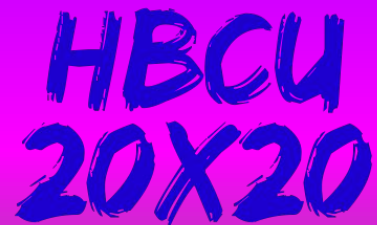


# BY US... FOR US:

Increasing HBCU 20x20 Community Engagement

By: Benjamin Terry



# AGENDA

1. Executive Summary
2. Community Engagement Trends
3. Best Practices Takeaways
4. Handshake Case Study
  - a. Website/Job Board
  - b. D&I Initiative
5. HIVE Diversity Case Study
6. Recommendations
7. Concluding thoughts

# EXECUTIVE SUMMARY

**GOAL:** Increase community to 50,000 and event attendees to 200+ people

**HBCU 20X20 Should:**

1. Enhance their company website and job board features
2. Develop a more comprehensive ambassador program

**Key Takeaway:** “Friends Help Friends”

- Create **actionable** tasks for ambassadors pipeline
- Emphasize partner companies goals for **D&I initiatives**
- **User-friendly** company website

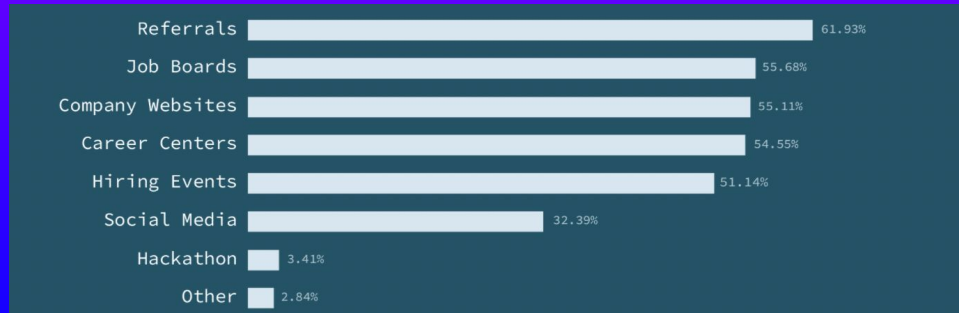


# GEN Z VALUES RELATIONSHIPS

- Prefers **recruiters** and **referrals**
- Utilizes job boards and company websites
- Best results happen when the experience is *personalized*

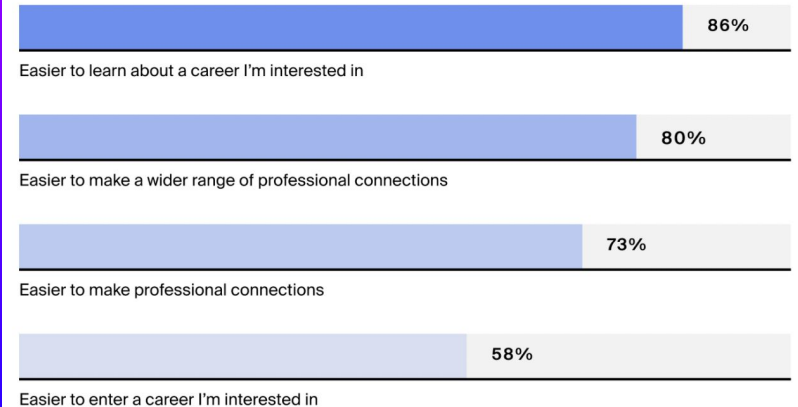


Yello Co. 2021



- Gen Z recognizes that it is *easier* to find **opportunities** and build **connections**!

Compared to their parents' generation, Gen Z respondents said that it was...



Handshake 2021

# BEST PRACTICES

HBCU  
20X20



## CASE STUDY 1:



HBCU  
20X20

- One of HBCU 20x20 biggest competitors
  - Over last 12 months facilitated 110k+ connections
  - Are partnered with 56+ HBCUs

### Strengths:

- Website job board design
- Company partnership proposals
- Partnerships with universities and their career centers



### HBCU 20x20 can:

- Update job board UX/UI
- Dynamic relationships with company partners
- Target schools that do not have partnerships already in place

### Zero Hunger Intern

Congressional Hunger Center •  
Feb 11, 2022

\$ 0 - \$20,000

📍 Washington D.C., DC, USA

📁 Internship / Fellowship



### Market Research Prodigy

Smarty Pants • Feb 10, 2022

\$ \$40,000 - \$60,000

📶 Remote

📁 Full Time

### Manager, Experience Team

Unreasonable Group, LLC • Feb  
09, 2022

\$ \$60,000 - \$80,000

📶 Remote

📁 Full Time

### For the roles of: CHIEF OF STAFF and CHIEF PROGRAM OFFICER - Remote

BIPOC Executive Search • Feb 07,  
2022

\$ \$180,000 - \$200,000

📶 Remote

📁 Full Time

### Creative Juice

📶 Remote

🔗 Company Website

📄 Apply Now

★ Save Job

## WEAKNESSES:

- Alignments Issues
- Logo consistency
- Job options and frequency
- Cannot apply through apply now option/cannot upload resume pdf

30.5K jobs found

Relevance ▾

Full-time • Job

## Entry Level - Associate Consultant (Commercial)



IBM

San Francisco, CA and 7 more

Full-time • Job

## Associate Analyst (Entry Level Business Analyst)



Infosys

Sunnyvale, CA and 13 more

Full-time • Job

## 2022 Corporate & Investment Bank -



Full-Time • Job

# Entry Level - Associate Consultant (Commercial)



IBM

San Francisco, CA and 7 more

## About the role

Application deadline

March 31, 2022 9:55 PM

Posted date

January 5, 2022

US work authorization

Required



Quick Apply



# D&I INITIATIVES:



**18%** more students viewing PayPal's Employer Page

**53%** more unique students applying to PayPal's open jobs

**39%** of total applicants sourced from Handshake

**21%** more partner schools with applicants

**\$2,000** average cost-per-hire

**12x**

increase in LatinX applications

**12x**

increase in Asian applications

**10x**

increase in Black applications

## POINTS OF EMPHASIS:

- Allowed PayPal to submit **targeted** campaigns through their service
  - **Messages** from recruiters
  - Links to **testimonials** from current interns
- Give access to student profiles, resumes, and coursework/majors

*Are companies utilizing service correctly to bring in applicants and engagements?*

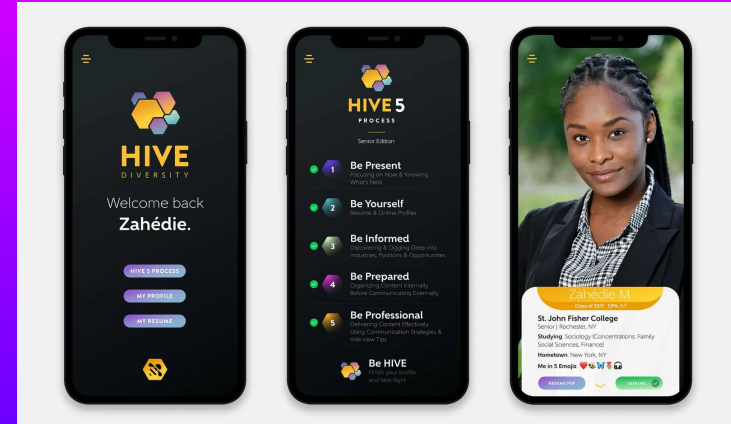
## CASE STUDY 2:



**HIVE**  
DIVERSITY

**HBCU  
20X20**

- **Launched just over a year ago during pandemic**
  - Nearly 500 students registered at virtual events



### Strengths:

- **Ambassadors program**
- **“Learn as you go” service**
- **Profile personalization**



### HBCU 20x20 can:

- **Adopt similar ambassador practices**
- **All-in-one place with resume building and cover letter templates and tutorials**
- **Direct messaging from recruiters**

## CASE STUDY 2:



**HIVE**  
DIVERSITY

HBCU  
20X20

- **HIVE “INSIDERS” Program**

- Credited with growth of service
- Target students involved in many extracurriculars or school organized groups
- Incentives include merchandise, rewards/payments, and job for resume building



# RECOMMENDATIONS

HBCU  
20X20

D&I Initiatives

Recruiters

Features

Ambassadors

**COMPANIES ARE  
MORE INTEGRAL IN  
JOB BOARD  
ACTIVITIES**

**WEBSITE  
FUNCTIONS ARE AT  
COMPETITIVE  
QUALITY**

**PIPELINE  
TALENT**

**“BY US... FOR US”**

**THANK YOU!**



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