

Getting Ahead of Seasonal Hiring Challenges



Brian White

Executive Director of HR & Operations
Auburn-Washburn USD 437



Garrett Lord

CEO & Co-Founder
Handshake

Close Your Eyes...

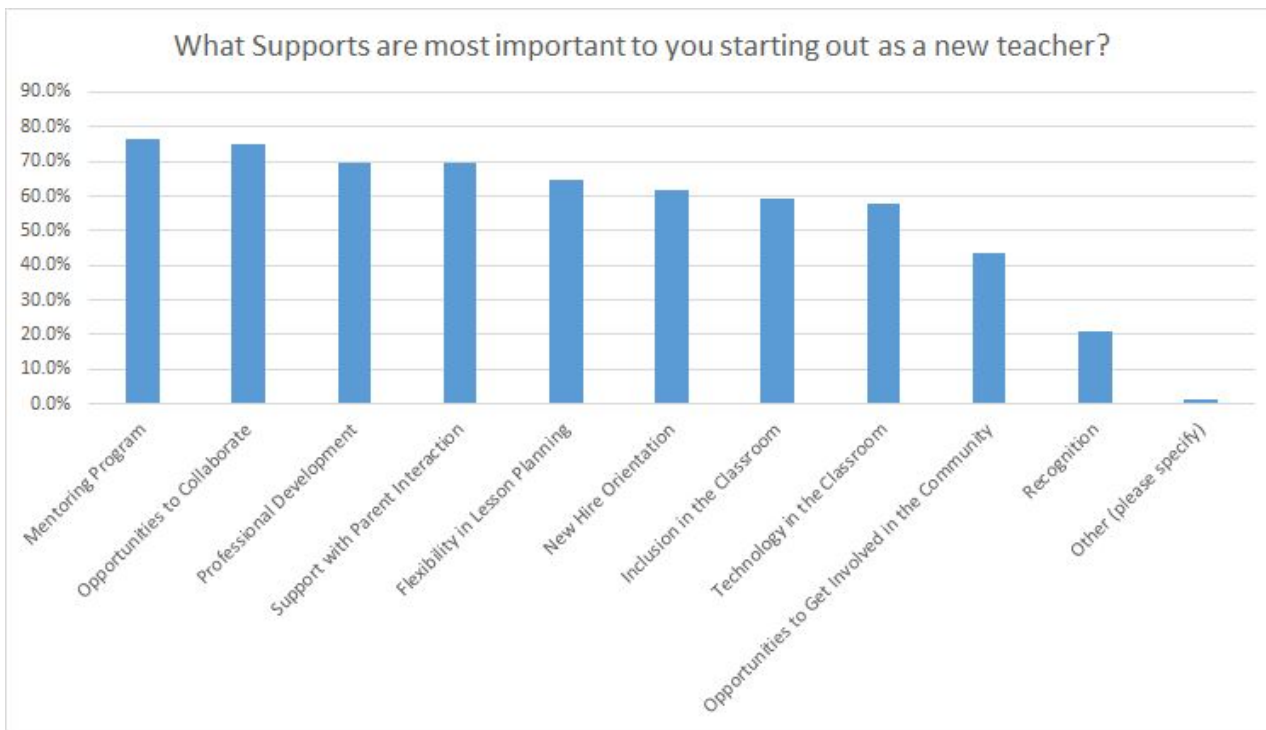
Great teachers make a difference in students' lives.



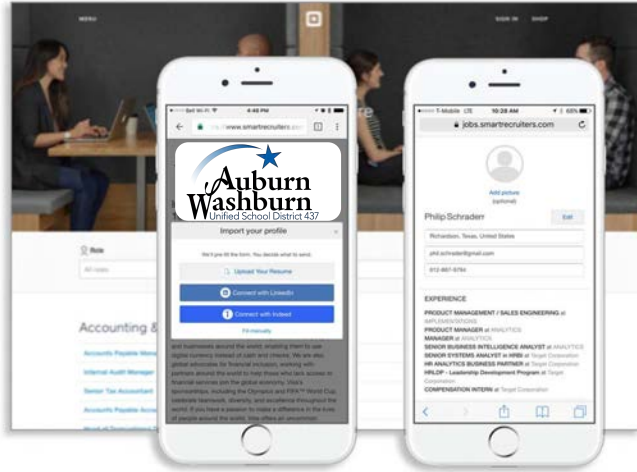
Lessons from Great Teachers

- Learn what is important
- Learn how to communicate
- Understand it's more than a number

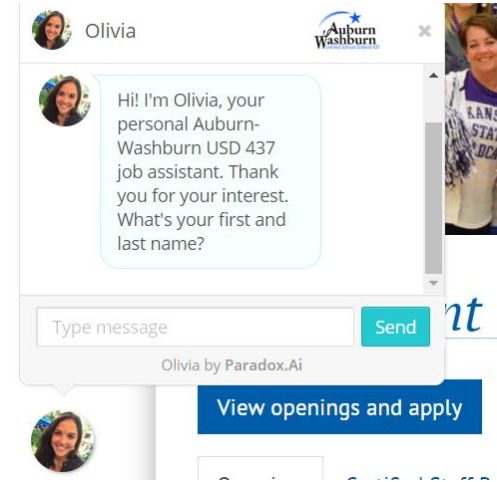
Learn What is Important



Learn How To Communicate




Positions Available Now!
Text **JOBS** to
(785) 256-9083



It's More Than A Number

*Pop-Up
Teacher Chat*

COME JOIN US FOR A FREE BEVERAGE/SNACK



**Auburn
Washburn**
Unified School District 437

| | |
|---|--|
| <p>GRAVEL CITY ROASTERS</p> <p>608 Commercial St Emporia, KS 66801</p> <p>TUESDAY JANUARY 23RD STARTS AT 5:00 PM</p> <p>PLEASE RSVP TO: WHITEBRI@USD437.NET</p> | <p>This is an informal event to chat with recent ESU grads about their transition into their first teaching job.</p> <p>There is no need to dress up for this event :)</p> |
|---|--|



FORGE
YOUNG PROFESSIONALS
— TOPEKA —



**Top City
Teachers**

Great recruiters build relationships.



Ryanne Mercer

Senior, May 19

Elementary Education-B

October 30th



Brian White 4:28 pm

Brian from Auburn-Washburn USD 437 has sent you a message on Handshake

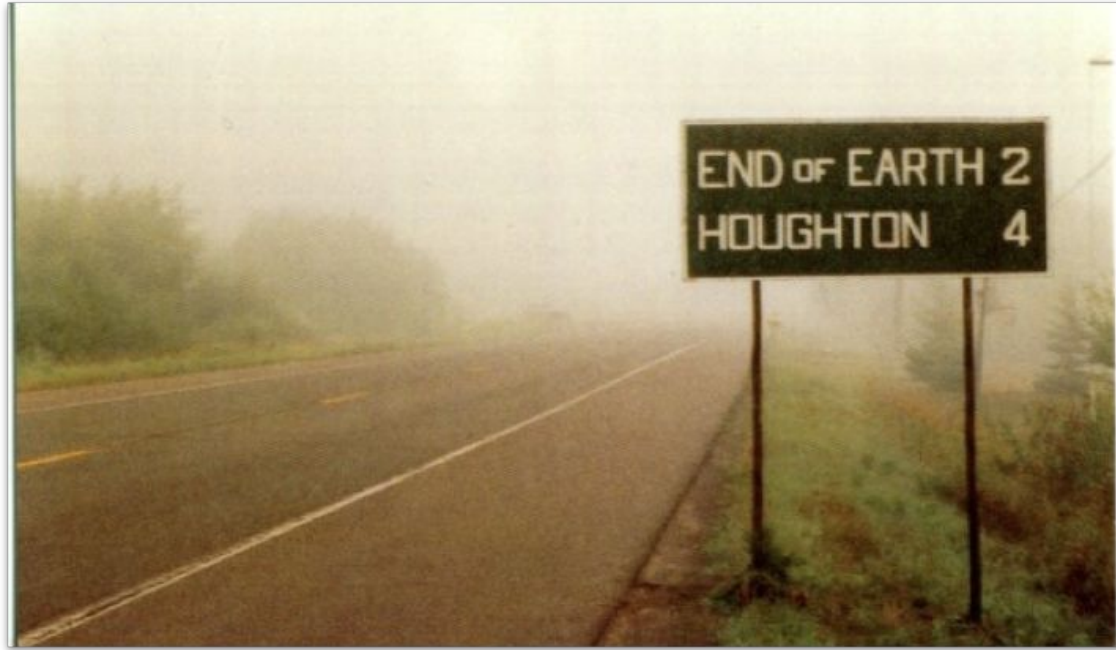
Hi Ryanne,

I'd love to chat with you about your online media director experience and pick up tips for our school district employment page!

I also hope your semester is going well. I work for Auburn-Washburn USD 437 in the Topeka, KS,

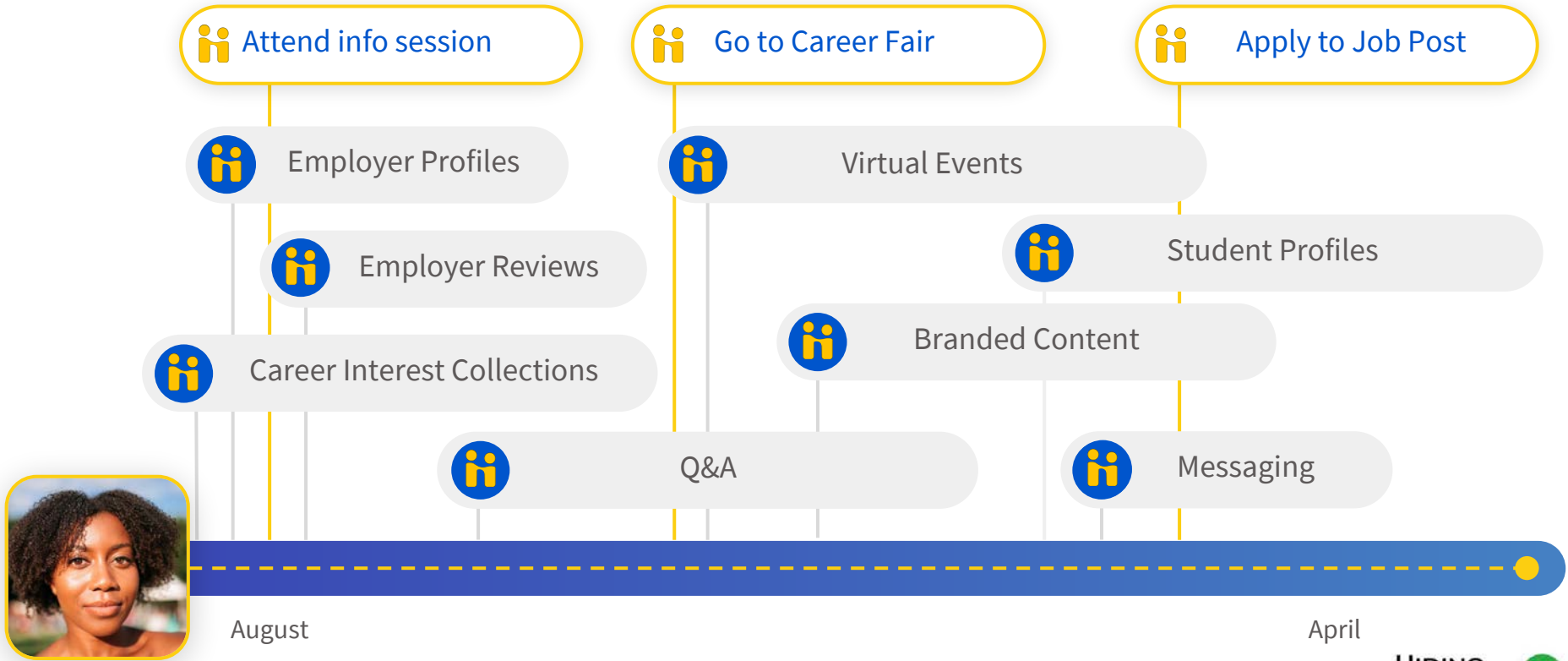
Relationships First

Talent is Distributed Evenly, Opportunity is Not



A sign outside of Houghton, Michigan, where Michigan Tech is located.

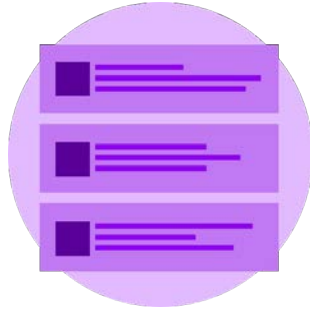
The Student Job Search Isn't a Traditional Linear Path



The Real Student's Journey



Logs in
Every 3 Days



Views
123 Jobs



Attends
4 Events



Applies to
23 Jobs

And, They're Seeking Real Information from Employers

Should I work at a big company or a small company?

What's it like to work at a Silicon Valley startup?

What kind of growth and career opportunities are there for me?



Can a psych major at a small liberal arts school get a job in tech?

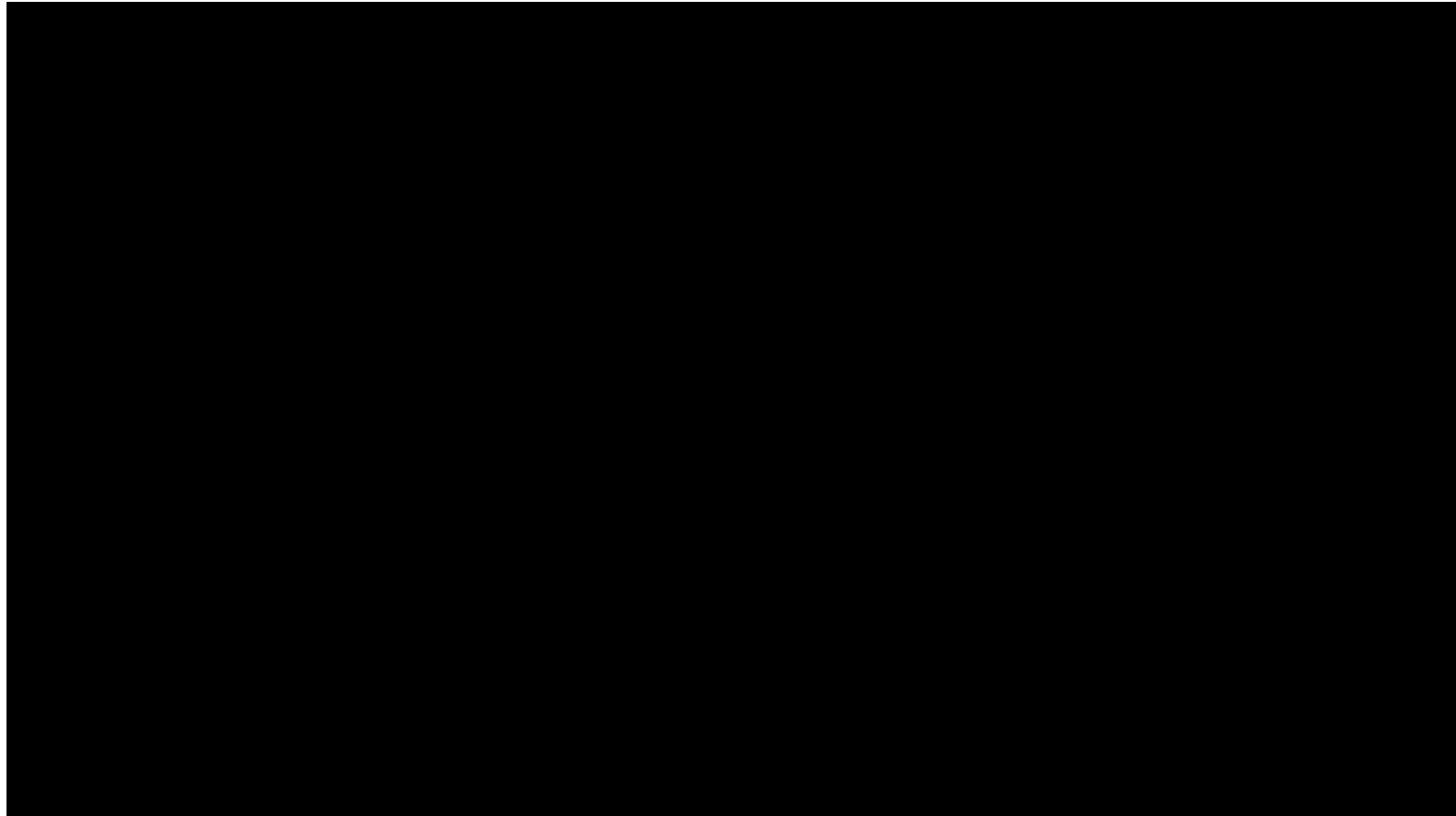
What's it like to work as a female engineer at this company?

How do I prepare for a whiteboarding interview session?

Real Student: Breonna July



- Senior at Spelman College
- Computer Science major
- Graduated May 2018
- Used Handshake to navigate the job hunting process
- Landed her dream job as a Premier Field Engineer at Microsoft!



What Can Recruiters Do Today?

Embrace Proactive Engagement

- Drive deeper connections with underrepresented candidates
- Talent is evenly distributed, opportunity is not
- Don't show up to campus blind

Your Brand Matters

- Students are looking at your brand year-round
- Get ERGs involved

Make Data Driven Decisions

- Know where your time is best spent

Choosing Your Adventure Bingo Number

Attract

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