



CONNECT WITH HIGHLAND TALENT THROUGH HANDSHAKE

A Guide for Employers

Learn how to post opportunities, connect with students and alumni, participate in recruiting events, and build your talent pipeline through Highland Community College's career services platform.

Why Partner with Highland Community College?

Highland Community College Career Services works closely with students and alumni to support career exploration, internships, part-time employment, and full-time career opportunities. By partnering with Highland and utilizing Handshake, employers can connect with emerging talent, promote opportunities, and build relationships with future employees throughout the year.

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Connect with Highland Community College Through Handshake

What is Handshake?

Handshake is Highland Community College's primary career services and recruiting platform, connecting employers with students and alumni seeking internships, part-time employment, full-time careers, and experiential learning opportunities.

By creating a free employer account, organizations gain direct access to a network of college talent while streamlining their recruitment efforts through a centralized platform used by Highland Community College and thousands of colleges and universities nationwide.

Whether you are hiring for a current opening, building a talent pipeline, or interested in participating in future recruiting events, Handshake provides an easy and effective way to connect with Highland students and alumni.



Why Create an Employer Account?

Post Opportunities Directly

Employers can create and manage jobs, internships, and experiential learning postings directly within Handshake. Once approved, opportunities become visible to Highland students and alumni through the platform.

Benefits include:

- Immediate visibility to students and alumni
- Ability to manage and update postings at any time
- Centralized applicant tracking
- Direct connection to career services offices

Connect with Students and Alumni

Handshake is more than a job board. Employers can build their presence and engage with students and alumni throughout the year.

Through Handshake, employers can:

- Build a professional employer profile
- Promote their organization and workplace culture
- Increase visibility among emerging talent
- Participate in recruiting and networking opportunities
- Establish long-term relationships with Highland Community College

Increased Promotion Through Highland Career Services

When employers utilize Handshake, Highland Career Services can further support recruitment efforts by:

- Sharing job posting links directly with students and alumni
- Including opportunities in targeted email communications
- Highlighting opportunities through Career Services outreach efforts



- Promoting opportunities through additional campus channels when appropriate

Because opportunities are housed within Handshake, students are directed back to a centralized application location, creating a more streamlined experience for both employers and job seekers.

Targeted Outreach Opportunities

Handshake allows Career Services staff to identify and communicate with specific student populations based on information contained within the system.

Examples include:

- Academic standing (Freshman, Sophomore, etc.)
- Program of study
- Graduation timeframe
- Student and alumni populations
- Other academic, enrollment, and engagement information available within Handshake

This allows Career Services to share relevant opportunities with the audiences most likely to be interested and qualified.

Easier Career Fair Registration

Highland Community College hosts an annual Career Fair each fall, typically in November.

All employer registrations and event management processes are conducted through Handshake.

Organizations with existing employer accounts benefit from:

- Faster registration when event registration opens
- Simplified event management
- Easier access to event details and communications
- Historical record of previous event participation

Creating an account now helps ensure a smooth registration process should your organization choose to participate in future recruiting events.



Getting Started with Handshake

Creating an employer account is free and only takes a few minutes.

Step 1: Create Your Account

Visit the Handshake Employer Registration page:

https://app.joinhandshake.com/employer_registrations/new

You will be asked to provide:

- First Name
- Last Name
- Work Email Address
- Password

Using a company-issued email address is recommended whenever possible, as it helps Handshake connect you with the appropriate company profile.

Sign up for free

Create an account to post your job—and gain access to more than 15 million verified students and alumni.

First name	Last name
Work email	
Password	

By clicking "Create account", I agree to the Handshake [Terms of Service](#) and have read the [Privacy Policy](#).

Already have an account? [Log in](#)

Create account

Step 2: Verify Your Email

After registration, Handshake will send a verification email.

Click the verification link provided to activate your account.



Verify your email! Check your inbox.

Click the link we sent to your email to confirm your account.

Didn't get the email? If lee@sprinkledream.com is not the correct email, please [restart the process](#), check your spam, or [contact us](#) for additional help.

Step 3: Complete Your Profile

Employers will be prompted to provide information such as:

- Phone number
- Candidate interests
- Educational background (optional)
- Recruiting information

Completing your profile helps build credibility and visibility with students and institutions.

Handshake

1234 Jennifer

Complete your profile, Jennifer Dias!

Double your candidate engagement when you complete your user profile.

User profile photo (optional)



Job title

Types of candidates you're looking for

Search to add

You can add more later.

Phone number

Education history (optional)

School name

Graduation year

2025

☐ My school is not listed, let me type my own.

+ Add another school

Are you a third-party recruiter working on behalf of another company?

Yes

No

Continue



Step 4: Join or Create Your Company Profile

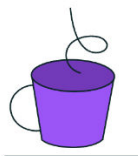
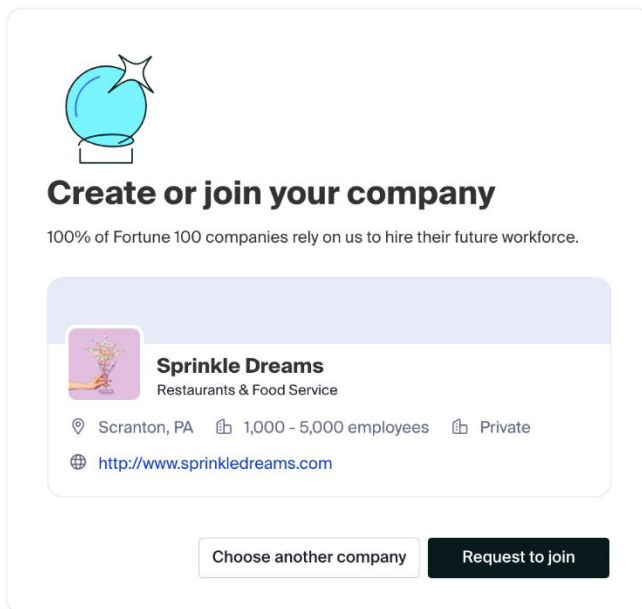
Handshake will search for your organization.

If your company already exists:

- Request to join the company profile

If your company is not listed:

- Create a new company profile



Your request to join the company is under review.

Your request to join Sprinkle Dreams has been sent. We'll send you an email as soon as you're approved.

Step 5: Begin Recruiting

Once approved, employers can:

- Post jobs
- Post internships



- Register for career fairs and recruiting events
- Connect with colleges and universities
- Build a long-term recruiting presence

Create your first job

Fill in your title and description, and we'll do the rest. Candidates apply to 32,000+ jobs on Handshake every single day. Yours is next!

Job title

Job description

Aa ↺

Include specific skills you're looking for, minimum requirements, and expected responsibilities.

Skip

Continue

Employer Resources & Support

Handshake provides a comprehensive Employer Help Center with guides, tutorials, and troubleshooting resources covering all aspects of employer recruiting and engagement.

Topics include:

- Creating and managing your employer account
- Building and maintaining your company profile
- Connecting with colleges and universities
- Posting and managing jobs and internships
- Registering for career fairs and recruiting events
- Managing applicants and interviews



- Employer messaging and recruiting campaigns
- Team member account management
- Privacy, security, and account settings

Employer Help Center:

<https://support.joinhandshake.com/hc/en-us/categories/202707307-Employer>

Employer Account Creation Guide:

<https://support.joinhandshake.com/hc/en-us/articles/219133047-How-to-Create-an-Employer-Account-on-Handshake>

These resources provide step-by-step instructions, screenshots, and best practices to help employers maximize their recruiting efforts through Handshake.

Ready to Get Started?

Create your free employer account today and begin connecting with Highland Community College students and alumni.

Whether you're hiring for a current opening, building an internship pipeline, or interested in participating in future recruiting events, Highland Career Services is here to help.

Need assistance?

Contact the Highland Career Services team and we'll be happy to help you create an account, post opportunities, or navigate the platform.

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We look forward to helping you connect with Highland Community College students and alumni.