

# ■ HANDSHAKE HIRING PULSE

*Data, trends and insights to help you  
navigate the shift to digital recruiting  
amidst COVID-19*

April 2020



## ■ KEY FINDINGS: APRIL 2020

- **Majority of students are still active** in their fully-virtual job search and want to hear proactively from employers on available opportunities. The disruption of on-campus activities is creating a real need for increased virtual interaction.
- **Students show increased interest in part-time and gig economy work** in this climate, but longer term plans (for example, relocation) have not changed much.
- **There's no 'new normal'** with industries & skill types affected very differently.
- **Most recruiting teams report challenges** making the shift to this new world: resetting expectations internally and moving to a fully digital strategy.
- **Proactive recruiting continues** at record scale; employers with long-term talent objectives are eager to reach top candidates and are focused on digital innovation.

## ■ **STUDENT PULSE**

*How students are reacting to the COVID-19 crisis as shown through Handshake's survey and platform data*

# Students are still in job search mode, with two-thirds having to quickly shift to the new online reality

**73%**

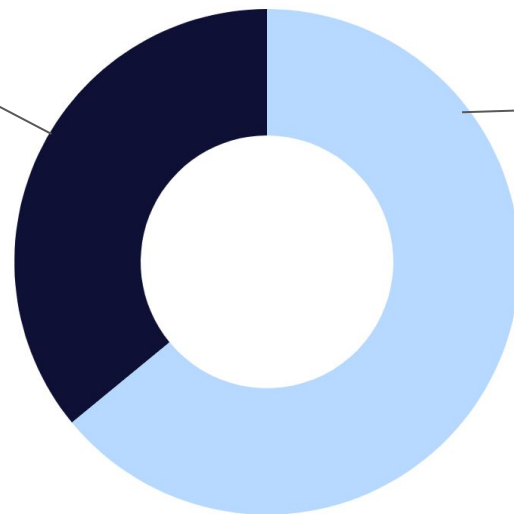
Of college seniors are still searching for full-time jobs

**36%**

Were already focused on finding a job online

**64%**

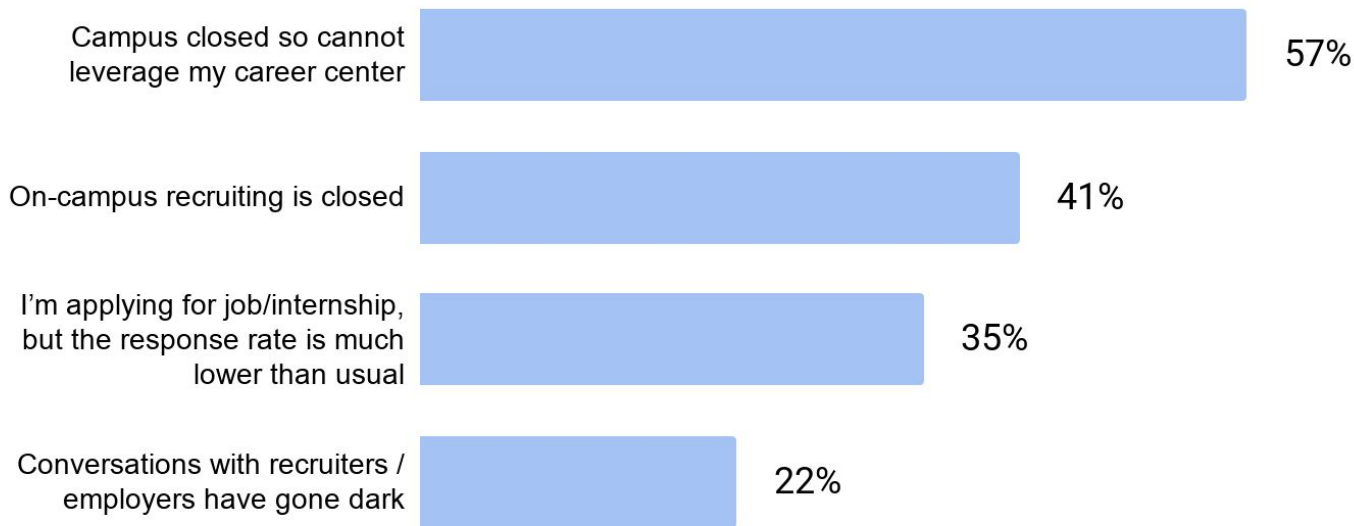
Plan to shift their job search online



# Being away from campus resources and processes is a major disruption to students' job search

Top job search disruption factors cited by students during COVID-19 crisis

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# Without access to on-campus resources and processes, students are focusing on their digital presence

**41%**

Plan to **'network online'** in the coming weeks



**51%**

Plan to **update their online profiles** in the coming weeks



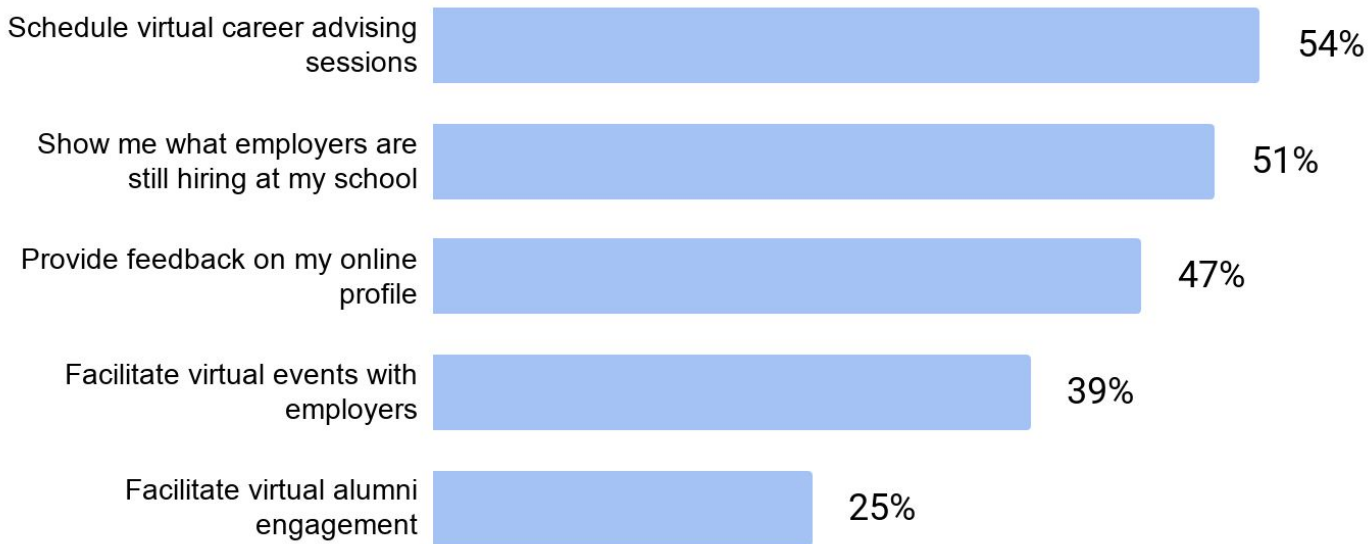
**50%**

Plan to **'research employers'**

# Students strongly value university career centers' facilitation and advice in navigating online recruiting

Top ranked options for "How university career services can best help you at this time"

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Source: Handshake employer COVID-19 survey, March 2020

# Students are seeking clarity on live opportunities through *proactive engagement* from employers

**64%**

Want to know which jobs  
and internships are **still  
available**

**54%**

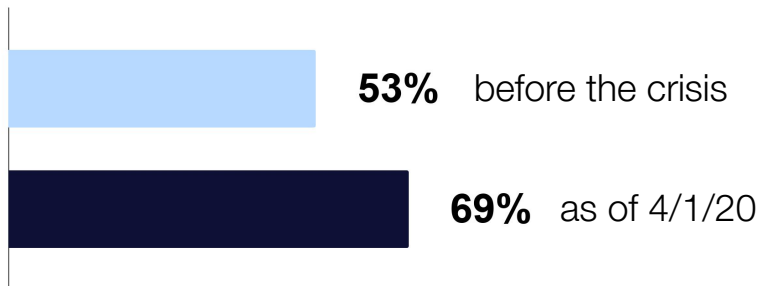
Want to be contacted with  
a **personalized message**  
regarding internships and  
full-time roles



# Students are more interested in gig economy and part-time work in the current climate

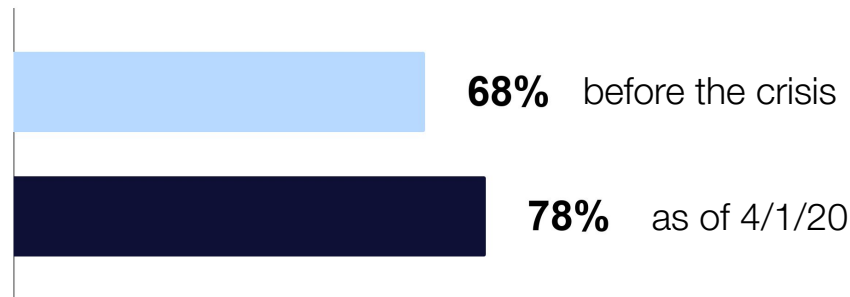
## Students (all school years) who'd consider a job in the gig economy

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## Students (seniors) who'd consider a part-time job unrelated to their career

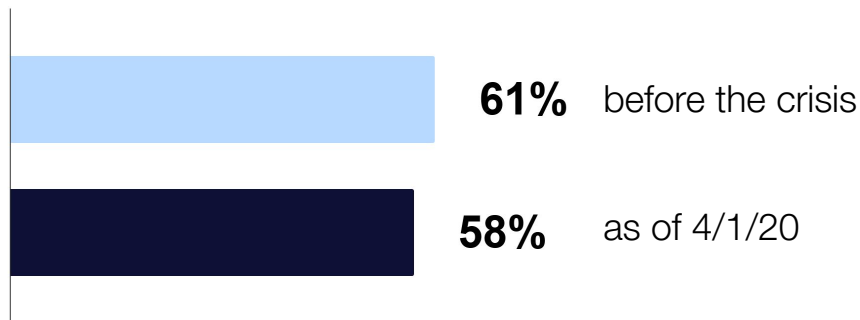
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# The crisis hasn't meaningfully changed students' willingness to relocate for the right opportunities

Students willing to relocate for their first job out of college

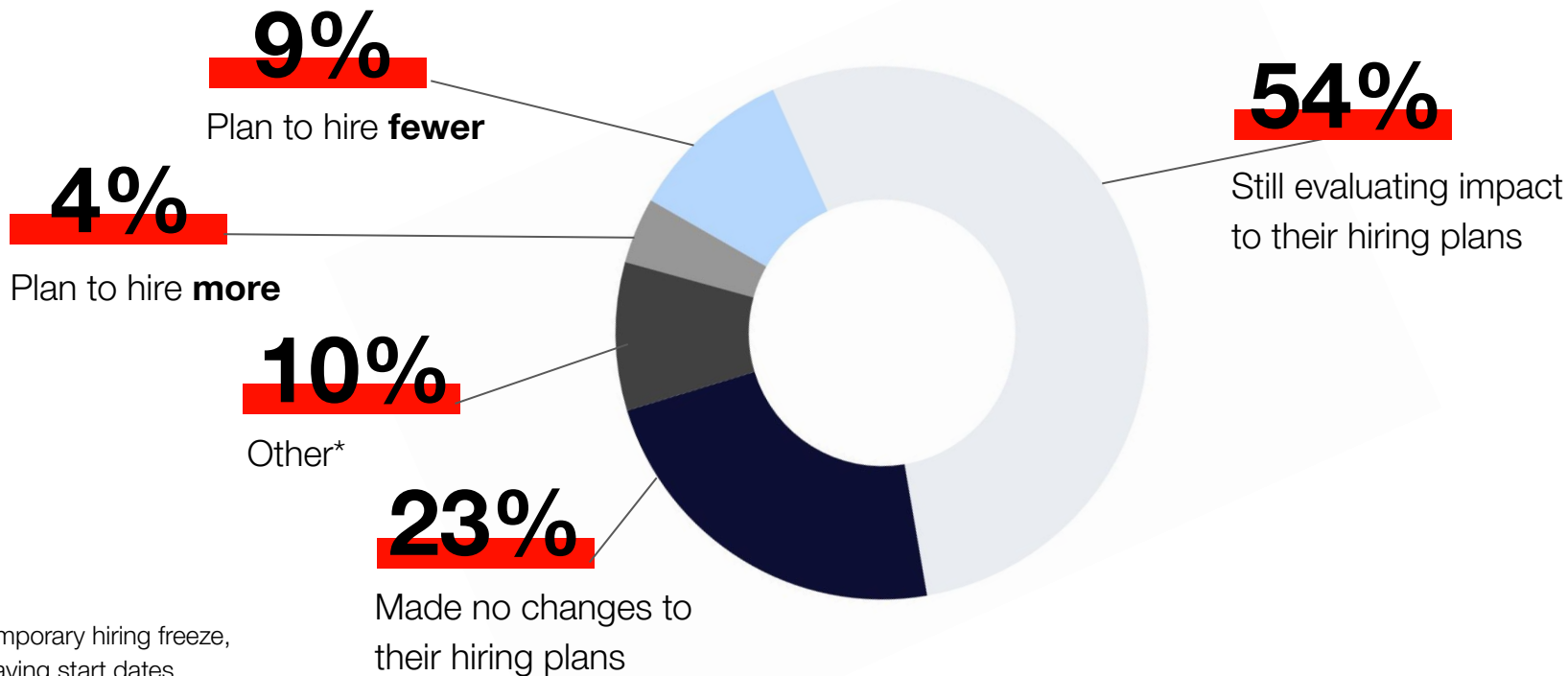
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## ■ **EMPLOYER PULSE**

*How employers are reacting to the COVID-19 crisis as shown through Handshake's survey and platform data*

# Majority of employers still evaluating impact to hiring plans, only a small minority have decided to reduce



\*Temporary hiring freeze, delaying start dates, pausing interviews

Source: Handshake employer COVID-19 survey, March 2020

# Amidst the crisis, the employment landscape is shifting rapidly across industries: there's no 'new normal'

## Most Impacted

Largest annual decreases in job postings are in the following three industries:

**-60%** Hospitality

**-44%** Food, Beverage & CPG

**-37%** Arts & Entertainment

## Still Hiring

Although every industry has shown a decline, the smallest annual drops are in:

**-18%** Pharma & Med Devices

**-18%** Healthcare & Services

**-13%** Non-Profit

# Remote jobs are growing, but by a small percentage. Most employers still expect roles to be on-site eventually

**111%**

**Increase** in fully remote  
roles posted from 2019  
to 2020



**5%**

New job postings in  
March 2020 that are fully  
remote (ongoing)



# Interviewing is moving fully virtual, and many employers are ramping up digital candidate engagement

**89%**

Employers are adopting or increasing virtual (video) interviews



**73%**

Employers are adopting or increasing phone screens



**59%**

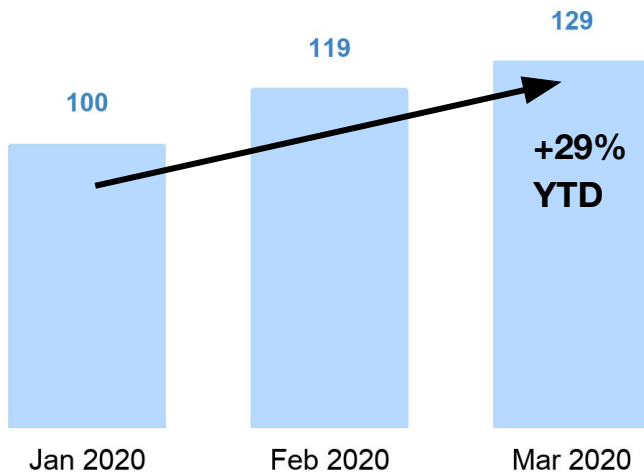
Employers are adopting or increasing digital engagement, including virtual events and more.



# Employers are reaching out at record scale to proactively recruit candidates who meet their criteria

## Trend in students receiving outreach on the Handshake platform, 2020 YTD

Jan 2020 = 100



## Top 5 industries reaching out:

1. Internet & Software
2. K-12 Education
3. Healthcare
4. Investment / Portfolio Management
5. Management Consulting

## Top 5 majors receiving outreach:

1. Business
2. Psychology
3. Biology
4. Computer Science
5. Finance

Source: Handshake platform data, April 2020



# There are 4 top priorities for recruiting teams during this time of unprecedented change

1. Resetting recruiting goals and expectations (51%)
2. Building personal connections with candidates (45%)
3. Effectively reaching students (41%)
4. Training and equipping team (38%)

**Learn more about navigating  
the shift to digital:**

**[godigital.joinhandshake.com/](https://godigital.joinhandshake.com/)**