosing a room will use the room's location for this event. If you'd rather enter a location directly you can do so below by leaving this field blank.

Location

Student registration start 

Student registration end 

Student Limit

The maximum number of students that are allowed to register for the event. Use 0 for no limit.

Note: links in the product aren't live, so students will need to copy and paste the url into their browser.



Networking Workshop

April 29, 2020 from 12:00 pm to 1:00 pm

<https://joinhandshake.zoom.us/j/319018146>

[View Details](#)

✓ Registered

29 students registered

Workshop

Another option is to update buildings and rooms with virtual locations that will apply to existing events.


Fisher Hall 112 - virtual meeting link: https://joinhandshake.zoom.us/j/adc...


Overview Edit

Name 112 - virtual meeting link: https://joinhandshake.zoom.us/j/adcSA8YOJ3

Building Fisher Hall

Capacity 52

Availability Start 6:00 pm 

Availability End 8:00 pm 

Available for Interviews Managing your interviewing capacity can now be done on your [interview preferences page](#).

Description

Photo Choose File No file chosen

Delete Cancel Update Room

Note: If you're updating rooms, make sure the meeting link is specific to that room.

You can still check in students during the event or afterward with the list of virtual attendees.

Alan Craig [Remove Attendee](#)

USER Senior Genetics <input checked="" type="checkbox"/> Checked In Checked in a few seconds ago	PAYMENTS No Payments	Note: This requires manually checking in each student in attendance via the Attendees tab on the event in Handshake.
	SURVEY No Response	
	INVITED? No	
	MEETS PREFERENCES? Yes	

Changing Employer Events from In-Person to Virtual

You can suggest that employers request a new virtual event to replace their in-person event.

Share:

[this help article](#)

with employers to assist them when creating a virtual event.

Note: If there were RSVPs on an existing event it is locked and employers must create a new event. You might want to email students who were previously RSVP'ed to recommend this new event.

Request Event

Event Name

Format

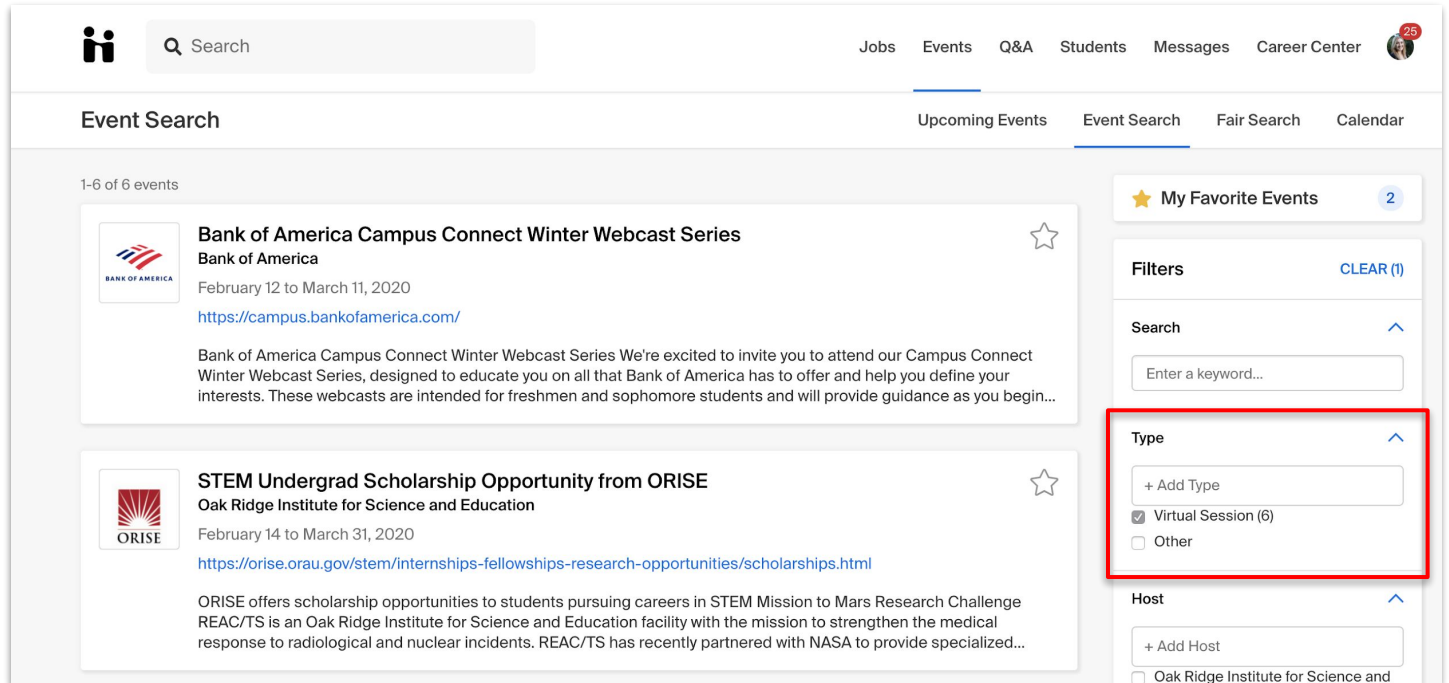
- On-campus: My company is hosting this event at a school
- Off-campus: My company is hosting this event (not at a school) and booking space ourselves
- Virtual: My company is hosting this event virtually

URL

School

Then, be sure to educate students on how to search for virtual events.

Share [this link](#) with students to direct them to upcoming virtual events.



The screenshot shows the LinkedIn Event Search interface. At the top, there is a search bar and navigation links for Jobs, Events, Q&A, Students, Messages, and Career Center. The 'Event Search' section is active, displaying a list of events. Two events are visible:

- Bank of America Campus Connect Winter Webcast Series**
Bank of America
February 12 to March 11, 2020
<https://campus.bankofamerica.com/>
Bank of America Campus Connect Winter Webcast Series We're excited to invite you to attend our Campus Connect Winter Webcast Series, designed to educate you on all that Bank of America has to offer and help you define your interests. These webcasts are intended for freshmen and sophomore students and will provide guidance as you begin...
- STEM Undergrad Scholarship Opportunity from ORISE**
Oak Ridge Institute for Science and Education
February 14 to March 31, 2020
<https://orise.orau.gov/stem/internships-fellowships-research-opportunities/scholarships.html>
ORISE offers scholarship opportunities to students pursuing careers in STEM Mission to Mars Research Challenge REAC/TS is an Oak Ridge Institute for Science and Education facility with the mission to strengthen the medical response to radiological and nuclear incidents. REAC/TS has recently partnered with NASA to provide specialized...

On the right side, there is a sidebar with filters. The 'Type' filter is highlighted with a red box and shows the following options:

- + Add Type
- Virtual Session (6)
- Other

Below the 'Type' filter, there is a 'Host' filter with the following options:

- + Add Host
- Oak Ridge Institute for Science and Education

Handling Cancelled Career Fairs

We suggest replacing career fairs with a virtual event strategy.

This requires shifting from a fair to **individual employer events**; you could also encourage employers to schedule these events in the same time window as your previous fair.

Request Event

Event Name

Format

On-campus: My company is hosting this event at a school

Off-campus: My company is hosting this event (not at a school) and booking space ourselves

Virtual: My company is hosting this event virtually

URL

School

Contact

You can bulk email employers to educate them about virtual event options.

Share [this help article](#) with employers to assist them when creating a virtual event.

The screenshot shows a user interface for managing a list of employers. At the top, it indicates '123 of 123 items selected' with a 'Clear selection' link and a 'More' dropdown menu. The list of employers includes 3M, Abbott, Aflac, Albertsons, and Amazon. A dropdown menu is open over the list, showing options: 'Add Fair Registration Label', 'Remove Fair Registration Label', 'Add Employer Label', 'Email Registrants/Representatives' (highlighted with a red box), and 'Invoice Registrations'. Below the list, the status 'Approved' and 'paid' are visible.

Selection	Item	Status
<input checked="" type="checkbox"/>	123 of 123 items selected	
<input checked="" type="checkbox"/>	3M	
<input checked="" type="checkbox"/>	Abbott	
<input checked="" type="checkbox"/>	Aflac	
<input checked="" type="checkbox"/>	Albertsons	
<input checked="" type="checkbox"/>	Amazon	Approved paid

- Add Fair Registration Label
- Remove Fair Registration Label
- Add Employer Label
- Email Registrants/Representatives**
- Invoice Registrations

You can also email all student attendees to inform them of the virtual events they could attend.

Email Student Attendees ✕

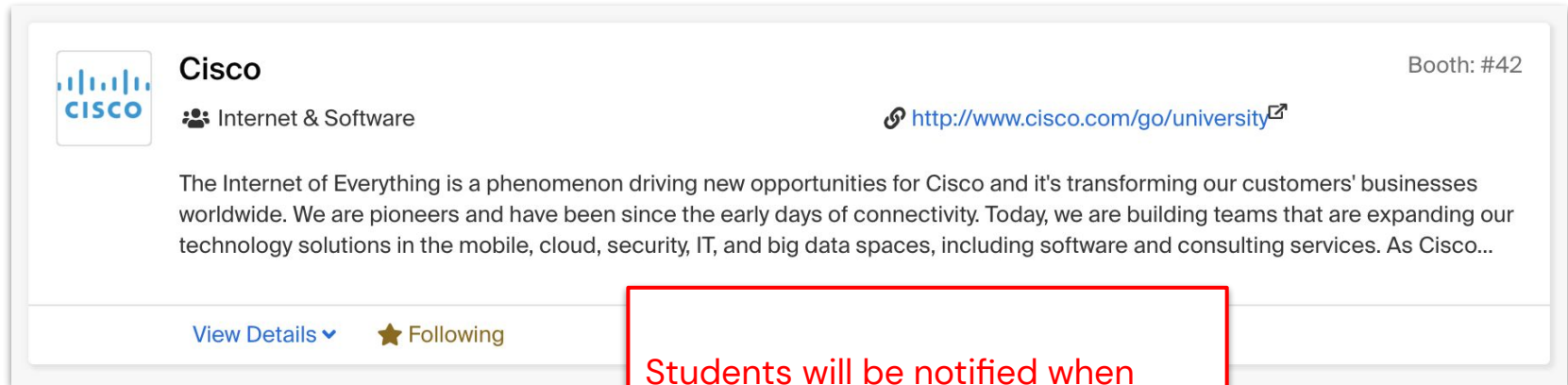
Select the students you would like to receive this email.

Registration Status

- All Invited or Registered or Checked In
- All Invited
- All Registered
- All Checked In
- Registered and Checked In
- Invited but not Registered or Checked In
- Registered and not Checked In

[Create Email](#)

You can send students the list of registered employers so they can follow those they are interested in.



The screenshot shows a profile for Cisco on the Handshake platform. The profile includes the Cisco logo, the name "Cisco", and the industry "Internet & Software". A link to "http://www.cisco.com/go/university" is provided. The bio states: "The Internet of Everything is a phenomenon driving new opportunities for Cisco and it's transforming our customers' businesses worldwide. We are pioneers and have been since the early days of connectivity. Today, we are building teams that are expanding our technology solutions in the mobile, cloud, security, IT, and big data spaces, including software and consulting services. As Cisco...". At the bottom of the profile, there are two buttons: "View Details" and "Following".

Cisco Booth: #42


Internet & Software <http://www.cisco.com/go/university>

The Internet of Everything is a phenomenon driving new opportunities for Cisco and it's transforming our customers' businesses worldwide. We are pioneers and have been since the early days of connectivity. Today, we are building teams that are expanding our technology solutions in the mobile, cloud, security, IT, and big data spaces, including software and consulting services. As Cisco...

[View Details](#) [★ Following](#)

Students will be notified when followed employers post an event or a job.

You can also recommend students check out jobs linked on fair registrations.

**Abbott**
Healthcare <http://www.abbott.com>

Abbott is a global healthcare company devoted to improving life through the development of products and technologies that span the breadth of healthcare. With a portfolio of leading, science-based offerings in diagnostics, medical devices, nutritionals and branded generic pharmaceuticals, Abbott serves people in more than 150 countries and employs approximately 73,000 people. Abbott is an Equal Opportunity Employer of Minorities/Women/Individuals with Disabilities/Protected Veterans. Follow us on LinkedIn

Jobs on Handshake

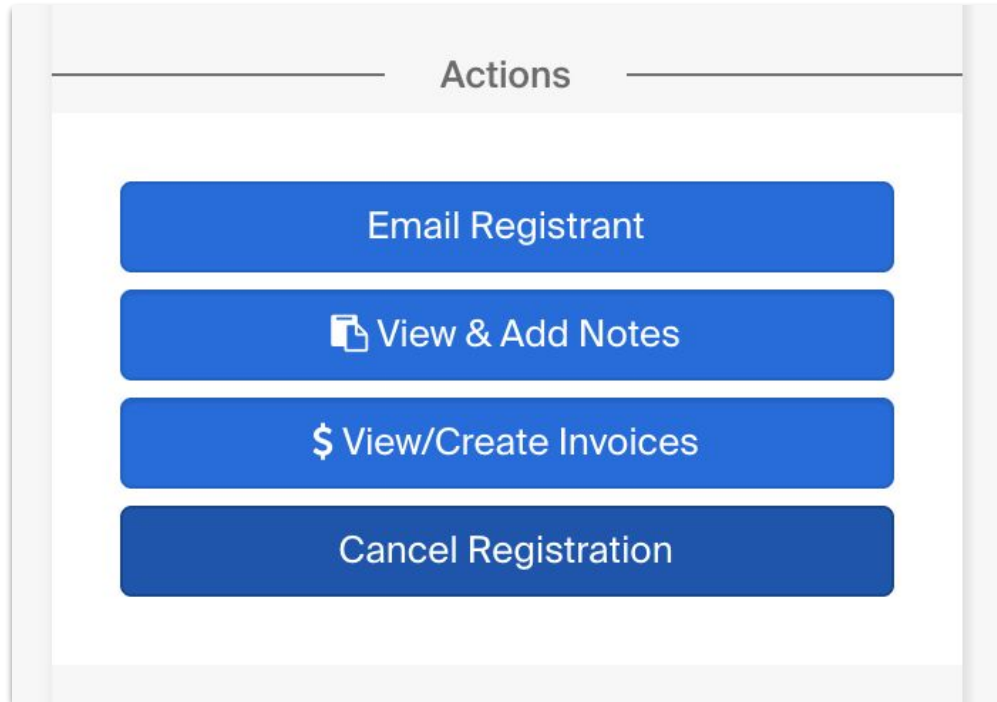
Internal Sales Internship – Health Care Professionals (HCP) Full-Time, Internship Columbus, Ohio	Financial Accounting Analyst ✓ Full-Time, Job Getzville, New York
Retail Sales Internship Full-Time, Cooperative Education Columbus, Ohio	

Job Titles
Internal Sales Internship – Health Care Professionals (HCP), Retail Sales Internship, Financial Accounting Analyst

Job Type Job, Fellowship, Graduate School, Volunteer	Employment Type Full-Time, Part-Time
Majors Engineering - Undecided, Math, Marketing Research, (OMA Appointment), Office Staff, ChangoEstudio, Software Engineering, Food Industry Management, Japanese, Digital Media	Work Authorization No US work authorization required

[Hide Details](#) ☆ Follow

We suggest waiting to cancel career fair registrations until students have had time to scan the registrant list.



Refunds should be processed in your external payment system.

Manual Payment or Refund

Amount

Amount entered here will be added or subtracted from the registration. To issue a refund you can enter a negative amount above the registration amount. There must be a balance exist on the registration to issue a refund.

Private Notes

Take private notes that only other staff members will be able to see.

Send Myself Receipt

Custom Message

Include a custom message that will be shown in the receipt email.

In order to issue the refund, you will need to follow the applicable process per your payment provider/payment method (TouchNet, CASHNet or Stripe)

Moving Appointments Online

One option is to update office locations for each staff member hosting appointments.

Add Office Location

Search

Name	Description	Location	
Central Campus Career Center		West Hartford, Connecticut, United States of America	☰
North Campus Career Center		West Hartford, Connecticut, United States of America	☰
Jade's Office		https://joinhandshake.zoom.us/j/606372778	☰

To do this, update office location on career services staff accounts.

Office Location (Optional)

Jade's Office

Career Centers (Optional)

Bio (Optional)

I'm looking for an internship this summer with an organization that lets me make an impact and is trying to help underprivileged individuals. I'm passionate about my studies but give back to the community I am in every week.

[Save Changes](#) [Cancel](#)

By selecting "Jade's Office," the virtual link will show up for the student once they choose their appointment.

Another option is to create or update appointment mediums to add video or phone call.

Add Appointment Medium

In Person	<input type="button" value="Edit"/>
Video Call	<input type="button" value="Edit"/>
+ Phone Call	
Face to Face	
Phone	
Video call	

Add Appointment Medium

Fisher Hall 112: https://joinhandshake.zoom.us/j/4508240826	<input type="button" value="Edit"/>
Fisher Hall 239: https://joinhandshake.zoom.us/j/4508240234	<input type="button" value="Edit"/>
Barnes Hall 223: https://joinhandshake.zoom.us/j/450823423	<input type="button" value="Edit"/>
Barnes Hall 456: https://joinhandshake.zoom.us/j/45082w34234	<input type="button" value="Edit"/>
Grove 768: https://joinhandshake.zoom.us/j/4508240826	<input type="button" value="Edit"/>
Grove 456: https://joinhandshake.zoom.us/j/4508240234	<input type="button" value="Edit"/>

If you do this, make sure to update appointment blocks to only support virtual options.

New Appointment Block

Profile Account Calendar

Repeating?
Do you want this to be a weekly re-occurring block?


*** Day of week** Sunday

Unavailable?
Would you like to mark this time as unavailable? Useful if you want to create a one time unavailable block in your weekly re-occurring schedule.

Drop-in?
Is this appointment block for drop-ins? Drop-ins cannot be reserved ahead of time by students.

Appointment mediums ✕ Video Call ✕ Video call |
Do you want only allow specific appointment mediums for this block? By default all mediums will be available to the students.

Appointment Types Choose...

*** Start time** h:mm am/pm 

This is how updated appointments will look for students.

STAFF MEMBER

[Adam Richardson](#)
staff@usj3.edu

Executive Director of Career
Development

STUDENT

[Student University of Saint
Joseph 3](#)

Senior
College of Science
Education

TYPE

Resume Review

WHEN

Wednesday, March 11th 2020 at
9:00 am for about 1 hour

WHERE

Jade's Office
[https://joinhandshake.zoom.us
/j/606372778](https://joinhandshake.zoom.us/j/606372778)

MEDIUM

Video Call

Reminder: this url is not live and
should be copied and pasted into a
browser.

To conduct phone appointments, add phone number collection to the pre-appointment survey.

Pre-Appointment Survey Overview Edit

Page 1

How did you hear about scheduling an appointment with our office? 🔄 Edit

Checkbox

Options

- Academic Advisor
- Friend
- Faculty Member
- Class Requirement
- Parent / Family
- Previous Appointment
- Social Media
- Ad
- Other

What is your phone number? 🔄 Edit

Input

Add Question

Facilitating Online Interviews

We suggest employers update the interview name with “virtual.”

Who from your company will be attending this interview?

Choose contacts...

Add a contact from your company so they will receive email updates about the interview schedule. Not seeing the contact you're looking for? [Click Here](#)

Interview Schedule Name

Virtual - Spring Interviews

Use this field to uniquely identify an interview schedule. The interview's name will already include the job titles, dates and your company name.

Interview Schedule Description

Students will meet with two interviewers for 20 minutes each back to back

Any additional information about the schedule or your company you want to share with students and career services.

Only allow students to apply to one job attached to this interview schedule?

You can set this field once more than one job is attached to the schedule.

Employers should also update slots with virtual locations.

Editing Slot ✕

Jobs

Select Jobs... ▾

You may select jobs to associate with this interview slot. Only students who have applied to these jobs will be able to take this slot.

Interviewer

<https://zoom.us/343453454534>

Unavailable?

Select this if this slot should be treated as unavailable (for example, a lunch break). If this is selected, students will not be able to take the slot.

Checked in?

Check this box to manually set the student as Checked In.

Cancel Save

Employers should message all interview candidates directing them to check the slot for a virtual URL.

Andover College - February 21st 2019 Interview Details Edit Applicants

1/12 interview slots chosen **Open**
students that match preferences may choose a slot immediately upon applying Add Applicant

interviews scheduled for Thu Feb 21 applications accepted from Fri Jan 25 - Wed Feb 13

Filters CLEAR

Keyword

Scheduling ^

Interview Slot Taken
 Sourced Students
 Hide Late Applications

Status ^

Pending (2)
[View all](#)










Label ^

Showing All Applicants EDIT Export CSV
Export Documents

Exclude Students That Do Not Match

School Year or Graduation Date Minimum GPA
 Major Work Authorization Status

2 of 2 items selected [Select all](#) [Message Applicants](#) [Download Applicant Packages](#) [More](#) ▾

<input checked="" type="checkbox"/>	Ben Newman	Customer Relations Intern	   	Pending ▾	10/15/19 Late
<input checked="" type="checkbox"/>	Joe Wyzgoski	Customer Relations Intern	   	Pending ▾	 02/20/19 Late

Questions?

[Contact Handshake Support](#)