

EMPLOYER TOOLKIT FALL 2020

Recruiting activities are offered virtually.

	EVENT / ACTIVITY	VIRTUAL PLATFORM (TEAMS, WEBEX, ZOOM ETC.)	SCHEDULE VIA CAREER SERVICES	HANDSHAKE EVENT REGISTRATION	PRE-RECORDED VIDEO
CLASSICS REDESIGNED	CAREER FAIRS	X		X	
	PART-TIME JOB FAIRS	X		X	
	ETIQUETTE EVENT	X		X	
	EMPLOYER OFFICE HOURS	X	X		
	RECRUITMENT TABLING	X	X		
	ZIP TALKS - GUEST SPEAKER	X	X	X	X
	INTERVIEWS	X	X	X	
	INFORMATIONAL INTERVIEWS	X	X	X	
SOCIALLY CONNECTED AT A DISTANCE	Q&A/AMA	X		X	
	ROUND TABLES	X		X	
	SOCIAL EVENTS	X		X	
	MEET AND GREETINGS	X		X	
	SCAVENGER HUNT/TRIVIA GAMES	X		X	
	SPEED NETWORKING	X		X	
	OFFICE/FACILITY TOUR	X		X	X
	DAY IN THE LIFE OF...	X		X	X
SHARE YOUR STORY	JOB SHADOWING/EXTERNSHIP	X		X	
	EMPLOYER HOSTED WORKSHOPS	X		X	X
	INFO SESSIONS	X		X	X
GOT GIGS?	MICRO-INTERNSHIPS	X			
	GIGS AND PROJECTS	X			
SOCIAL MEDIA	EMPLOYER SPOTLIGHTS	X	X		X
	SOCIAL MEDIA TAKEOVERS	X	X		
	STORY POSTING/SHARING	X	X		X

Please email career@uakron.edu or call 330-972-7747 to discuss your interest in any events or activities that need scheduled through Career Services.


CAREER SERVICES

EMPLOYER TOOLKIT

Event/Activity Definitions

Micro-Internships

Micro-Internships are short-term, projects or gigs that are typically shorter than a traditional internship. These opportunities can provide ways for students to develop hands-on practical experience while exploring potential career paths.

Parker Dewey is an organization that connects students with employers for micro-internships. Parker Dewey helps companies more effectively complete tasks and improve hiring by contracting with college students and recent graduates who want to work on short-term, professional projects so that they can generate income while demonstrating capabilities and gaining practical experience. See UA's landing page for Parker Dewey (<http://info.parkerdewey.com/uakron>). 

Employer payment is made to Parker Dewey only at the time the engagement begins (i.e. the specific applicant is selected by the client). Parker Dewey holds these funds in escrow until the completion of the project is approved by the client. At that time, Parker Dewey will pay the student for the work performed.

Employer Office Hours

Host the Career Services virtual WebEx room office hours where you can meet with drop-in students to provide resume and cover letter reviews, mock interviews, or answer career-related questions.

AMA (Ask Me Anything)/Q&A

Live sessions where an audience member can ask questions of the host or presenter. These can be held over video conference, text chat, or through Twitter or other similar forum sites.

Social Events

Take a creative approach and host a social event such as a casual coffee chat, round table, or meet & greet.

Day In the Life of...

Walking through a day in the life of an employee, at any level of your organization; from interns to managers, to directors and upper level management. This can be a great way to provide prospective employees with an inside look into your organization, and can be done through blog posts, pre-recorded videos, or livestreams on social media.

Employer Hosted Workshops

Select a career-related topic relevant to your organization and prepare a presentation for students. These presentations can include activities to engage the students, such as interactive events, open discussions, and Q&As.

ZipTalks are classroom presentations that allow you to pick a trending industry-related topic to present to a virtual classroom.

Info Sessions

Take advantage of the opportunity to present more detailed information about your organization, especially information that students cannot find on your website. You can focus on building your brand by holding panels, workshops, facility tours, and more. If you're looking for more social options, you can find some suggestions under the Social Events section above.

Social Media Takeovers

Social media takeovers are a form of marketing where you can "take over" UA Career Services' Instagram account and post to it for a day. Posts can include staff interviews, AMA sessions, story polls, pictures of your work environment, tagging your business account, and more. A takeover can help increase your brand awareness with target audiences, engage with new audience members, or increase engagement with current followers.