College of Science and Technology Fall 2020 Recruitment Plans

Overview
After conducting multiple sessions with CST employer partners, reviewing current research, and participating in a variety of fall recruiting seminars, we have developed the following plan for supporting both employers and students in our new virtual campus recruitment environment.

Student Thinking Post-COVID
- Students are concerned more about job stability and compensation and find that working for a large organization is increasingly appealing as opposed to smaller startup organizations.
- Students will also face new virtual hiring practices and will value virtual employer engagement differently than past in person experiences.
- Students have rated virtual interviews and information sessions positively; virtual office tours and career fairs get mixed reviews.
- It also appears that LinkedIn will be one of the most used channels for learning about employers with formal referrals considered most valuable.
- Zoom fatigue is real - most of their classes will contain some virtual content. Students will have different time constraints which could impact their ability to attend excessive recruiting events.

Setting Student Expectations
To be mindful of student concerns, we want to focus on setting clear student expectations so that they can participate in recruiting events that align with their goals. We know that when students have a positive experience at an event - they tell their friends, and then their friends join in the next event which will bring employers more connections and possible applicants! It’s a WIN-WIN.

We want to focus CST hosted employer events to either sharing information about employers (informational) or employers seeking specific applicants for a position (hiring). By doing this, we will set the correct expectations and it will ensure that both employers and students are engaging with the correct audience to obtain the desired outcome.

CST Hosted Hiring Events
CST will host multiple hiring events which are designed for employers who are looking to fill one or more internship or full-time positions in their organization. These events include “Get to Know X Organization”, Employer Speed Networking, and a Virtual CST Job Fair. Employers who wish to participate in these hiring events must have a current open position in Handshake for which they are actively recruiting. As the title of our fair suggests, we want students to know there is a specific “job” they are meeting with an organization to discuss.

- “Get to Know X Organization” – a single organization information session prior to the Employer Speed Networking & Virtual CST Job Fair. Note – this may be in conjunction with a student organization.
• Employer Speed Networking – similar to our in-person Employer Speed Networking – multiple employers each with their own “breakout room” to engage with a group of students. (Zoom platform)
• Virtual CST Job Fair – we plan on holding two fairs, one focused on Technology and one focused on Life Sciences. (Handshake platform – more to come when we know more!)

Organizational participation in a Virtual CST Job Fair will cost For Profit organizations $100 and Non Profit organizations $25.

Hiring Event Dates (you can register using the links below)

• Virtual CST Technology Job Fair – Friday, October 2nd from 10am – 4pm
• Technology Speed Networking – Wednesday, September 30th from 5pm – 7pm
• Virtual CST Life Science Job Fair – Friday, October 16th from 10am – 4pm
• Life Science Speed Networking – Wednesday, October 14th from 5pm to 7pm
• “Get to Know X Organization” – contact us for available dates

**CST Hosted Informational Events**

CST will host multiple informational events which are designed for employers who are looking to educate and engage with students to build their brand on campus.

• “Employer Shares: Learn About X Companies” which will include multiple employers - panel style - over the span of 1 hour.
  o 30 minutes for employers to share about their organizations in a group setting
  o 30 minutes for break out rooms for employers to talk specifically with a smaller group of students interested in their organization
  o There will be no cost for these events

**Informational Event Dates**

• Employer Share 1 – Tuesday, September 9th from 9:30am – 10:30am
• Employer Share 2 – Thursday, October 8th from 4:00pm – 5:00pm
• Employer Share 3 – Wednesday, October 28th from 5:00pm – 6:00pm
• Employer Share 4 – Tuesday, November 10th from 12noon – 1:00pm

**Employer Hosted Events**

If your organization wants to host your own events – great! We highly recommend you use Handshake.

These may include:

• Virtual Resume Reviews
• Virtual Interview Preparation
• Virtual Employer Tabling
• Virtual Workshops

If you keep us in the loop about events you plan to host, we will be sure to include it in our weekly student email which promotes opportunities for internships, jobs, workshops, etc..
**Temple University Career Fair**

The Temple University Career Center will also be hosting virtual events which you will see listed in Handshake.

**Supporting Technology**

*Handshake Virtual Career Fair Platform*

All Virtual CST Job Fairs will be hosted using the Handshake Virtual Career Fair platform.

What we know about the platform so far:

- Student experience is different than in person - no more “waiting in line to speak with an employer”
- There are two modes of virtual fair engagement:
  - 30-minute group sessions (limited to 3 per employer registration)
    - Handshake video: can support up to 50 students
    - External video platform link: if the employer prefers their own video platform for large group sessions or expects to engage with more than 50 students in group sessions
  - 10 minute 1:1 sessions
- Ability to share organization information with students prior to meeting with them

What this means for employers:

- More information available about each student you connect with during 1:1 meetings
  - Public Handshake profiles and resumes
- More work for organizations
  - Each representative will need a Handshake account
  - Each representative is responsible for their individual schedules the day of the fair
- Ability to set qualifications for who you meet with 1:1
  - NOTE – we have concerns that specifying many qualifications will limit the number and variety of students you will be able to meet with. We recommend that you use the qualifications feature sparingly.

Handshake Resources for Employers

- Attend [Handshake Virtual Career Fair Training for Employers on July 16th](#)
- Watch recorded [Handshake Virtual Career Fair Demo - June 2020](#)
- [Handshake Virtual Career Fair FAQ](#)

**Zoom**

We will use Zoom, Temple University’s preferred platform, for CST hosted events outside of the Virtual CST Job Fairs. We can use Zoom to host events that allow for both a large group and small “breakout” group components. Any Zoom event features engagement with participants through video, audio, and chat functions in both large and small group discussions.
Employer Specific Technology

We recognize that some organizations are not using Zoom. If your organization has specific requirements for you to participate in an event with us, please let us know. We will work with you!

Temple University Return to Campus Plans

You can find all information regarding Temple University’s Fall return to campus plans on the Temple University’s homepage here.

Summary

Thank you to our employers who assisted in this process and provided us input. Of course, we will need to keep in mind that these plans may change based on situations outside our control. We will strive to keep you updated whenever that happens. We look forward to “seeing” you all in the Fall.