



## HOW TO TARGET YOUR POSTINGS IN HANDSHAKE

Follow these tips and techniques to increase, strengthen, and diversify your applicant pool and better market your positions to interested candidates.

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### Tip no. 1

## EVALUATE YOUR SCREENING CRITERIA

**Avoid screening out applicants who do not meet extensive criteria.** This practice prevents applicants who are looking to gain experience, grow, and refine their transferable skills in a field of interest. In short, this highly limits your applicant pool.

**Consider how relevant strict job parameters are.** Specific majors and GPA ranges are not relevant for many positions. For example, an experiential learning student assistant in Career Success may ideally have an interest in career development and helping students. However, these interests are not bound by major or GPA; in fact, the more variety the better!

### Tip no. 2

## KEEP YOUR RECRUITMENT CRITERIA AS BROAD AS POSSIBLE

**Consider if your criteria is necessary or preferred.** If a skill is preferred, rather than required, will it drastically impact the execution of job duties? If a skill can be learned within the duration of the job, students will thus have more access to their fields of interest. Job opportunities that are flexible in their requirements will offer students even more career development experience.

**Furthermore, does your ideal candidate criteria limit your ability to recruit historically underrepresented candidates?** Instead, use a transferable skills-driven approach to develop a more holistic practice when recruiting new talent.

### Tip no. 3

## USE EQUITY INCLUSIVE PRACTICES IN RECRUITING MESSAGES AND PROCESSES

Avoid using phrases with race and gender origins, and exclusive phrases that cause students to feel misrepresented, regardless if it is intentional or not.

You will find more information on the principles and importance of inclusive language through [Handshake's resource here](#). Furthermore, examples of terminology to avoid are outlined and explained in detail.

**Remaining educated on inclusive language and practices is a continuous and learned practice.** It is our ongoing responsibility to stay informed and acknowledge the power and uses of inclusive language.

**Use your pronouns when signing off on emails and any recruiting messages!** All recruitment communications are a reflection of the level of equity and inclusiveness. Students will look to your signature via email for your pronouns, which is a common and inclusive practice for introductions and general use. If you need more information regarding pronouns, please review UCSC's [Cantú Queer Center's resource here](#).

When people at all levels and in all departments recognize and commit to the importance of inclusive language, place people beyond their descriptors, and embrace a growth mindset about updating their vocabularies, employees will feel a greater sense of belonging—and are 50% less likely to leave.

If you are interested in more information on diversity and inclusion practices, review Handshake's resource linked [here](#).

#### Tip no. 4

## USE INCLUSIVE LANGUAGE IN THE POSITION DESCRIPTION

By making inclusive language, diversity, and equity an integral part of your recruiting process, you demonstrate to candidates how you value diversity, encourage different ways of thinking, and foster an inclusive environment for all.

**Identify general terminology and do not make assumptions regarding student identities.** Frankly, addressing race, gender, sexual orientation, religion, and so on are not relevant to hiring. If you are highlighting diversity this may be an exception; for example, if you hold a space for applicants to speak with women in leadership at a STEM networking event.

**Constantly reassess how you define and practice diversity and inclusion in your organization.** It is of the utmost importance to consistently measure whether your efforts are actually working. If not, you will need to change your approach.

Reach out to Career Success for guidance and support at [ucscel@ucsc.edu](mailto:ucscel@ucsc.edu)

**Tip no. 5**

## REMOVE BIASES FROM THE RECRUITING PROCESS

Both conscious and unconscious biases exist. It is important to do as much as possible to avoid biases entering the recruiting process.

**Reviewing resumes without bias**

- UCSC provides resources and training to avoid biases when recruiting. UCSC requires Managing Implicit Bias, and Fair Hiring for Equity and Inclusion courses every two years. Please review SHR resources [here](#).

**Provide skill-based assessments**

- Keep the emphasis on transferable skills rather than specific or extensive criteria. Transferable skills are highly sought after within the workforce, so clearly seeking and refining these qualities will foster students' professional development.

**Standardize the interview process**

- Take notes during all interviews to keep the process standardized. Using memory alone reveals biases in the recruiting process. When reviewing interview notes, you can recall important information from each candidate and reflect in a fair manner.
- Share the interview questions at least 30 minutes in advance with candidates to ensure that they have time to process and understand the questions they will be asked.

Always keep diversity goals a top priority.

**Tip no. 6**

## ASK IF THE JOB PARAMETERS ARE LIMITING

**If the job requires travel, or any other means, will accommodations be provided?** When requiring commuting or occasional travel, will stipends, travel passes, and/or direct coverage be provided?

**With mass shifts to remote and hybrid model education and work, does scheduling evolve with these changes?** If a position is remote or hybrid, opportunities for asynchronous and flexible schedules may increase the

number of candidates, and subsequently increase the overall morale of staff.

**Ask yourself if there is anything you can reconfigure to make the position more appealing to students.** Review similar postings to determine if your pay rates are competitive or if there are other ways you can ensure the position is appealing to students.

### Tip no. 7

## INCLUDE AN IN-DEPTH JOB DESCRIPTION AND COMPANY BACKGROUND INFORMATION

- Introduce your organization and **provide background information.**
- **Summarize** preferred and required qualifications.
- **Outline percentages of anticipated job responsibilities,** with respect to preferred and required criteria. We highly encourage to include and regularly reference NACE career readiness competencies to strengthen a skills-based approach to recruiting.
- Refer to Career Success' "How to Write an Effective Position Description" guide.