WESTERN
COLORADO UNIVERSITY

CAREER SERVICES

Thank you for participating in the
Gunnison Valley Summer Virtual Job Fair

Virtual Fair: March 30, 2021 | 11am–2pm MT

Employer Registration Information
Opens: February 22, 2021 at 8am MT
Closes: March 29, 2021 at 5pm MT

In this document, we have compiled resources, recommendations, and tips in this **Employer Fair Guide** to help you facilitate a successful virtual fair day. Please utilize the hyperlinked table of contents to quickly find the information you need **before, during,** and **after** the fair!

QUESTIONS BEFORE THE FAIR?
Contact Craig Beebe
Director of Career Services
cbeebe@western.edu
(970) 943-2314

QUESTIONS DURING THE FAIR?
Join us in our Job Fair Virtual Help Desk (via Zoom) starting one hour before the beginning of the fair. While we aren't IT professionals, we can provide quick assistance and guidance with user-end challenges that may arise on the day of the event.

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Contents

Before the Fair

Basic Requirements

Operating systems: Handshake works on the major operating systems and in most browsers. Employers may be able to launch sessions via a mobile device, but this function is not supported by Handshake, so we recommend you use a Windows or Apple desktop for all virtual fair participation.

Browsers: On **Windows** machines, please use either Chrome, Firefox, or the latest version of Edge. *Please note, older (non-Chromium) versions of Edge and any version of Explorer are not supported and are likely to create issues with audio, video, and/or screen sharing during sessions.*

On **Apple** machines, the only supported browser is Safari. If you use Safari, it is strongly suggested that you test all features before the fair, as Apple's security features have been known to create issues, particularly with screen sharing.

For more information, please read this troubleshooting article.

Initial Registration

You likely received the registration link via a direct email. If not, you can access the fair here. Please note that this Summer Job Fair is intended for employers located within or in close proximity to the Gunnison Valley. Therefore, we ask that you do not share this link. Please contact Career Services if you have questions about this.

Registration for this event is free, but does require that your organization and all participating team members have Handshake accounts (also free). If you attempt to register and do not have an account/login, you will be prompted to create one.

More details are provided below, but do also note that student registration opens on **March 16, 2021 at 8am.** Therefore, we strongly encourage you to update your organization and staff member profiles and complete all details of your registration (including posting your position(s) and creating your sessions schedule(s), prior to that time, if at all possible.

Accounts

For the sake of security during fair sessions, Handshake requires that all employer representatives who participate in the virtual fair must have their own Handshake account.

Be sure that each your team members who plan to participate create their own Handshake account as soon as possible, if they do not already have one. Once all team members have Handshake accounts, they can claim their schedules.

Create and Finalize Your Schedule

Be sure to finalize and review your fair schedule prior to the start of the fair to increase your student engagement; follow Handshake's virtual fair schedule setup guide for a detailed walkthrough.

Add Final Details to Your Fair Registration

As students research companies prior to the fair date, put your best foot forward by including as much detail as possible in the "Looking For" section of your fair registration. **You can edit your registration to include additional details at any time up until 4:59PM the day before the fair.** Including these details increases student engagement, as they can refer to your registration in Handshake for more information about your organization and hiring needs.

After registration closes, you will no longer be able to edit your registration details. Should an urgent need arise, please contact Craig and we will do our best to accommodate. Please note that due to employer registration closing just hours before the beginning of the fair, modifications may or may not be possible.

- Please post your open position(s) in Handshake *prior to the fair* and list them in your fair registration.

- If you are interested in recruiting from specific majors, please indicate those as specifically as possible in your registration. If you are open to hiring from all majors, be sure to specify this on your registration.

- Provide information in both the "Job Types" and "Employment Types" fields; students may search based on either criterion.

Review Final Training Materials

Still have questions about Handshake's virtual fair functionality? Review their Virtual Fair Training video prior to the fair date and check out Handshake's post on Standing Out at a Virtual Career Fair for more information on increasing student engagement at your sessions!

Test Your Session Video & Audio Prior to the Fair

We highly recommend testing utilizing Handshake's Video Test feature prior to the fair to ensure your video and audio are in working order. As per Handshake's specifications, "**if there are any issues with hearing, seeing, or chatting with your colleagues, you must address these issues prior to the fair or they will not work for the fair itself.**"

- Tips for correctly setting up your day-of-fair A/V

- If you run into issues with your testing, please review Handshake's Video Requirements & Troubleshooting guide prior to the fair day.

Have Each Team Member Review Their Schedule

By encouraging your teammates to review their schedules prior to the fair, you can avoid last-minute confusion or accidental no-shows. Be thorough and careful as you set up your schedule, sessions, and teams—currently, you can't make very many changes *during* the fair.

During the Fair

Contacting the Western Team with Questions

Our fair team will be available to assist you throughout the day in a Virtual Help Desk via Zoom. **The Help Desk will open one hour before the fair and will close at the end of the fair.** Don't hesitate to drop in if you have a question or experience an issue. While we're not IT professionals, we generally can troubleshoot issues quickly.

Virtual Help Desk Link: https://western.zoom.us/j/99934872027

Before or after the fair, please contact Craig Beebe, Director of Career Services, at cbeebe@western.edu or (970) 943-2314.

Monitoring Your Schedule

Be sure to **refresh your schedule often throughout the day**—students can sign up as late as one minute before a group or 1:1 session starts! We recommend leaving your sessions up until start time, even if attendance looks low, as more students may join just before your session begins.

If you need to make last minute changes to any sessions on the morning of the fair, review Handshake's guide for Managing Virtual Fair Schedules.

- Note that you are only able to change certain things during the fair.

- o You CAN mark yourself as busy on sessions or cancel sessions during the fair. If a session is cancelled by an employer or student, the other party will receive an email notification.
- o You CAN manage and edit your group sessions during the fair.

Tips for Hosting Your Group & 1:1 Sessions

- **Refer to Handshake's [Housing Virtual Fair Sessions](#) guide for screenshots and instructions on hosting your virtual sessions.**
- To host your session, use a compatible browser (discussed above) to log into Handshake and navigate to the fair in the Fairs page.
  - o Note: Handshake uses Twilio as its video tool.
- You will be able to launch sessions up to 60 minutes early to test your audio and video connection.
  - o Students are also able to join up to five minutes early to test their connection.
- Review Handshake's [Video Requirements & Troubleshooting Guide](#) if you run into issues when testing your audio and video.
- If your organization is using an external video for Group sessions, the Launch Video button will take you to the external link. Please check out [Handshake tutorials](#) for further instructions.

Launching Your Sessions

1. Click **Launch Video** for the upcoming session up to 60 minutes early to test your audio and video connection. And remember, students can join up to 5 minutes early to do the same.

If your organization is using an external video for Group sessions, the Launch Video button will take you to the external link. Please check out [Handshake tutorials](#) for further instructions.

2. You'll be taken to the launch screen to see the session details and enable/disable your microphone and video. Make sure to click Allow in the pop-up from your browser asking to Allow or Deny access to your video and audio.
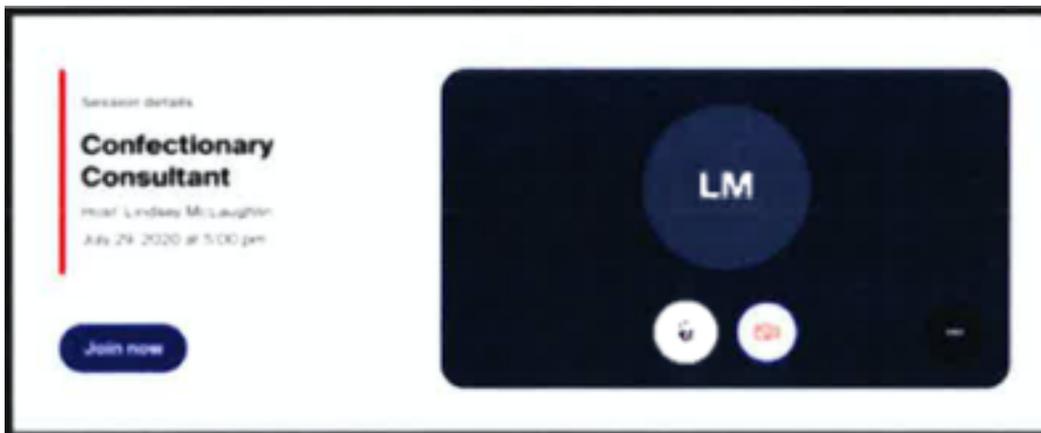
3. Click the three-dots menu to view and test audio and video settings. (These settings may be enabled inside the session, as well.)
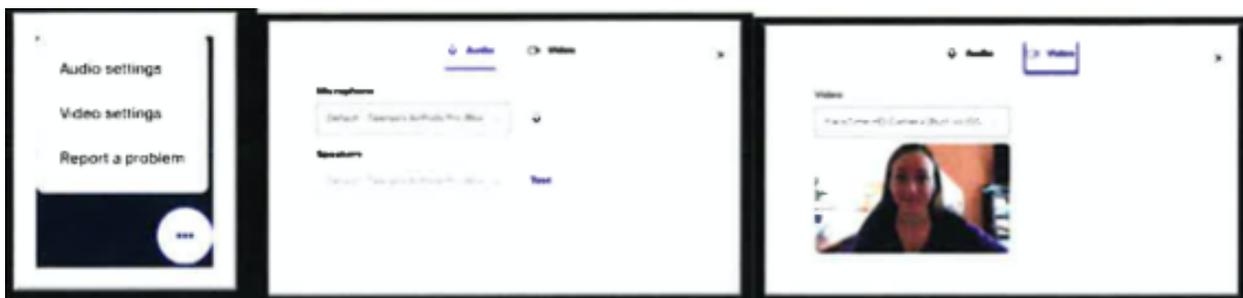
4. Click Join Now to enter the session. If your video is not enabled, a circle with your initials will appear instead.

- For **group sessions**, Handshake will automatically disable audio/video for participants when 15 or more people have joined. This feature is intended to preserve your audio, video, and screen-sharing quality. As host, you may unmute and enable video as needed.
- For **1:1 sessions**, we highly recommend keeping your video feed on when possible to have a more natural engagement opportunity with the students.
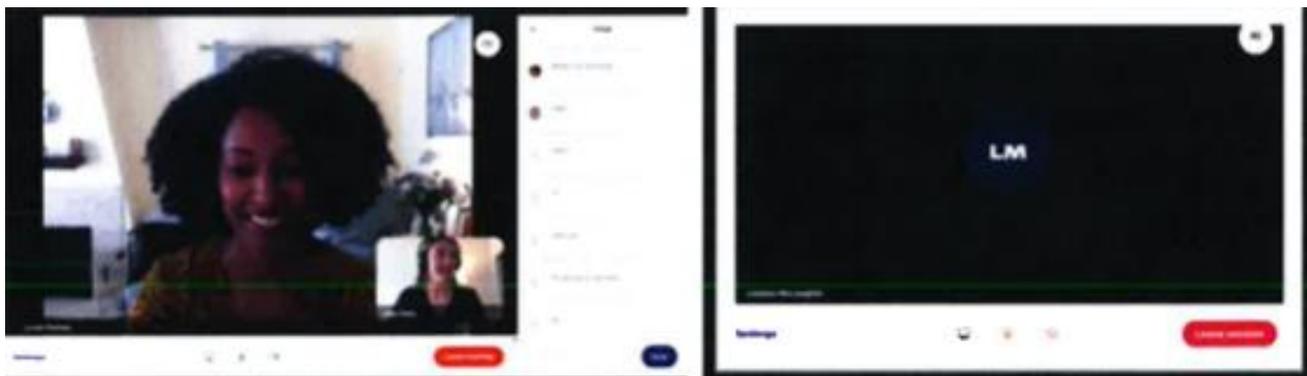
5. Click End Sessions in the lower-right corner of the video window when you're done. A confirmation will appear with a prompt to End Session for All or Cancel. *Sessions will automatically close 20 minutes after the scheduled end time.*

6. After a brief survey page, you will be directed to your next session! Return to your schedule to launch your next video.

Interacting with Students in Sessions

This section covers various features of your sessions during the virtual fair.

- **Chat:** Click the chat icon to open the chat on the right side of the screen.
  - o Tip #1: You may prepare pre-written responses to paste into chat.
  - o Tip #2: Links in the chat will be made live so students can easily follow them.

- **Participants:** Click the participant icon to open the list on the right side of the screen. You may mute/unmute or turn off/on participant videos as needed.
  - o Tip #1: You may prepare pre-written responses to paste into chat.
  - o Tip #2: Links in the chat will be made live so students can easily follow them.
  - o Tip #3: The video platform will automatically show the video of the active speaker in a group session.

- **Share Screen:** Click the computer monitor icon to the left of the microphone icon in the bottom middle of the screen. You can select from your entire screen, a specific application window only, or a specific browser tab. (See below.)
  - o Tip #1: For the best audio when playing a video, select the browser tab feature when sharing.
  - o Tip #2: Audio will play from your computer's selected microphone. Increase volume as needed.

- **Remove Users:** As session host, you will have complete control to remove participants from the session, if needed, by clicking on their name or the three-dots menu and choosing from the drop down.
  - o Removed users will not be able to rejoin the session.

- **Report User:** If you choose to report a user for inappropriate behavior, a pop-up will appear asking for more details. You'll need to choose one reason, and you can provide additional details in the text box, which will alert Handshake to investigate the situation.

Notes on Group Sessions

Group sessions offer a 30-minute block that you, as the employer, can use as you like. The 30-minute duration cannot be modified. Since this likely is your first time engaging with these students, this time block is not intended to be a group interview, but more like an informational session. Please keep these things in mind as you prepare for your group sessions:

- Handshake automatically disables audio and video for student participants when 15 or more join the session. This practice is meant to preserve your audio, video, and screen-sharing quality.
    - You can choose to enable a "Raise Hand" feature by clicking the hand icon in the upper-right of the video screen. You may then "call on" a student to enable them to use their audio and video to ask a question. Learn more here.

- This is a great time to share an overview of your company, your organizational values, and opportunities within your organization. You may wish to prepare a slideshow, or you may simply speak to the group via live audio/video.

Notes on 1:1 Sessions

One-on-one sessions during virtual fairs are *not* intended to be formal interviews. Rather, they are a chance for your team to meet with qualified students individually to chat about your organization, your available position(s), and questions that you or they may have. Please keep these things in mind as you prepare for your 1:1 sessions:

- These sessions are only 10 minutes long, and this length is not able to be modified. Think of this as you would a traditional, in-person fair when you might have several students waiting in line. This should be a time for quick introductions and basic conversation or Q&A, but is not a good time to give presentations or attempt an interview.

- For 1:1 sessions, we highly recommend keeping your video feed on to have a more natural conversation and engagement opportunity with the student.

- Be sure that you are aware of whether you are about to host a group session or a 1:1 session throughout the day to avoid student confusion.

After the Fair

Following Up with Students

If you'd like to follow up with students after the event (for example, to invite them to a formal interview) but need to access the contact information or resumes, you can do so in a couple simple steps:

- Under the **fair search** page, click the checkbox to **include past fairs** and then use filters and/or the search box to locate the fair. Search by date or by the name of the fair, which is listed on the cover page of this document.

- Navigate back to the students list at any time to **review student resumes.**

We recommend following these Best Practices for following up with students from the virtual fair.

Debrief and Provide Feedback

Debrief with your team regarding the students you met with and your overall experience. And please provide any relevant feedback to Career Services. We like to hear about what went well and what didn't so that we can continue to improve the virtual fair experience for both students and employers.