

# REGIONAL HANDSHAKE REPORT CARD

October 2021

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. To track progress of this partnership at the one-year mark, BRAC is sharing data related to employer and student user engagement. The last year saw an increase in the number of employers activating accounts with Handshake as well as the number of jobs posted. However, the data shows a disconnect in the region's primary job opportunities and the academic study areas of students accessing the system. Employers are largely using the platform to post full-time job opportunities, presenting an opportunity to increase the number of internships available to students in the Capital Region and strengthen the talent pipeline.

For more information visit: [brac.org/handshake](https://brac.org/handshake)

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## Key priorities going forward:

- Drive greater student activation across campuses and individual colleges
- Educate employers to activate recruiting at all regional institutions
- Expand reporting to include Baton Rouge Community College, River Parishes Community College, and FranU

 **Handshake**



Baton Rouge Area Chamber®

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## Employer Spotlight



LSU

SU

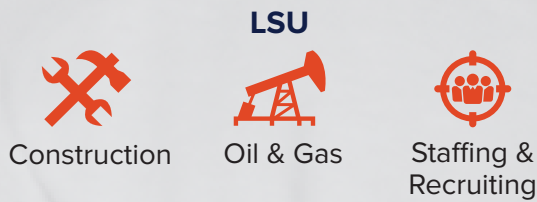
2,133 registered employers 674 registered employers

Between September 2020 and September 2021, employer account activation for LSU and SU increased **27.4%**



The number of jobs posted for LSU students increased by **4,130%**, and the number of jobs posted for Southern University students increased by **57%**

### Top industries by number of job postings



### Top industries by employer accounts

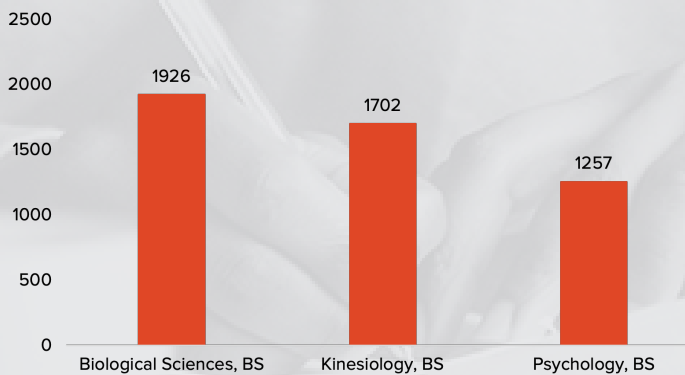


## Student Spotlight

As of September 2021, 54.7% of all LSU undergrads had an active Handshake profile, an increase of 3,732 students compared to July 2020

As of September 2021, 16% of all SU undergrads had an active Handshake profile\*

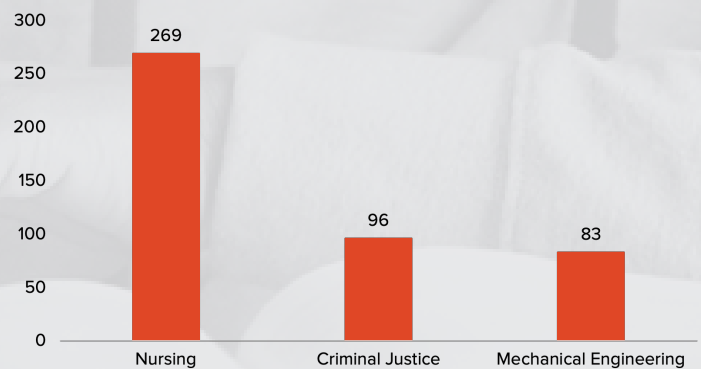
### Top 3 Majors by Student Activations, LSU



As of September 2021, the top three colleges by activation rate are:

- College of Coast and Environment (70%);
- College of Agriculture (66%);
- Manship School of Mass Communication (63%)

### Top 3 Majors by Student Activations, SU



As of September 2021, the top three colleges by activation rate are:

- College of Science and Engineering (29%);
- College of Agriculture, Family and Consumer Sciences (27%);
- College of Business (21%)

\*SU transitioned to a new sus.edu system in 2020 that reset student engagement data