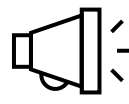# ᴴᴴ Handshake

box

Box Builds a More Inclusive Talent Pipeline by Reaching More Colleges

3.5x
increase in brand views

71%
message open rate

70%
increase in brand awareness

"

"We received over 6,000 applications for only 15 summer internship spots. While, in theory, our pipeline was robust, it was not diverse. For our business and culture to thrive, we needed Hand-shake to proactively create a pipline representative of America's diversity."

– Emily Vogel
Recruiting Lead at Box

Even as a new function in 2013, the university recruiting team at Box was well ahead of its time in thinking about inclusive college recruiting practices. Since their inception, they've adopted a number of progressive strategies, such as revamping their engineering interview process to include office hours and hosting an annual Business Fellowship program aimed at introducing students from underrepresented backgrounds to careers in technology. They're a great model of a small team backed by powerful technology that works to improve representation in their workforce.

Challenges

1. Homogenous Pipeline
While Box didn't have a problem attracting talent before using Handshake, their applicant pool lacked the diverse representation they wanted.

2. Lack of Brand Awareness
As an enterprise B2B company, Box isn't a brand name that students come into contact with every day, like flashier consumer brands. They needed to become more relevant to the current generation.

3. Lean Team
As a team of just three recruiters, they didn't have the time nor the budget to go to every campus. Box realized that schools outside their core list were great channels for finding strong talent with diverse backgrounds.

Handshake

Solutions

As a long-time Handshake Premium partner, Box has used the platform to scale its early talent recruiting efforts, focusing on students and alumni as the main channel to build a more inclusive workforce.

Box partnered with Handshake to scale their D&I efforts, taking a three-pronged approach:

1. Expanded College Relationships
The Box team increased its school list by **100x**, taking advantage of Handshake's network of **900+** colleges across the US.

2. A Focused Applicant Pool
They got ahead of the game by sourcing students for their Business Fellowship program and internships using Handshake's Advanced Search & Filters, which help narrow down a large amount of inbound applications to only the most qualified.
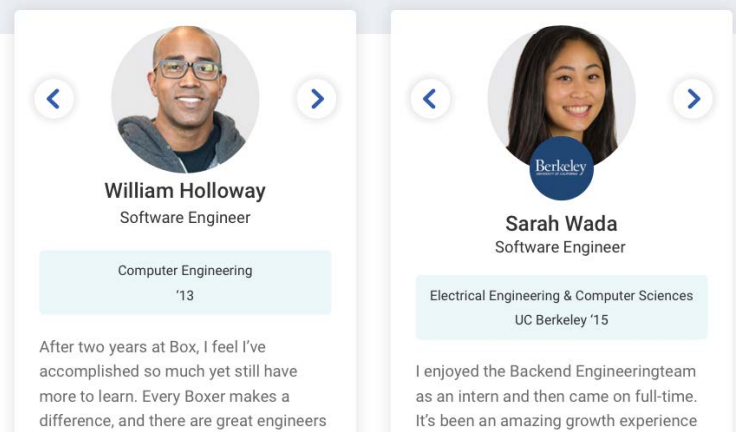
3. Personalized Employer Page
Box boosted its employer brand awareness by **70%** with a branded Employer Page, including photos and video testimonials.

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"We're fighting the misconception that you need an engineering background to join a tech company. Sourcing tools on Handshake are crucial for us in connecting with the students who are going to get the most value out of our fellowship."

– Emily Vogel
 Recruiting Lead at Box

William Holloway
Software Engineer

Computer Engineering
'13

After two years at Box, I feel I've accomplished so much yet still have more to learn. Every Boxer makes a difference, and there are great engineers

Sarah Wada
Software Engineer

Electrical Engineering & Computer Sciences
UC Berkeley '15

I enjoyed the Backend Engineeringteam as an intern and then came on full-time. It's been an amazing growth experience

Box continues to extend its reach with Handshake Virtual Events to gain traction with students and alumni of all backgrounds.

Since partnering with Handshake, Box has strategically shifted from a core school list of six colleges to a more expansive strategy. They now reach nearly 600 campuses across the country. Because of this shift, Box has benefited from a more inclusive, qualified, and engaged early talent pipeline.

Reach out to learn how to build a proactive recruiting strategy.
employers@joinhandshake.com | joinhandshake.com/employers