EARLY TALENT, EARLY INSIGHTS

3 Hiring Practices that Disadvantage Black Talent

Learn how to address systemic challenges by modifying your qualified student search criteria.

From day one, our mission at Handshake has been to democratize access to opportunity and ensure any student, including Black students, can build a great career—no matter who they know, where they live, or which school they attend. This ethos trickles down to how we enable leading employers to recruit with a focus on diversity, equity, and inclusion (DEI).

Employers tend to have a lot of discussion with inclusion leaders about how they can find diverse pockets of qualified students, without ever thinking about how they’re defining the term “qualified” and more importantly why.

With our world engaging in a movement to ensure people minorities, especially Black Americans, are treated with equity, inclusivity, and respect, we went back to the drawing board to attempt to find answers to these questions supported by data.

As part of that process, we identified a few standard employer practices that are actually disadvantageous to Black students, who are a big target segment for employers looking to fill their recruiting goals.

We looked at trends from our network of more than 6,000,000 active students across over 1,000 partner schools, including more than 180 minority-serving institutions like Historically Black Colleges and Universities (HBCUs) and more than 150 diverse student groups like the National Society for Black Engineers (NSBE).

Here’s what we found.
GPA requirements reduce a large percentage of Black students from your applicant pool

Applications by GPA on Handshake

Applications submitted with above a 3.5 GPA*

Non-Black students: 57%
Black students: 40%

* of students that have submitted applications on Handshake in the past year
Recruit year-round to open the door for busy Black candidates to complete applications on their own time.

Applications by Month on Handshake

- **60%** of Black student applications were submitted during the peak fall and spring recruiting seasons*

- **66%** of non-Black students applications were submitted during the peak fall and spring recruiting seasons*

* of students that have submitted applications on Handshake in the past year
Clarify compensation and reduce documentation beyond a resume to increase applications from Black students

- **13% more** applications from Black students when annual salary is disclosed in the role description*

- **36% more** applications from Black students when relocation assistance is available*

- **2.5x more** applications from Black students are blocked when additional documentation beyond a resume is required (e.g. cover letters, transcripts)*

* of students that have submitted applications on Handshake in the past year

These findings confirm the need for employers to help level the inequality gap by leaving behind antiquated measurements that have traditionally defined a candidate’s likelihood for success. And to give Black students more time to complete their applications, while providing information that’s critical to their decision-making.

Employers should be proactive in answering Black student’s questions through personalized messages, and lean on skills assessments to identify growth mindedness as opposed to GPA. Finally, employers can deploy their ambassadors to create more meaningful relationships and identify great additions to the team.

For more best practices on recruiting and engaging with qualified students from underrepresented groups, download [Handshake's Ultimate Guide to Diversity & Inclusion](#).
Diversity & Inclusion & Your Campus Recruiting Program

Digital tools to help you recruit with an eye on D&I

Handshake is the largest early talent network on the web. We help more than 500,000 employers of all sizes—from every company on the Fortune 500 to local mom and pops and every employer in between—find the college talent they need to make their mission a reality.

With our end-to-end virtual recruiting platform, employers can use filters to plug in their ideal talent criteria and find the qualified candidates they’re looking for from more than 6,000,000 active students attending over 1,000 schools on Handshake.

Employers can narrow their search from 180+ minority-serving institutions like Historically Black Colleges and Universities and 150+ student groups like the National Society of Black Engineers—all in just a few clicks.

Handshake not only connects you with the talent you’re looking for. We also help you set your employer brand apart digitally. Engage with top talent by personalizing the candidate experience using ambassadors and through proactive messaging, virtual events, pre-scheduled follow up, and more.

Leading employers meet with remarkable hires using our end-to-end virtual recruiting solution.

Learn more at joinhandshake.com/employers | employers@joinhandshake.com