



**Education**  
Est. 2000

**Headquarters**  
Boston, MA

**Employees**  
250+

**Early Talent Hires per Year**  
440

**match**  
**EDUCATION**

AmeriCorps Grantee

## Match Education Taps Into Nationwide Talent Diversity on Handshake to Deliver Opportunity



**825**

schools  
reached



**10X**

increase in  
diverse hires



**12X**

increase in  
brand reach

Match Education is a leader in K-12 education and teacher preparation, committed to being a source of innovation in education nationwide and delivering extraordinary results for the students they serve.

Match needed a virtual recruiting platform that would allow them to move beyond regional recruiting to establish a nationwide, major-agnostic pipeline of teaching talent that could outpace industry churn, while prioritizing recruits from underrepresented backgrounds that could reflect the diversity of Match's student body itself.

## Challenges

Looking to identify talent from across the country and the academic spectrum, Match wanted to build their national brand to grow their early talent pipeline by going virtual and creating a reliable stream of diverse, qualified candidates who wanted to work in Boston.

### 1. More Top-of-Funnel Talent

Match needed to identify and engage a large enough pipeline of talent early in their search to fill their open positions and overcome the employee churn common in education.

### 2. Increased Diversity

Match looked to hire qualified candidates of diverse ethnic,

social, and ideological backgrounds to mirror and complement the diversity of the students at their Boston charter public school.

### 3. Expanded Branch Reach

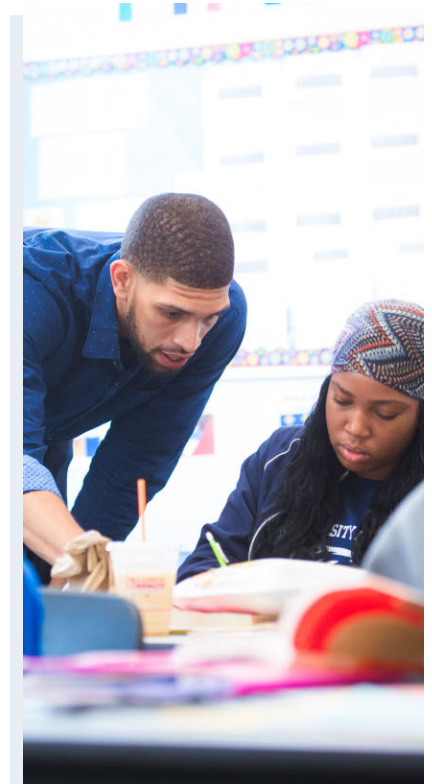
Match wanted to grow their brand beyond its Northeast footprint to reach talented recruits nationwide with an interest in education and willingness to work in Boston.

“

Handshake is game-changing. It has changed the entire way we recruit by giving us a platform to reach talent clear across the country.”

– **Brittany Washum**

Recruitment Manager,  
Match Education





## Solutions

With Handshake Premium's Segments, Campaigns, and Testimonials, Match got the virtual recruiting platform it needed to engage students at scale and grow its brand nationwide to successfully identify and recruit the most diverse and promising teaching talent in the country.

### 1. Deeper Talent Search with Segments

Because talented teachers can come from any major, Match uses Segments to identify qualified recruits by academic organizations, clubs, extracurricular activities, and more to source talent with a demonstrated interest in Match's mission of racial diversity and inclusivity in education.

### 2. Meaningful Outreach at Scale with Campaigns

Campaigns help Match leave no stone unturned in their search for qualified talent with personalized large-scale outreach that engages students early in their job search and keeps Match's brand top of mind.

### 3. Handshake Delivers Nationwide Talent Diversity

Using Video Testimonials to showcase their mission on their Handshake brand page, Match has seen total brand engagement swell by 12x since last year.

## Results

Handshake delivered the increased pipeline volume Match needed, **growing their amount of applicants by 10x in the last year**. That talent is also more diverse than ever, with new hires from underrepresented groups growing by 10x over the same time.

**8x**

the number of students from partner schools submitting applications since 2017

**80%**

reduction in recruiting costs switching to digital recruiting via Handshake YoY

**83%**

of total applicants sourced through Handshake in 2020

“

“Now we have a whole variety of diverse people represented on our staff. It's very refreshing hearing our kids ask ‘Can you find even more teachers that look like us?’ and knowing we can.”

– **Brittany Washum**  
Recruitment Manager,  
Match Education

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

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