

Alumni Webinar: Handshake Overview

Slide 1: Hi Alumni, and welcome to this mini-webinar. Our goal is to provide detailed information on our new job and career system Handshake.

Slide 2: Handshake is our career and job search platform. This powerful platform is available to students and alumni, and offers the ability to find jobs, connect with employers, and personalize your experience to get system recommendations for career exploration. Over 200,000 employers use Handshake to find candidates for all kinds of jobs. Because we're part of the larger Handshake community, some employers will be new to RIT; this increases your opportunities over our previous job system.

Simple but powerful search tools and alerts help you find the best fit from more than 1,000,000 jobs and co-ops/internships posted by companies, non-profits and government organizations. A comprehensive Profile allows you to market your brand and best self to potential employers.

Handshake asks users to answer questions about themselves so it can take their interests into account and provide them with targeted job and internship listings, as well as workshops, programs, and recruiting events. It's based on machine learning, so the more complete your profile and the more you use the system, the more you'll start to see the most relevant positions first. Click on this link to watch a short informational video about Handshake.

Slide 3: Handshake has an extensive help center, where they offer resources on a wide variety of topics related to all aspects of using the platform for the greatest success.

Slide 4: To get started, simply login to Handshake from the main alumni page of our website, or go to rit.joinhandshake.com. You'll login with your RIT computer account. Please note, if you have not accessed your account recently, you will be asked to update your account by going to start.rit.edu and clicking alumni access. Through this process you'll be provided with a new username, which you will then provide to our office, and then you will be able to use Handshake.

Slide 5: Once you login to Handshake, you'll want to update and create a comprehensive profile so employers can find you. Some basic information will be pre-loaded into your profile. You'll want to add personalized information, including your career interests, skills, education, experience, activities and even your social media links. Also remember to make your profile public, if you want to be viewable to employers, or keep it private if you're not ready or are just looking. Let's take a look at some of the specific pages now.

Slide 6: On the home page, or the For You page, you'll see a snapshot of current jobs that fit your career interests and profile information. There are also upcoming events, and of course if you're in the Rochester area you're welcome to attend any of these. In the Career Center tab you'll see additional resources we recommend, and will be able to select your user settings. All menu tabs are along the top.

Slide 7: Here's a snapshot of the For You page, with upcoming events and recent job postings that match your career interests. Again, the more you use the system and search for jobs, the more recommendations you'll get.

Slide 8: Here are the recommended resources in the Career Center section. Access these through direct links from this page, at no cost for RIT alumni.

Slide 9: Click on your name and select Settings and Privacy to update your account to reflect your needs.

Slide 10: You'll also be able to set your system notification preferences.

Slide 11: Personalize your career interests, so Handshake can make recommendations on jobs and events that fit your interests – again, this is based on machine learning, like Spotify and Netflix.

Slide 12: Here are some general tips for your profile. Remember to make it public when you're ready, so employers can find you. Do fully complete each section so that you can get job suggestions that are a good match for you, and again so employers can find you if they do a keyword search. The system will bring over some information if you upload a resume, so you may want to do that first, then supplement that information with more details. The bio option is a great way to differentiate yourself from other candidates, and talk about what makes you unique. Be creative and personable so employers see you as a person, not just the data you provide. Add your social media links at the bottom so employers can get more information about you. LinkedIn is not a choice to select, but you can, and should, add it as an other link.

Slide 13: Here's a sample profile. You'll see the different sections you can elaborate on.

Slide 14: The system will suggest skills from your imported resume, and you can add and subtract as appropriate. You can also add courses as they're relevant. For more experienced alumni, you could add more recent courses you've taken elsewhere, towards a new degree or certification, whether at RIT or elsewhere.

Slide 15: In the projects section you can elaborate on school projects, or again if you've been in the work world for a while, you could discuss independent projects you've done to demonstrate updated skills, or even volunteer projects you've done. You can really make your profile your own, with information that best highlights your skills and qualifications. You'll see you can add documents, including your resumes, cover letters, and other documents to send to employers, and then you can add your social media links. This is important to show you're keeping up with technology, so do add your links, again including LinkedIn, which you can add as an other social link.

Slide 16: You can also add a short bio to personalize your profile, as we mentioned. This can be similar to your summary of qualifications or profile statement on your resume, but be sure to add more personal elements as well.

Slide 17: Handshake allows you to upload multiple documents, to have available to apply to posted positions. You can upload resumes, and for alumni, we recommend a unique, targeted resume for each job, as well as cover letters, transcripts, and any other documents you want to be able to send to companies. This video walks you through the document upload process.

Slide 18: Here's what you'll see when you go into Manage Documents.

Slide 19: Using the jobs tab you can set up criteria to filter your search and create customizable search lists. You'll see a variety of search options, including industry, job function, major, company name, and a keyword search box. Once you set up a search, you can save your filters, to make re-running a job easier, and you can also set jobs as favorites. Clicking on a job will give you the specifics, including how to apply. Again, there's a short training video if you want more information on searching for jobs.

Slide 20: Here's a sample screen, with results for a specific industry. Play around with different search criteria, as jobs may be listed in different areas.

Slide 21: More than 200,000 employers are part of Handshake. You can find any of these employers using the Employer tab, even those who do not currently recruit at RIT. You can search by industry, location, employer size, and keyword. You'll get specific information on a company, including their profile, links to their social media, current job postings, and also may get public contacts within the company.

Slide 22: Here's a search result for Paychex. You'll also see that they're coming to the RIT Fall 2017 Career Fair, and there is a public contact with whom you can connect.

Slide 23: Handshake keeps track of all your job applications, which makes it easier to stay organized, as well as follow up on jobs to which you've applied.

Slide 24: Here's the applications section.

Slide 25: The events section provides information on upcoming events, including all career fairs, company information and networking sessions, and workshops offered by our office.

Slide 26: Here you'll see an up to date list of all events.

Slide 27: As well as upcoming career fairs, both our general fair and specialty fairs. All are open to alumni.

Slide 28: You can request an appointment with one of our career counselors (for career change appointments), or your career advisor (for job search assistance) through Handshake. Simply click the request appointments tab in the events section and you'll be directed to choose a topic, and make an appointment with your assigned advisor. Appointments can be in person or by phone.

Slide 29: Handshake has a mobile app, available now for IOS, and in 2018 for Android. The Mobile version is focused on job discovery. Exploring jobs, favoriting and then applying. While all Handshake features (Career Center, Settings, Etc.) are mobile optimized (i.e. can be opened easily on a mobile device), clicks beyond the job search process will take students and alumni to a web browser. So, if you're looking to find, favorite and apply for jobs on the go - the mobile app is ideal. But if you're looking to deeply customize your profile we'd recommend using the desktop version.

Slide 30: Handshake allows you to open your profile to other alumni and students in the system. This facilitates exploration, discover, and networking, which is another benefit of using the system. You have to opt in to use this feature, through the Settings and Privacy section of your profile.

Slide 31: Here are some suggested next steps for getting started with Handshake. Let me know if you have any questions, or if you'd like to be connected with your career advisor for further assistance with your job search. We look forward to working with you!