

Fall 2020

WAKE FOREST UNIVERSITY

Virtual Recruiting Guide



WAKE FOREST
UNIVERSITY

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VIRTUAL RECRUITING

The COVID-19 pandemic has posed many challenges. Among those challenges is how to ensure that all parties are safe while conducting business as usual. As such, we have decided that all 2020 fall recruiting will be virtual. This includes career fairs, organization information sessions, and interviews.

We recognize that this format may present an occasional challenge, but the Employer Relations team is devoted to ensuring the best possible experience for both employers and students. To that end, we have prepared this brief pamphlet to assist you with some commonly-asked questions and best practices.

Should you have any questions or concerns, I would be happy to connect with you to discuss.

Stuart Mease
Executive Director
meases@wfu.edu
540-641-4444 (text and mobile)

Career Fair

Our first ever virtual career fair will be held on Wednesday, September 16th on the new Handshake virtual platform. Handshake has just released detailed information on the platform, which can be accessed in their Virtual Career Fair Guide.

We have a number of well-known organizations joining us for this inaugural event, and we hope you will too. Your organization can register for the fair [at this link](#).

Best Practices

1. One-to-One Video Chats: Broadly set GPA, work authorization, major, and graduation date preferences to allow more students to interact with your representatives.
2. Group Sessions: Schedule multiple sessions to increase your reach.
3. Representative Availability: Invite more representatives to interact with students.
4. Booth Customization: Brand your virtual booth to help students better understand your organization.

Diversity Matters

Wake Forest University believes that a diverse workforce is critical to the success of all organizations. As such, we want to partner with you in your diversity hiring initiatives.

Our award-winning Diversity Matters networking event will be held the evening before the career fair on Tuesday, September 15th. Registration is open via Handshake, but we will use Zoom for this event so that we can create rotations based on student interests.

This event differs from the career fair in that organizations will not have booths, but will instead host conversations in twenty-minute rotations, sharing information on their organization's diversity hiring initiatives. We hope that this event will be the start of networking that continues the following day during the larger career fair.



2019 NACE
Diversity and
Inclusion
Excellence Award
Winner

**HEAR AND
BE HEARD.**

WFU
**DIVERSITY
MATTERS**



Information Sessions

A virtual information session sets a good foundation for your organization. It allows your organization to 1) Build your campus brand 2) Get to know students 3) Set expectations 4) Discuss your organization 5) Talk about your culture 6) Answer questions and 7) Attract students to opportunities.

Please talk to your Account Manager to schedule an information session so that the calendar can be reviewed for possible conflicts that might impact student attendance. Once a date is confirmed, post your event in Handshake, including your Zoom, WebEx, Go To Meeting, or other platform that will be used.

Best Practices

- We recommend that your organization either conduct multiple sessions at various times or consider recording the information. This will help you reach more students.
- Involve Wake Forest University alumni at your organization.
- Make sure Employer Relations is aware of your info session, we can help market your event. Once the event is over, ensure that your primary Employer Relations contact has a list of attendees.

Interviews

Like our recruiting events, interviews will also be virtual this fall. That said, nothing will change with the exception of the platform. Below are some key points around fall interviews.

1. Post opportunities on Handshake.
2. Work with us on your interview date to ensure student availability.
3. Engage us in developing the interview schedule.
4. Provide your candidate selections.

We also ask that you keep the safety of students in mind when scheduling successive interviews and contact your account manager with follow-up interview information.

Wake Forest University Travel Policy:

"To help protect the wellbeing and safety of the campus, the University strongly encourages that students limit their off-campus personal travel. Personal travel may increase the risk of exposure to COVID-19 and the risk of COVID-19 to the Wake Forest community when the traveler returns to campus. When personal travel is of significant importance to a student, care should be taken to minimize the risk of exposure to COVID-19 to the greatest extent possible during travel and while undertaking any activities at the travel destination."

Contacts & Information

If you need assistance, please contact your account manager. You can find our staff listing [here](#). If you do not know your account manager, please contact Lori Sykes at 336.758.3850 or sykeslh@wfu.edu.

If you do not receive our employer emails, [please sign up](#).

For more information about Wake Forest University Employer Relations, [see our website](#).

Catch us on the web!



http://

