

REGIONAL HANDSHAKE REPORT CARD

November 2023

Handshake is the number one tool for recruiting local college and university talent and has become a key piece of workforce solutions for talent in our region following BRAC's 2020 partnership with the region's higher education institutions, Baton Rouge Community College (BRCC), Franciscan University (FranU), Louisiana State University (LSU), River Parishes Community College (RPCC) and Southern University (SU). Created to intentionally connect students to local internships and job opportunities through the Handshake platform, this partnership has made the Baton Rouge Area one of the only regions in the US to have all its higher education schools on the same recruitment platform.

To track the continued progress of this partnership at the three-year mark, BRAC is sharing this year's data related to employer and student user engagement. The last year saw a continued increase in the number of employers joining the site and the number of job and internship postings. While the overall internship postings increased, there is still a great opportunity to build and highlight internships in our area to accommodate the growing student population and create pathways for students to remain in the Capital Region post-graduation.

This year BRAC worked with BRCC, FranU and RPCC to collect baseline data for future reporting. The 2024 Regional Handshake Report Card will be the first annual report to share year-over-year engagement data for these institutions.

For more information on the partnership and creating a business profile on Handshake, visit: brac.org/handshake.

Key priorities going forward:

- Drive greater internship opportunities for the region
- Educate employers on best practices when creating and maintaining internship programs
- Educate employers on how to create profiles to recruit at all regional institutions
- Drive greater student account activation across campuses and individual colleges
- Educate employers on how to create profiles to recruit at all regional institutions



Baton Rouge Area Chamber.

Handshake

REGIONAL HANDSHAKE REPORT CARD



Employer Spotlight



Between September 2022 and September 2023, regional employer account activation increased for **LSU** by **110%** and **SU** **437%**.

Top industries by number of job postings

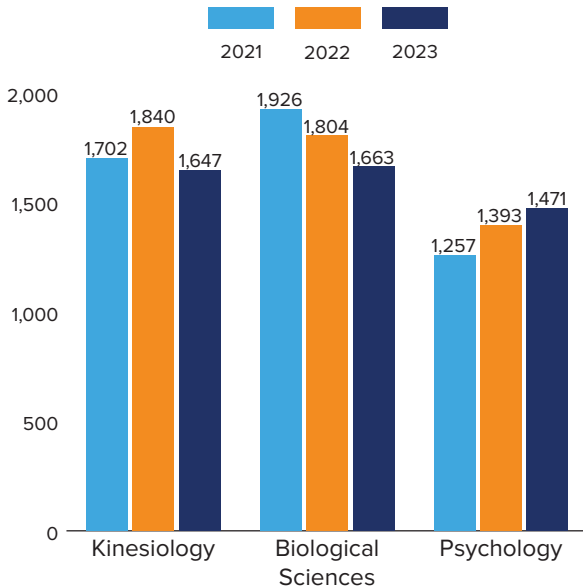


Top industries by employer accounts



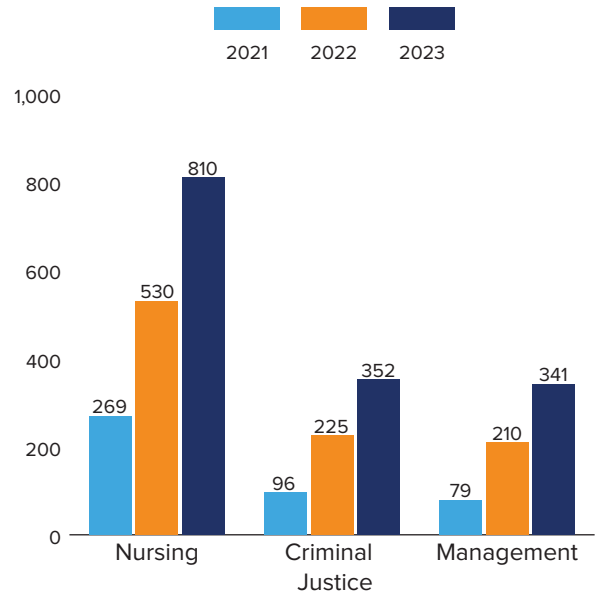
Student Spotlight

Top 3 Majors by Active Student Users, LSU



As of September 2023, 64.3% of all LSU undergrads had an active Handshake profile, an **increase of 12.9%** from September 2022

Top 3 Majors by Active Student Users, SU



As of September 2023, 31.3% of all SU undergrads had an active Handshake profile, an **increase of 5.4%** from September 2022

As of September 2023, the top three colleges by active users are:

- College of Coast and Environment (78%);
- College of Agriculture (76%);
- College of Humanities and Social Sciences (73%)

As of September 2023, the top three colleges by active users are:

- College of Science and Engineering (39%);
- College of Agriculture, Family and Consumer Sciences (40%);
- College of Business (33%)