

**School Type**

Private University

Full-Time Enrollment

4,000 undergraduate; 1,000 graduate

Headquarters

Waltham, Massachusetts

Career Center Size

16



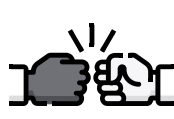
Bentley University Dramatically Increases Job & Internship Postings Within One Year on Handshake

**95%**

of students enroll in
Career Design
Introduction 101 course

**167%**

increase in job and
internship postings

**700**

additional employer-
hosted events available
for students to attend

Bentley University is a private university located in Waltham, Massachusetts focused on business, with undergraduate, master's degree and PhD programs. Within a year of joining Handshake, the Pulsifer Career Development Center at Bentley University has seen strong adoption to Handshake, particularly from students early in their college career.

Challenges

1. User-friendly Career Services Management Platform

Bentley needed a platform that was modern and intuitive to use for both students and employers.

2. Student Engagement at Scale

Bentley students are highly engaged in Career Development, and Handshake facilitated even more connections between students and employers.

3. Access to Opportunities

With students from all across the country and international locations, Bentley wanted to connect their students with jobs and employers beyond their local region.



It's all about scale. If you would like to scale your resources and have more employer events available to your students, this is it. I know there are so many schools that have lean career staff. Handshake is a no brainer—it's the best way to offer more to students.

Laura Aiken

Director, Graduate & Alumni Career Development



Solutions

Through Handshake, Bentley was able to scale their student engagement by offering more events led directly by employers in Handshake and also provide strategic value for employers looking to connect with their students in a more targeted approach.

Increased Student Engagement:

95% of first-year undergraduate students and 35% of full-time graduate students enroll in 6-week Career Design Introduction courses. Handshake is embedded into the course, where students are taught how to fill out their profiles and engage with employers.

Larger Employer Reach:

Handshake has made it easier for employers—regardless of geographic location—to recruit Bentley students. In one year, Bentley has seen an increase of jobs posted from across the country and even internationally.

More Employer Events:

Through Handshake, Bentley significantly increased the number of employer-hosted events offered to students year-round. Virtual events held on Handshake require minimal support from career center staff, offering more flexibility to employers and freeing up bandwidth for Bentley staff.

Direct Employer Outreach:

Employers can send targeted, direct messages to students in Handshake, a channel that the Bentley team diligently tracks. Knowing which employers are most active with their students allows Bentley to then identify employers that would benefit most from strategic, customized support from career center staff.

Virtual Career Fairs:

Through Handshake, Bentley hosted 10 Career Fairs since launch in 2020. Bentley also used Handshake to reach out to employers through Handshake who historically did not recruit at Bentley.

Results

With Handshake, Bentley has equipped more students with the career resources, opportunities, and connections they need to succeed. In one year, Bentley has seen:

167%

increase in job and internship postings

700

additional employer-hosted events available for students to attend

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When talking with our students, especially first and second years, they are very excited to have employers inviting them via Handshake to employer events. Now that employers can directly message students and personalize their outreach, it is a gamechanger.

Kristine Vidic

Senior Associate Director,
Undergraduate Career Development

Reach out to level the playing field for students.

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