

REGIONAL HANDSHAKE REPORT CARD

November 2022

In September 2020, BRAC partnered with the region's traditional four-year institutions, Louisiana State University (LSU) and Southern University (SU), to be intentional about connecting students to local internships and job opportunities through the Handshake platform. Handshake is the number one recruiting tool for local college and university talent and has become a key piece of workforce solutions for talent in our region. This partnership with our higher education institutions and Handshake has made the Baton Rouge Area one of the only regions in the US to have all its schools on the same recruitment platform.

To track the continued progress of this partnership at the two-year mark, BRAC is sharing this year's data related to employer and student user engagement. The last year saw an increase in the number of employers posting internship and job opportunities. While there was significant growth in internship postings the Baton Rouge Area is still lacking in internship opportunities for the abundant talent available through our five local institutions. This year saw large gains for Southern University as it doubled its number of active undergraduate students on Handshake. As BRAC works with BRCC, FranU and RPCC with baseline data collection it presents a similar opportunity for growth in the coming year.

For more information, visit brac.org/handshake.

Key priorities going forward:

- Drive greater internship opportunities for the region
- Drive greater student account activation across campuses and individual colleges
- Educate employers on how-to create profiles to recruit at all regional institutions
- Educate employers on best practices when creating and maintaining internship programs
- Collect baseline data for reporting to include Baton Rouge Community College, River Parishes Community College, and FranU

Handshake



REGIONAL HANDSHAKE REPORT CARD

Handshake

Baton Rouge Area Chamber

Employer Spotlight



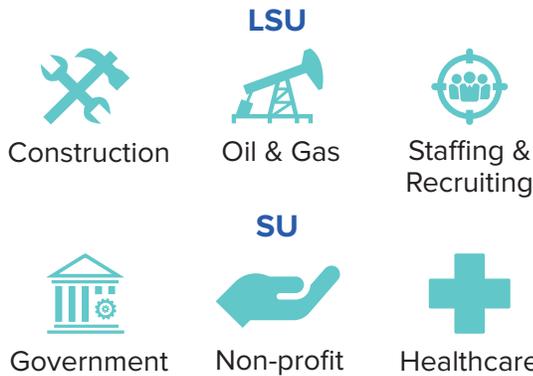
LSU
3,414 registered employers
SU
1,505 registered employers

Between September 2021 and September 2022, regional employer account activation increased for **LSU** by 32% and **SU** by 42%.

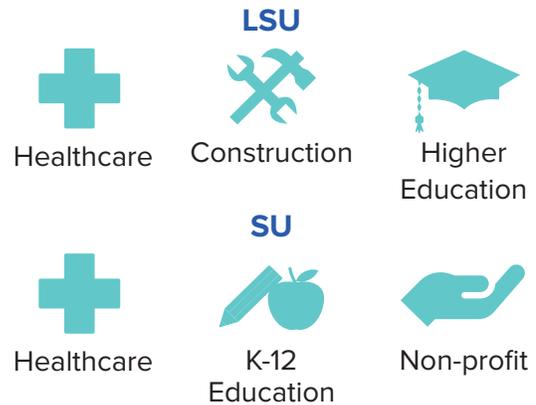


LSU and SU increased the number of advertised internships on Handshake between 2021 and 2022. LSU had an increase from 307 to 515 and SU from 5 to 29.

Top industries by number of job postings

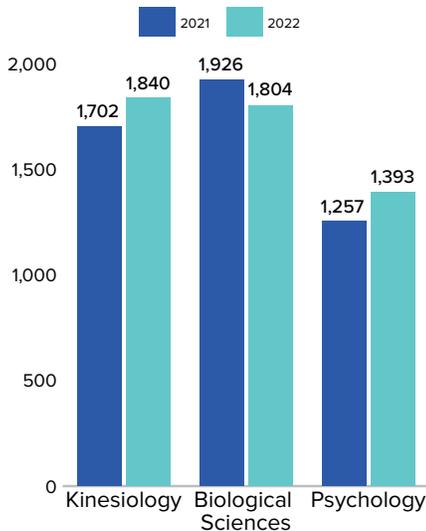


Top industries by employer accounts



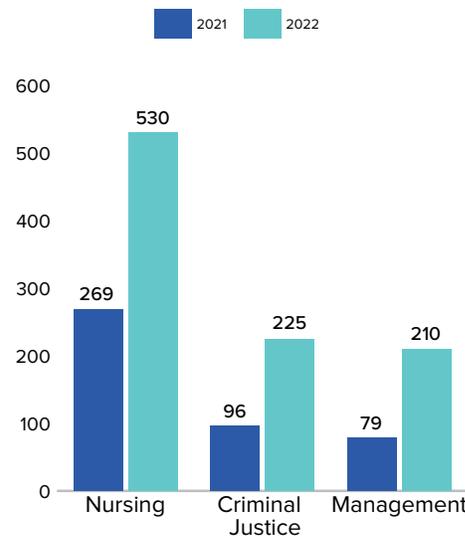
Student Spotlight

Top 3 Majors by Active Student Users, LSU



As of September 2022, 50.5% of all LSU undergrads had an active Handshake profile, a decrease of 4.2% from September 2021

Top 3 Majors by Active Student Users, SU



As of September 2022, 25.9% of all SU undergrads had an active Handshake profile, an increase of 9.9% from September 2021

As of September 2022, the top three LSU colleges by active users are:

- College of Agriculture (63%);
- College of Coast and Environment (62%);
- College of Humanities and Social Sciences (59%)

As of September 2022, the top three SU colleges by active users are:

- College of Science and Engineering (35%);
- College of Agriculture, Family and Consumer Sciences (33%);
- College of Business (27%)