

## Districtwide Handshake Implementation Meeting Meeting Highlights and Action Items 2/7/23

### Agenda

**Participants:** All four colleges had representation

#### **Campus updates**

- City College
  - In the process of hiring a job placement coordinator (this role will take on handshake implementation locally at City)
  - Sasha Knox supporting throughout transition
  - Nesha Savage is the Career Services Faculty Coordinator
  - City's current counseling model is an integrated approach where career counseling is expected of all counselors
  - Identifying 2 counselors to support in the career center
- Mesa College
  - Diving into the expansion and use of the appointment feature for career counselors and ambassadors
  - Piloting rollout of Handshake accounts for staff and faculty
  - Consistently promoting tool at all school events
  - Promoting events through handshake
  - Making handshake presentations at school meetings
  - Piloted posting a few oncampus jobs within the platform
- Miramar College
  - Working to expand appointment feature and use
  - Training all center staff to be on the platform
  - Training seven career ambassadors – they will begin using appointment feature first, then transition to exploration by career counselors (career counselors are all adjuncts)
  - Promoting events through Handshake
- Continuing Education
  - CE Job Placement Specialists, Career Counselor and the Job Placement Coordinator continue to refer students to Handshake.
  - Collegewide Student Handshake promotion currently on hold. More to come as pathways navigation is developed e.g. Handshake will be part of the discussion
  - Student Handshake usage and promotion currently on hold
  - Shared concern regarding out-of-date employer contact information
    - Brief Discussion:
      - Interested in learning what Handshake does to engage employers and ensure account information remains up-to-date
      - May also be an opportunity for Employer Relations Liaisons to engage employers

**Communication with Students through handshake and externally about handshake (via list serves, etc.)**

- Each college shared what they currently are doing regarding the commitment to increase student awareness and usage of Handshake
  - City: TBD
  - Mesa: Not currently emailing students within the platform; focusing handshake communication on events (which will increase activations); planning to market appointments within handshake and externally
  - Miramar: Not currently emailing student regarding activating accounts; focusing handshake communication on events (which will increase activations)
  - Continuing Ed: On pause; part of internal Pathways navigation discussions
- Discussed opportunity to utilize draft materials in shared google drive account to establish local communication to students through handshake (encouraging activations, etc.)
- Discussed developing email communication to go out automatically to all new student uploads via campus solutions
  - Request made to explore open rates on campus solutions emails
  - Sending communication via handshake may be more effective (handshake provides open rates, click thru rates, etc.)
- **Recommendation - A recommendation was made for each college to commit to encouraging students to activate their handshake account at least once per semester**
  - All credit colleges expressed support for this recommendation
    - Miramar and City want to discuss internally before committing
  - Continuing Ed unable to commit at this time. Recommendation will be shared with Dean Lewis. More information will be forthcoming as part of the Pathways navigation plan.
- **Action Items:**
  - Each college to discuss internally ideas for increasing student awareness of Handshake and increasing student account activations
  - Establish districtwide and college specific timelines/schedules for communication to students about Handshake
- Reminders:
  - Template emails and promotional materials area available within shared google drive account
    - Colleges are encouraged to utilize these materials
    - If you are creating new materials, please share so that we can all be aware of what students are receiving regarding handshake

**Transitioning from SARS to Handshake**

- Mesa and Miramar piloting transitions away from SARS to Handshake. Pilots are localized within career services and career counseling.
- Mesa and Miramar shared their rationale for transitioning away from SARS to solely using Handshake for career counseling, career services, etc. They shared that Handshake provides:
  - Increased data and reporting / better functionality and analytics (dashboards and reports)
  - Ability to customize services and develop new service/reason codes, etc.
  - Improved user interface
  - Improved student experience
  - Mechanism to students to make their own appointments

### Districtwide Career Fair Debrief & Planning Meeting

- Will be held on March 16<sup>th</sup> 12:30 to 2pm
- This meeting is open to anyone and everyone who would like to attend
- Data on student participation, etc. will be shared during and prior to the meeting
- **Action Items:**
  - Colleges encouraged to discuss internally whether or not they are interested in holding another districtwide career fair
  - A decision will need to be made before April

### District Updates

- Transitioning to Automated Student Uploads – Provided update on progress and timeline
  - District Student Services working with Mesa College to review current manual student upload process (Mesa currently manages the student upload process for all colleges)
  - Once full process is document, District SS will design the automation process and integrate the upload with Campus Solutions
  - Once fully integrated, auto uploads of all new enrollments will occur weekly
  - We anticipate launching this automated process by April
  - Once up and running, we can explore auto email communication to students within and external to Handshake (to support the districtwide commitment to increase student awareness of handshake)
- Next student upload – We will be doing a new spring student upload manually this month.
  - Once uploaded, we will notify all handshake leads

**District Food Services is hiring** – recommendation made to encourage these positions to be posted within handshake

- **Action Item:** Amertah to follow-up and encourage use of handshake

### Future Agenda Topics

- Email templates and materials for encouraging students to activate handshake accounts
- Review of Districtwide commitments regarding Handshake implementation
- Districtwide Implementation Timeline

**Scheduling** - Next meeting will take place March 7

### Reminders

- Handshake Contact(s) changes
  - Megana Vemula - [megana@joinhandshake.com](mailto:megana@joinhandshake.com)
  - Contact Handshake Support Team by [submitting a ticket](#) or calling them directly at 855-426-3136
- Handshake Resources:
  - Shared Google Drive:
    - Google Login: [sdccdhandshake@gmail.com](mailto:sdccdhandshake@gmail.com)
    - Password: Gethired!
- [Handshake Academy](#)
- [New to Handshake](#)
- Districtwide Handshake Updates - [November 2022 Update](#)