

Districtwide Handshake Implementation Meeting
Tuesday, March 21, 2023
Meeting Notes

RECAP (REMINDERS & ACTION ITEMS):

Colleges are encouraged to:

- Strengthen and/or develop proactive practices where ERLs and other key roles are reaching out to employers to encourage them to engage in handshake
- Work with employers to ensure that employers are providing data back into handshake on who they hire, etc. (this way you can determine who is getting hired)
- Recommended to engage ERLs
- Review and engage in available online handshake training materials, articles, and resources
- Schedule meetings with Magana to address local implementation challenges and questions
- Put all events and activities into handshake
- Utilize the appointments features
- Establish local process for posting on-campus jobs
- Attend April 5th Webinar the Evolving platform and what it means for Community Colleges <https://communitycollegesandotn.splashthat.com/>

HANDSHAKE COUNTS

of 3/21/23

- Student Activations: 5,237 (122 more since 3/6/23)
 - City - 1,121 (19 more since 3/6/23)
 - Mesa - 1,479 (33 more since 3/6/23)
 - Miramar - 957 (31 more since 3/6/23)
 - Continuing Ed - 733 (6more since 3/6/23)
- Approved Employers - 4,766 (153 more since 3/6/23)
- Pending Employers - 0
- Job Postings - 7,753 (380 more since 3/6/23)

NOTES:

Meeting Focus: Discussion and Updates with Handshake Representative

Guest: Handshake rep, Magana Vemula, joined the meeting

Magana is available to meet one-on-one with colleges

Action Item: Colleges are encouraged to schedule meetings with Magana to address local implementation challenges, etc.

Megana provided an overview of promising practices, training and resources available, and addressed a few technical questions.

Promising Practices

- Employer Engagement
 - City of SF CC –
 - Access to the recording: <https://joinhandshake.com/blog/career-centers/fall-2022-community-college-meet-up/>
 - Three main ideas:
 1. Partner with local employers – one on one event; gauge interest of students
 2. Colleges hosting employer engagement events to learn more about their needs
 3. Be proactive in handshake – you can find and approve employers
 - You don't have to wait for them to request or apply
 - You can reach out and proactively approve them
 - **Opportunity to engage ERLs**
 - Coming down the road: handshake is going to be rolling out new management of employers
- Campus wide Integration
 - Most colleges on the platform are working on these strategies now
 - Fox Valley Technical College – good example; Could provide insights
 - If we are interested, Megana can help connect us
 - **Colleges to confirm interest**
 - Other recommendations
 - Setting up appointments in handshake to increase traffic on platform
 - **Put all events and resources on handshake** – to increase need for students to engage in the platform
 - In terms of getting faculty engaged – show them how to use it
 - Start holding trainings and info sessions for faculty
 - If activation metric isn't moving, don't get discouraged, a lot of CC are in the similar boat – it takes time and energy to do this work
 - Having fun with engagement activities
 - Food
 - Employer events
 - Posting on social media
 - Handshake has a marketing tool kit and playbook and assets
 - SWAP
 - The handchair!
 - Using more features will help (appointments and events, etc.)

Trainings & Resources

- Discussion on districtwide or college-specific training sessions
 - If we need training we can just let her know

- Reminders regarding existing training resources available on the platform
 - Lots of on-demand trainings available to colleges
 - Help button – drop down – handshake academy – online training hub with lots of courses
 - For all the features – appointments, events, reporting, etc.
 - Great place to start!
 - **Once you watch and if you need additional clarification – then reach out to Megana for one-on-one support. Feel free to reach out to her megana@joinhandshake.com**

Technical

- Criteria used to vet employers
 - High level summary: handshake wants to make it more robust and more relevant criteria more quality employers, etc.
 - 2 specific features released last year:
 1. Signal boosting – highlight and elevate certain employers to your students (you are able to)
 2. Employer validation process –
 - Adopted Employer Validation process (no longer using trust score)
 - Two-sided process
 1. Works with third party vendor – fraud prevention and detection to vet employers
 2. Also manual process within Handshake’s Trust and Safety Team – they manually review employer requests that come through
 - Learn more:
 - <https://support.joinhandshake.com/hc/en-us/articles/8083511439127-Employer-Validation->
 - <https://support.joinhandshake.com/hc/en-us/articles/8721830375063-Understanding-how-Employers-are-Validated-on-Handshake>
- Why are there babysitting jobs, etc.?
 - Some institutions want these kinds of jobs
 - relevance front – students are not being auto recommended the babysitting jobs; they only see it if they go looking for it
 - Algorithm focused on what a student looks for in the platform and their profile information / program and career goals
- What happens when someone flags an employer?
 - Not auto removed from student’s view - Just flagging doesn’t immediately be removed
 - Handshake’s Safety Team reviews (manually) - Fast turnaround time
 - Only time they are immediately removed if they violate terms or malicious action

- If you Flag and then Decline – this will hide the employer right away from students though
- Data inconsistencies – **To be addressed in separate meeting with District Student Services**
- Can we tell if students were hired?
 - Yes
 - Tied to employer engagement
 - Employers need to update their data accurately so that you can see what happened
 - Right now it shows only 11 students being hired
 - So very important to have this conversation with employers on the platform
 - **Great role for our ERLs**

Searching for students – clarification provided that colleges may search for students via their ID CARD Number = student ID number from CS
CSID is the user name as well – within the import

Best Practices for Posting on-campus Jobs - discussion

- Mesa shared that their career center is posting on campus positions for other departments
- Volume is low
- Each department would need an admin account to post jobs – case management would be needed for each department to ensure they are using the tool correctly
- Mesa finds it easier to post rather than train and manage, etc.
- College have the ability to give access to the department managers who are hiring
- You can have apps emailed one at a time or sent in bulk at closing period
- Mesa has one-point person for on-campus job posting

SDCCD HR - Meeting participants expressed interest in seeing District HR utilize the platform
How can we strengthen overall engagement with the platform?

Upcoming Webinar – Handshake is hosting a webinar on April 5th on the Evolving platform and what it means for Community Colleges <https://communitycollegesandotn.splashthat.com/>

Spring Student Upload – pending
CEWD to confirm upload (done)

District Website updates
Colleges reminded to provide feedback on district website for students

Past Meeting Notes - [3/7](#), [2/7](#)

Next meeting: Tuesday, April 18 at 11am

