

**Education**

Est. 2011

**Employees**

240

**Headquarters**

New York, NY

**Early Talent Hires per Year**

310

GREAT OAKS



CHARTER SCHOOLS

AmeriCorps Grantee

## Great Oaks Charter Schools Goes Virtual to Put Their Students First with Handshake

**1,080**schools  
reached**2 in 3**applicants sourced  
on Handshake**66%**of applicants  
are women

Great Oaks Charter Schools is committed to providing high-quality college preparatory education to students through its network of K-12 charter schools located in the Mid-Atlantic.

Great Oaks needed a way to meaningfully connect and engage with students during the pandemic and beyond in order to identify talent with strong alignment to their mission—regardless of where they go to school or who they know.

## Challenges

With their local talent pool tapped out, Great Oaks looked to build a year-round pipeline of talent, moving beyond their local region to identify students with a proven interest in education and social justice anywhere in the country and engage them with modern virtual experiences.

### 1. Expanded Access to Talent

Great Oaks wanted to identify and attract students with interests and skills in teaching from beyond the limits of the I-95 corridor to fill their pipeline with a reliable, diverse, and always-on nationwide stream of recruits they could plan for.

### 2. Mission-Centric Recruiting

Great Oaks needed to source, engage, and hire students from different

backgrounds with a demonstrated alignment in their mission of equity in education.

### 3. Virtual Transformation

Great Oaks looked to embrace virtual recruiting to avoid disrupting their talent search during COVID-19 and be better positioned to succeed in the new normal and beyond.



“Handshake is our number one source for talent. Finding people who are more mission-aligned is crucial for us, and Handshake really helps us do it.”

### – Riley Hasson

Associate Director of Talent,  
Great Oaks Charter Schools





## Solutions

Handshake gave Great Oaks the flexible all-in-one recruiting platform they needed to put their social mission front and center, expand their talent pipeline nationwide, and embrace the future of virtual recruiting.

### 1. Bringing Diverse Nationwide Talent Home

With Handshake's network of nearly 9 million students from 1,200+ universities nationwide, Great Oaks expanded their outreach to target talent in all 50 states and tap into the largest and most diverse pool of students in history.

### 2. Smarter Sourcing with Segments

To democratize access to teaching opportunities, Great Oaks uses Handshake Premium's Segments to filter recruits by experience, extracurricular activities, academic organizations, and more—giving them a reliable way to source mission-minded talent.

### 3. Embracing the Future with Virtual Events

Great Oaks uses Virtual Event Management to quickly pivot during the pandemic, hosting weekly info sessions and group tutorials to multiply their engagement and make lasting, meaningful connections with students at scale.

## Results

Within weeks, Great Oaks created and hosted over 50 virtual events for students, boosting the numbers of candidates engaging with them on Handshake by 5x YoY.

**Today, two-thirds of Great Oaks' hires come from Handshake, making the network their number one source for early talent.**

**2.5x**

increase in students from partner schools submitting applications YoY

**5x**

increase in number of candidates engaging with Great Oaks on Handshake YoY

**60%**

of applicants come from underrepresented groups

“

“Handshake has made remote recruiting and education possible for us. Being able to increase our access to students from different parts of the country we can't travel to is huge.”

– **Riley Hasson**

Associate Director of Talent,  
Great Oaks Charter Schools

**Reach out to learn how to build a proactive recruiting strategy.**

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