Spring 2022 Virtual Fairs hosted on Handshake

Handshake Fair Instructions Guide
Click the following link to see a comprehensive guide for getting your 1:1 video chats and large-group video events setup on Handshake's virtual fair platform:
https://support.joinhandshake.com/hc/en-us/articles/360049971954-Virtual-Fairs-in-Handshake-A-Guide-for-Employers#h_01EHYJGZJTDBT5VZDN2S01VYFR

Handshake Virtual Fair Information Sheet
At the Virtual Fair, you will be able to engage with students in a variety of formats, including:
- Video, audio, and chat communication with students
- Group meetings with up to fifty students
- 1:1 meetings scheduled in advance or after a group session
- By sharing your values and documentation with students ahead of time

Before the Fair: Organizations that register will need to create their company's group and 1:1 sessions, other team members will need to claim their schedules, and there will be on-going schedule management needed as team members are unable to attend, new team members are added, etc. (more information below)

Key Terminology
- Group Sessions: Group sessions allow you to meet with up to fifty students at one time. Example sessions include company overviews and Q & A's.
  - These don't have to be back to back but can be throughout the fair
  - These could have topics related to particular positions you are hiring for
- 1:1 Sessions: these sessions let you or your team members meet with individual students for 10 minute video conversations

Virtual Fair Training for Employers (Organizations) (Video Tutorial):
https://go.joinhandshake.com/employer-career-fair-traning-webinar-on-demand.html?_ga=2.262611660.1766463082.1595851553-639420054.1569932032

Scheduling Overview for Employers (Organizations):
https://support.joinhandshake.com/hc/en-us/articles/360049971954

General Information about the Virtual Fairs:
- All video/audio/chat communication will be done directly through the Handshake virtual fair platform.
- Up to 100 team members will be allowed to attend a virtual fair. All will need to have a user account in Handshake.
- Employers are now able to edit any schedules that they have submitted for a virtual fair. You will no longer need to delete a schedule and re-submit.
- Employers will be able to message the students they interacted with at the fair through Handshake.

Group Sessions:

- Up to three 30 min group sessions can be scheduled during the fair. Handshake is planning to expand this amount up to five group sessions by October.
- Save time for questions and conversation. We advise that you do not present the entire 30 minutes.
- Group sessions can hold up to 50 students. Students can sign up ahead of time or join the session the day off. After 10 minutes after the session start time, students will no longer be able to join.
- Make the titles of the group sessions as clear as possible to attract students into signing up.
- Employers can start their group sessions up to 60 minutes early in order to setup and prepare. Multiple group sessions cannot occur at the same time. 1:1 conversations can overlap because multiple recruiters can be chatting with different students concurrently.
- Students in the group sessions will only be able to see the employer and their screen; they will not be able to view the other students attending.

1:1 Sessions:
- 10-minute 1:1 conversations can be scheduled throughout the fair. The less student preferences you set as a requirement for these the better. We want you to meet a wide variety of great students!
- Best practice is to assign a team member to 1:1s and then Handshake will send them their schedule, which they can adjust to fit their availability. That team member must then confirm their schedule.
- Once schedules are confirmed, students can begin to sign up. It is best to do this ahead of time to give students time to look through the sessions offered!

Handshake's Help Center has a large number of helpful tutorials and articles! Search there for answers to an issue you are having. For questions, submit a ticket to request assistance from Handshake's helpful support team here.

Diversity and Inclusion – Establish you Diversity Brand as an organization!
What does your organization have in place for Diversity and Inclusion? Does your company have a diversity statement from the CEO? What about other resources? If so, there are documents you can attach to your virtual booth during your participation in your selected Virtual Fair(s). **Make your company stand out!**
These documents and/or actions could include:
- Diversity Vision & Statement/Diversity Commitment Webpage or Document
- Diversity Resources Webpage or Document
- Demographic Statistics Webpage or Document
- Testimonials/Videos
- Any diversity award/public recognition of your organization's Diversity & Inclusion efforts
- Invite a diverse group of recruiters from all levels to engage our diverse pool of UNC students

Attire and Appearance
We encourage students to dress and be groomed appropriately for any event where they may meet an employer or recruiter for a company. However, we do want to acknowledge the current situation we are

in, and ask that you give grace to our students who may not have the resources to purchase appropriate attire or grooming. Please be slow to judgement in these cases and recognize that it may not be a sign of a student's attitude, seriousness, or professionalism.

Technology, Surroundings, and Physical Space
University Career Services will encourage students who participate in video chats at the Virtual Fair to try their best to find a quiet space when they do so. However, we also encourage our employers to consider our current circumstances when making judgements related to a student's surrounding and physical space when utilizing the video feature on Handshake. The same perspective is also encouraged for a student's technical capabilities and internet bandwidth.

- Students' skills and experiences speak volumes compared to their slow internet and a "not so quiet" space.
- Consider providing contact information to students in case their internet connection is lost.
- Offer the option of a phone call if the student appears uncomfortable with having a video chat session due to physical space, family circumstances, etc.

Be Open to Various Majors and Experiences
Students studying at UNC-CH, regardless of major, learn experiences and skill sets that match with your company's recruitment strategies. As we say in Career Services, your major does not always define you!

- The **National Association of Colleges and Employers**, through a task force of college career services and HR/staffing professionals, has developed a definition, based on extensive research among employers, and identified multiple competencies associated with career readiness.
  - o The majority of majors cover these particular soft skills and more: critical thinking/problem solving, oral/written communications, teamwork/collaboration, digital technology, professionalism/work ethic, etc.
  - o To learn more about these competencies and more, click the NACE Career Readiness Competencies.
- Check out the UNC-CH Skills by Majors document that we developed to show you the academic skills learned in each major that are aligned with the NACE Career Readiness Competencies listed above in addition to UNC-CH Student Affairs' Carolina Excellence Initiative.

> ➢ Contact Roderick Lewis or Tessa Minnich if have any questions about the fairs.
> ➢ Contact Handshake using their support feature if you have questions specific to setting up your interview sessions, reps, or technical functions.