

9. Amendment of Contract with Handshake for Recruitment (\$58,125)

Action Item - 9

Title: Amendment of Contract with Handshake for Recruitment (\$58,125)

Board of Education Meeting Date: 6/26/2025

Action Under Consideration

The Administration recommends that the Board of Education authorize The School District of Philadelphia, through the Superintendent or their designee, to execute and perform an amendment of a contract, subject to funding, as follows:

With:

Stryder Corps d.b.a. Handshake

Purpose:

Recruitment platform for early talent pipeline

Originally Authorized Start date: 6/27/2024

Originally Authorized End date: 6/30/25

Amended Authorized End Date: 7/1/2026

Currently Authorized Compensation: \$ 50,625

Additional Compensation by Contractor:

\$58,125

Total new Compensation: \$108,750

Location:

All Administrative Offices, All Schools

Renewal Option(s):

Yes

Number of Options:

2

Duration of each option:

1 year

Maximum Compensation authorized per option period, per contractor:

110% of prior year amount

Description:**Why is this contract needed?**

The Talent Office seeks to expand the pool of diverse candidates for a wide breadth of positions in the District by utilizing Handshake, the leading online early talent recruitment platform. This contract would allow the District to connect with Handshake's network of over 1,500 colleges and universities, market or host events with those institutions, identify potential prospects from the current student and alumni community for hundreds of open roles, and connect with those prospects individually and at scale.

How is this work connected to the District's plan to achieve Goals & Guardrails?

Our efforts to staff our schools and central office with diverse, qualified personnel is pivotal to creating welcoming and supportive schools.

How will the success of this contract be measured?

One measure of success for this contract will be the number of potential candidates reached, profile views, job views, and applications submitted via Handshake. The District will also review source data from the applicant tracking system to evaluate the number of applicants and hires made that involve a touchpoint with Handshake.

If this is the continuation of a contract, how has success been measured in the past, and what specific information do we have to show that it was successful?

This is a continuation of the current contract, which has been deemed a successful endeavor by numerous leading and lagging indicators. Namely, we've been able to message over 49,000 early career candidates, with a 55% open rate, which is higher than the national average (<50%) through Handshake. Of the 49,000 external candidates, 825 meaningfully engaged with our brand (job application, attended a job event and spoke with us, etc.).

When applicable, is this an evidence-based strategy? If so, what evidence exists to support this approach?

Yes, it is an evidence-based strategy. Handshake shares quantitative insights monthly around engagement with our message and brand, and internally, we are tracking via our application how many people who applied and ultimately landed a job with us that came directly from Handshake. This will be our first year tracking placement data, which will build on our strategy to continue to increase the number of people who apply and receive offers from our district via Handshake.

Related resolution(s)/action item(s)

June 27, 2024; 12

Funding Source(s)

FY26 Operating

Office Originating Request:
Talent

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