Kenan-Flagler Business School
Employer Engagement and Recruiting

Virtual Fall Recruiting and Engagement Playbook

2020
2021

UNC | KENAN-FLAGLER BUSINESS SCHOOL

Key Information Summary - Fall 2020 Virtual Recruiting

In order to ensure the safety of our students and employer partners this year, our 2020 Fall recruiting activities will be fully virtual. Student classes will be a hybrid of in-class, virtual, and async content, and we have advised students to schedule and participate in recruiting activities from their home virtual set-ups whenever possible. As such, we have identified various times and dates for recruiting activities that best align with our students' courses, commitments, and home virtual content.

Dual-Service Model

To support the various needs of our employers this year, we have identified two levels of service that any given recruiting activity may require. We recognize that these are not hard and fast rules, and many employers will likely require a hybrid of the two options to execute a successful event.

Self-Service

- Employer provides virtual web conferencing room for event
- Employer generates student links for event
- Employer collects student applications on employer's proprietary application portal
- Employer works directly with students to create a personalized interview schedule
- Employer manages day-of interview logistics and communication directly with students

Full-Service

- UNC provides Zoom room for event
- UNC generates student links for event
- UNC collects applications in Career Connections
- UNC builds personalized interview schedule
- UNC manages day-of interview logistics and communication directly with students

Campus Presentation Availability

Company presentations begin Sept 21, 2020. We recommend Friday for all external multi-school events.

Times	Monday	Tuesday	Wednesday	Thursday
2-3pm EST		1Y ONLY Presentations	1Y ONLY Presentations	1Y ONLY Presentations
5-6pm EST	1Y & 2Y Presentations	1Y & 2Y Presentations	1Y & 2Y Presentations	1Y & 2Y Presentations
6:15-7:15pm EST	1Y & 2Y Presentations	1Y & 2Y Presentations	1Y & 2Y Presentations	1Y & 2Y Presentations
7:30-9pm EST	After-Hours Programming	After-Hours Programming	Structured Networking Night	After-Hours Programming

Office Hours/Coffee Chat Availability

Best Practice Recommendations: 1-3 students per timeslot, 20-30 minute timeslots, and follow the timing recommendations in Career Connections that align best with the core class schedule.

Times	Monday	Tuesday	Wednesday	Thursday
8am-2pm EST	2Y Only	2Y Only	1Y&2Y	1Y&2Y

Full-Service Virtual Interviews

Please see our **key dates for MBA recruiting** document for relevant dates and deadlines.

Fall 2020 On-Campus Interview Cadence

Fall Week	Resume Submission Opens	Resume Drop / Submission Close Dates (dependent on actual interview date)	Employer Selections Due at 12 pm EST	Student Sign Up / Schedules Released (anticipated)	Interview Dates
1	Aug. 31	Sep. 20	Sep. 24	Sep. 28	Oct. 5-9
2	Aug. 31	Sep. 27	Oct. 1	Oct. 5	Oct. 12-16
3	Aug. 31	Oct. 4	Oct. 8	Oct. 12	Oct. 19-22
4	Aug. 31	Oct. 18	Oct. 22	Oct. 26	Nov. 2-6
5	Aug. 31	Oct. 25	Oct 29	Nov. 2	Nov. 9-13

Fall 2020 Full-time Interview Schedule

Full-service virtual interviews for full-time opportunities begin Oct 5, 2020. Below are guidelines based on class times, but schedules are personalized to employer preferences and availability.

Monday	Tuesday	Wednesday	Thursday	Friday
8am-2pm EST Preferred	*8am-2pm EST Preferred*	*8am-2pm EST Preferred*	*8am-2pm EST Preferred*	*8am-5pm EST*
2pm-5pm EST As Needed	*2pm-5pm EST As Needed*	*2pm-5pm EST As Needed*	*2pm-5pm EST As Needed*	

Spring 2020 Internship Interview Schedule

Full-service virtual interviews for internship opportunities begin Jan. 4, 2020. Due to the uncertainty ahead, we will plan for virtual interviews this year. Timing will remain the same as previous years, 8am-5pm EST. We recommend reserving 2nd Rounds for Fridays. We thank you in advance for your patience and flexibility.

Resume Books – Available Thursday, Sep. 17

Student resume books will be available for download and review on Thursday, September 17th.

Company Presentation Day – Thursday, Oct. 1

This is a full day committed to company presentations, and a good opportunity to meet some great students prior to the Virtual Networking Forum. Gain invaluable exposure to our best candidates.

MBA Virtual Networking Forum - SAVE THE DATE!! - Friday, Oct. 2 (registration opens Aug. 17)

Our premier networking event will be hosted virtually this year via Brazen (www.brazen.com). Registration will open on August 17, and there will be Early Bird pricing available. Click HERE for pricing

options. We are also excited to announce there will be a number of sponsorship opportunities this year, to be announced at a later date. Please contact your relationship manager for more details.

Available Recruiting Events in Career Connections for 2020-2021 Recruiting Season

- **Company Presentation** – Share information about your company, products, services, and culture
- **Office Hours/Coffee Chat** – Meet students interested in your company in an intimate, less formal environment
- **MBA Networking Forum** – Join your fellow employers in this fast-paced networking forum that will provide access to the entire student population, increasing exposure while meeting excellent candidates
- **After Hours Networking Event** (see Playbook for event ideas) – Have fun while getting to know your future applicants in this after-hours intimate networking event
- **Networking Lounge** – Structured Recruiting (see Playbook for event ideas) – Wednesday nights are for networking, so take advantage of this time to hold an intimate networking event using one of our technology partners
- **External Multi-School Event** – For those employers with national /regional broadcast strategies or holding events that address multiple schools simultaneously, this is the event type for you

Virtual Fall Recruiting and Engagement Playbook

UNC | KENAN-FLAGLER BUSINESS SCHOOL

Employer Engagement & Recruitment

Table of Contents

I. Introduction

Considering all that has changed over the last four months, it is safe to say that Fall 2020's recruiting and engagement will be different. On the positive side, we all have had the time to adjust to connecting and conducting meetings virtually. Even with this practice, however, there are unknowns and we are rethinking ways to ensure our virtual touchpoints and events are engaging, well thought-out, and informative so that you can effectively illustrate company culture, values, diversity and inclusion principles, and career growth potential to students. There are several upsides to virtual engagement, including the availability of senior-level officials to make appearances and speak with the students during your company presentations and even in smaller virtual events. This will be appreciated and valued by our students and will undoubtedly make a lasting impression.

This playbook provides guidelines, logistical information, suggestions, and recommendations about our Fall virtual engagement events and recruiting. In no way is this exhaustive of the many questions that may arise over the coming months, but will serve as a starting point for your networking and recruiting at KFBS. If there are questions or suggestions, please reach out to your Relationship Manager.

Name	Responsible Area	Contact Information
Melissa Werner, Sr. Associate Director Employer Engagement & Recruiting	Healthcare	Melissa_Werner@kenan-flagler.unc.edu; 919-608-0413
Sandra Chandler, Associate Director Employer Engagement & Recruiting	Energy and Financial Services	Sandra_Chandler@kenan-flagler.unc.edu; 919-636-2901
Elizabeth Stanson, Assistant Director Employer Engagement & Recruiting	Retail, CPG, and Airlines	Elizabeth_Stanson@kenan-flagler.unc.edu; 914-960-0596
Jarrett Early, Associate Director Employer Engagement & Recruiting	Consulting and Technology	Jarrett_Early@Kenan-flagler.unc.edu; 757-612-2829

Note: Industry assignment is for Full-Time MBA Program. For those employers with an interest in discussing our working professional student population, please contact the appropriate industry account manager.
Working Professional students are currently working full-time and enrolled in one of the following Executive MBA formats (evening, online or weekend).

II. Recommendations for Virtual Corporate Engagements

In order to ensure that you have the information necessary to navigate the logistical and operational processes, we are providing specific instructions regarding registration and communication as well as suggestions for the overall formatting and design of events.

Virtual Engagement Best Practices, Logistical and Tactical Recommendations
Based on student feedback and best practices we've seen with virtual events, the best way to engage students in a virtual format is to make it as interactive and discussion-oriented as possible with the use of small break-out groups. We are recommending for company presentations a 60-minute time frame and, with this in mind, below are some recommendations on how to make virtual events valuable for both company and student attendees.

General Recommendations

Keep your events original (the less scripted the better). Students want to hear from current employees in a personalized and casual way. Showing comradery and community with panels or office tours is a great way to recruit students authentically.

During an Event

Test audio and video

About 20 minutes before your event, have a fellow employee login as an attendee to test your audio and video.

Track who attends

Make sure you track who shows up as your Relationship Manager will provide a curated resume book within 72 hours of your Company Presentation. Here are a few ways you can do this:

- Check to see if your livestream platform allows for an attendee download. Many livestream platforms let you download a CSV or Excel file so you can track the names and emails of those who attended **(see below for taking attendance using the most popular technologies).**

Monitor chat questions

Chat questions—just like live questions—are a great indicator of interest. Make sure there is a moderator alongside your host or co-hosts to facilitate the conversation. If your event is hosted using our Zoom rooms, your Relationship Manager or someone else on our C&L team will serve as your chat room monitor.

After an Event

Be sure you provide students with information about how to remain in touch with company representatives or alums. You may also have upcoming events scheduled on our Networking Days or with clubs that you should communicate to attendees.

Students

Send virtual presentation materials for students in advance through Career Connections or our Employer Engagement and Recruiting email employerengagementteam@kenan-flagler.unc.edu. This would include any materials used to help educate students about the company and opportunities at the firm, such as: **videos, website links, product portfolios, collateral, business results, awards, information on company culture and values, and/or internship program information**. Companies also have the option of pre-recording a company overview for students to watch.

Signing up for Company Presentations, Full-time Recruiting, Internship Dates and Other Events

Each year, the Employer Engagement and Recruiting team undertakes preselecting each employer's company presentation, full-time, and internship recruiting dates. Some of you may not understand the reasoning behind our actions, so we want to provide a peek into the intricacies of making these selections. Our team has a strong understanding of the potential conflicts and pitfalls of pairing companies within the same industries or who seek similar talent for programs such as leadership development. Scheduling these events is a delicate balance to ensure that each company has an equal opportunity to host as many students as are interested in attending their events and applying to their jobs and internships. This helps ensure that we have as little conflict as possible, maximizing both participation from our students and

exposure for companies. We are certainly open to changing the dates we have selected for you, but this isn't always easy as it may require asking multiple companies to change times, as well.

Event Registration
In order to sign up for any event that is sponsored by the Employer Engagement and Recruiting team, you must create an account in Career Connections if you don't already have one (https://mba-kenan-flagler-unc.12twenty.com/hire). Based on timing, some organizations may receive an email from their industry Relationship Manager with dates and links already created for their Company Presentation and for full-time and/or internship interviews, or you may receive an email with dates only. If you receive an email **with dates that include a link**, all you need to do to accept this event date is **click the link** and **complete items as directed**. If you received an email **with dates only**, you will need to **log into the system to sign up for the date recommended by our team**. At this time, you may also choose to input any company information or full-time and/or internship job information as a draft.

Our Employer Engagement Team
Two weeks prior to the event date, your Relationship Manager will contact you via email to gather the following information:
- Agenda outlining the structure of the virtual engagement
- Virtual presentation link. Zoom is the platform used school-wide, but companies are not required to use Zoom

If the event registration is within this 2-week timeframe before initiating or signing up for an existing event, please contact your Relationship Manager immediately upon registering so we can advertise this event to students as soon as possible to maximize attendance.

Recommendations for Company-Hosted (Self-Service) and Kenan-Flagler-Hosted (Full-Service) Events
Companies are welcome to customize their 60-minute slot. Below are a few recommendations on virtual presentation structure and how to leverage face-to-face interactions.

Introductions (Suggested time: 15-20 minutes)
We suggest kicking off your engagement by introducing the hiring manager, recruiter, alumni, and/or a senior speaker.
- Students are more engaged listening to a speaker than reading slides. A memorable speaker and/ or interactive presentation is an opportunity for companies to differentiate themselves.
- A virtual session is a great opportunity for a firm to tap senior leaders, who may not have been able to otherwise attend an in-person presentation, to provide remarks. Students enjoy hearing and learning from senior leaders, as they can provide perspectives on company culture and goals that are difficult for students to research.

Interactive Sessions (Suggested time: 35-45 minutes)
We recommend firms review ground rules for the breakouts such as: Q&A structure, breakout room structure, etc. Format suggestions include:
- Panel: 4-5 panelists followed by Q&A.
- Open Q&A: Open forum for Q&A moderated by a company rep.
- Small Group Networking: Leverage breakout rooms for more intimate conversations. We recommend one company rep meeting with 4-6 students in each room.

We recommend ending the event by providing students with the recruiter's or the alum/alumni contact info and outlining any next steps for students. For any questions regarding this document, please contact your Relationship Manager or employerengagementteam@kenan-flagler.unc.edu.

Day of Event Internal Administration

Our Career and Leadership (C&L) team supports our employer partners and are committed to attending all company presentations. Your Relationship Manager will do their best to attend all of the company presentations within their designated industries unless there is a conflict, upon which another C&L staff member will attend on their behalf. While in attendance, we will take notes that will be uploaded into your company profile in Career Connections and take student attendance. For events we host, we will also monitor the chat box. At the conclusion of the event, we will use the attendance reporting feature in Zoom to provide you with a curated resume book based on this report.

Prior to Networking Forum or Career Fair Event Best Practices and Recommendations
Depending on what type of event you are hosting, some of these recommendations will not be applicable. Please decide what is relevant and appropriate using the below criteria.

What do I need to do before the event?

- Register your company
- Consider getting a video broadcast booth to host webinars during the event
    - Each live broadcast booth can have up to 4 presenters
    - Live broadcasts can be recorded
- Determine alumni and/or additional staff that will be participating and sign up for a platform demo provided by the selected platform
- Create a company profile
- Gather all the digital content needed to brand your event, whether it be logos, videos, marketing materials, corporate videos, or external links, including job links
- There is a platform that will allow you to enter questions prior to the event to better understand the student you will be interacting with, so have those questions determined prior to the event and uploaded.
- We suggest having at least 3 people in the chat room. This allows for you to utilize the 1:1 breakout feature, but it is better if you are able to have 3 to 5 alumni participate if possible. It is also great to involve subject matter experts and other decision-makers in the networking process.

What do I need to do day-of?

- We suggest staffing your chat room at least 15 minutes before the start of the event time in order to prepare for students. They will be ready to chat!
- If you have planned a presentation, get that set up upon entering the chat room.
- Get your predetermined student questions loaded into the system
- Utilize the private text chat and video chat functions if you find a candidate that you are really interested in.
- Chat with some amazing MBA talent!
- Rate each one of your student conversations and receive ratings from the students as well.

What should we do to follow-up?

- Feel free to reach out to any students you are interested in hiring or chatting with outside of the event.
- If you do hire a student, please let us know. We would like to share in your/their excitement!
- We will be sending a survey after the event; please take a moment to give us your feedback about the event to help us plan future events.
- Company participants will also receive ratings and other information that is tracked within a short time after the event has ended.

III. Virtual Networking Options, Engagement Event Dates, and Event Package Pricing

Based on feedback from our employer partners, our team has carved out additional dates on which you are able to host smaller student virtual events. We have also taken the time to provide event ideas and resources for food and beverage to help facilitate event sign-up and help mitigate the anxiety that accompanies coming up with unique ideas to engage students. Below you will find information on dates where you can sign up for additional engagement opportunities, recommendations for restaurants, and event/engagement topic ideas.

Campus Presentation Availability

Company presentations begin Sept 21, 2020. We recommend Friday for all external multi-school events.

Times	Monday	Tuesday	Wednesday	Thursday
2-3pm EST		1Y ONLY Presentations	1Y ONLY Presentations	1Y ONLY Presentations
5-6pm EST	1Y & 2Y Presentations	1Y & 2Y Presentations	1Y & 2Y Presentations	1Y & 2Y Presentations
6:15-7:15pm EST	1Y & 2Y Presentations	1Y & 2Y Presentations	1Y & 2Y Presentations	1Y & 2Y Presentations
7:30-9pm EST	After-Hours Programming	After-Hours Programming	Structured Networking Night	After-Hours Programming

Office Hours/Coffee Chat Availability

Best Practice Recommendations: 1-3 students per timeslot, 20-30 minute timeslots, and follow the timing recommendations in Career Connections that align best with the core class schedule.

Times	Monday	Tuesday	Wednesday	Thursday
8am-2pm EST	2Y Only	2Y Only	1Y&2Y	1Y&2Y

Resume Books – Available Thursday, Sep. 17

Student resume books will be available for download and review on Thursday, September 17th.

Full-Service Virtual Interviews

Please see our **key dates for MBA recruiting** document for relevant dates and deadlines.

Fall 2020 On-Campus Interview Cadence

Fall Week	OCI Period	Start Date & Time	End Date & Time
1 **Oct. 5-9**	Employer Pre-Registration Period	05/04/2020, 8:00am EDT	08/17/2020, 5:00pm EDT
	Student Application Period	08/31/2020, 12:30pm EDT	09/20/2020, 11:59pm EDT
	Employer Decision Period	09/21/2020, 12:00am EDT	09/24/2020, 12:00pm EDT
	Extended Interview Student Decision and Sign-up Period	09/28/2020, 12:30pm EDT	09/30/2020, 8:59pm EDT
	Alternate First-Come, First Serve Period	09/30/2020, 9:00pm EDT	09/30/2020, 11:59pm EDT
2 **Oct. 12-16**	Employer Pre-Registration Period	05/04/2020, 8:00am EDT	08/17/2020, 5:00pm EDT
	Student Application Period	08/31/2020, 12:30pm EDT	09/27/2020, 11:59pm EDT
	Employer Decision Period	09/28/2020, 12:00am EDT	10/01/2020, 12:00pm EDT
	Extended Interview Student Decision and Sign-up Period	10/05/2020, 12:30pm EDT	10/07/2020, 8:59pm EDT
	Alternate First-Come, First Serve Period	10/07/2020, 9:00pm EDT	10/07/30/2020, 11:59pm EDT
3 **Oct. 19-22**	Employer Pre-Registration Period	05/04/2020, 8:00am EDT	08/17/2020, 5:00pm EDT
	Student Application Period	08/31/2020, 12:30pm EDT	10/04/2020, 11:59pm EDT
	Employer Decision Period	10/05/2020, 12:00am EDT	10/08/2020, 12:00pm EDT
	Extended Interview Student Decision and Sign-up Period	10/12/2020, 12:30pm EDT	10/14/2020, 8:59pm EDT
	Alternate First-Come, First Serve Period	10/14/2020, 9:00pm EDT	10/14/2020, 11:59pm EDT
4 **Nov. 2-6**	Employer Pre-Registration Period	05/04/2020, 8:00am EDT	08/17/2020, 5:00pm EDT
	Student Application Period	08/31/2020, 12:30pm EDT	10/18/2020, 11:59pm EDT
	Employer Decision Period	10/19/2020, 12:00am EDT	10/22/2020, 12:00pm EDT
	Extended Interview Student Decision and Sign-up Period	10/26/2020, 12:30pm EDT	10/28/2020, 8:59pm EDT
	Alternate First-Come, First Serve Period	10/28/2020, 9:00pm EDT	10/28/2020, 11:59pm EDT
5 **Nov. 9-13**	Employer Pre-Registration Period	05/04/2020, 8:00am EDT	08/17/2020, 5:00pm EDT
	Student Application Period	08/31/2020, 12:30pm EDT	10/25/2020, 11:59pm EDT
	Employer Decision Period	10/26/2020, 12:00am EDT	10/29/2020, 12:00pm EDT
	Extended Interview Student Decision and Sign-up Period	11/02/2020, 12:30pm EDT	11/04/2020, 8:59pm EDT
	Alternate First-Come, First Serve Period	11/04/2020, 9:00pm EDT	11/04/2020, 11:59pm EDT

Fall 2020 Full-time Interview Schedule

Full-service virtual interviews for full-time opportunities begin Oct 5, 2020. Below are guidelines based on class times, but schedules are personalized to employer preferences and availability.

Monday	Tuesday	Wednesday	Thursday	Friday
8am-2pm EST Preferred	*8am-2pm EST Preferred*	*8am-2pm EST Preferred*	*8am-2pm EST Preferred*	*8am-5pm EST*
2pm-5pm EST As Needed	*2pm-5pm EST As Needed*	*2pm-5pm EST As Needed*	*2pm-5pm EST As Needed*	

Spring 2020 Internship Interview Schedule

Full-service virtual interviews for internship opportunities begin Jan. 4, 2020. Due to the uncertainty ahead, we will plan for virtual interviews this year. Timing will remain the same as previous years, 8am-5pm EST. We recommend reserving 2nd Rounds for Fridays. Thank you for your patience and flexibility.

MBA Virtual Networking Forum - SAVE THE DATE!! - Friday, Oct. 2 (registration opens Aug. 17)

Our premier networking event will be hosted virtually this year via Brazen (www.brazen.com). Registration information is forthcoming, and can be expected by mid-August. There will be a number of sponsorship opportunities this year. Please contact your relationship manager for more details. Below please find the dates for Early Bird vs. Regular Pricing:

Virtual Networking Forum **Early Bird Pricing** – August 17-August 31 - $500/booth
Virtual Networking Forum **Regular Pricing** – September 1-September 15 - $700/booth
Virtual Networking Forum **Late Pricing** – After September 15 - $900/booth

Open Virtual Engagement Opportunities

Open virtual engagement opportunities will be reserved **every Wednesday** in 1-hour time slots and you may register for these time slots in Career Connections. We are calling this our **Networking Lounge**.

Recommended Technologies
- Gatherly
- VirBELA
- Zoom or other teleconferencing technologies

Event Package Pricing

$500 Early Bird or $700 Regular	$750 Early Bird or $950 Regular	$900 Early Bird or $1100 Regular	$750 Early Bird or $950 Regular
Fall Virtual Networking Forum	**Deluxe Fall Virtual Networking Forum**	**Gold Event Package**	**Silver Event Package**
Includes: Company booth at the Fall 2020 Virtual Networking Forum with unlimited company reps	Includes: Company booth at the Fall 2020 Virtual Networking Forum with unlimited company reps + Company Live Video Broadcast Booth	Includes: Company booth at the Fall 2020 Virtual Networking Forum with unlimited company reps + **TWO** Full-Service networking activities	Includes: Company booth at the Fall 2020 Virtual Networking Forum with unlimited company reps + **ONE** Full-Service networking activity

A LA CARTE OPTIONS	
Live Video Broadcast Booth at Virtual Networking Forum (to be added to Event Package)	**$250**
Full-Service Networking Activity Using Gatherly (limit of 75 participants)	**$300**
Full-Service Networking Activity Using VirBELA (limit of 30 participants)	**$300**

Available Recruiting Events in Career Connections for 2020-2021 Recruiting Season

- **Company Presentation** – Share information about your company, products, services, and culture
- **Office Hours/Coffee Chat** – Meet students interested in your company in an intimate, less formal environment
- **MBA Networking Forum** – Join your fellow employers in this fast-paced networking forum that will allow you access to the entire student population, increasing exposure while meeting excellent candidates
- **After Hours Networking Event** (see Playbook for event ideas) – Have fun while getting to know your future applicants in this after-hours intimate networking event
- **Networking Lounge** – Structured Recruiting (see Playbook for event ideas) – Wednesday nights are for networking, so take advantage of this time to hold an intimate networking event using one of our technology partners
- **External Multi-School Event** – For those employers with national /regional broadcast strategies or holding events that address multiple schools simultaneously, this is the event type for you

Event Ideas
- Hot Cookies and Hot Topics in (you may add your focus and it can be on anything)
- Hot Wings and Hot Topics
- Cold Beer and Hot topics
- Wine Tasting or Craft Beer Tasting
- **Reach for the Stars or Breakfast with the Stars**

- - This event would feature a high-ranking official in your organization chatting with the students and taking audience questions. You may even have a set of pre-selected personal and professional questions to help the audience get to know the real person then take questions.
  - **Virtual Fall Trivia Series**
    - Event could be hosted once or twice a month with about 20 students. You would pair 4 teams of students with 1 to 2 alum to compete in trivia contests. This would give the students and alumni the opportunity to get to know one another more casually. There are apps that will provide you with questions and topics or you could customize a topic relative to your organization, industry, etc.
  - **Industry Education Series**
    - Select a topic relative to your industry or company and an individual or monthly event.
  - **Employee Panel**
    - Feature recent grads or alumni—students like to hear from people who are like them and have been through a similar journey. Have a moderator prepare some pre-determined questions about their journey from college to career, experience at the organization, and why they are proudest about their work. This will help stem a series of questions from students that the panel can answer.
  - **Office Tour**
    - If your office is open, highlight what a day in the life of an intern or new college grad would look like. If your office is currently closed, share any videos you might have on YouTube that showcase everyday life.
    - Show the fun aspects that make being in your office exciting and rewarding (tip: these should be pre-recorded so that there aren't any issues with content or employee consent).
  - **AMA** (Ask Me Anything)
    - Host this session with a recruiter, hiring manager or alum as well as a moderator.
    - Allow students to ask questions about the interview process, hiring timelines, employer perks, culture, mentorship, career growth, and overall company culture. Come prepared with a list of FAQs to help get the conversation going.
    - Event could be focused on a specific topic related to your industry current events or current events
  - **ERGs** (Employee Resource Groups)
    - Leverage internal ERGs to show future students how the company is committed to creating an inclusive workplace where each individual has a community to lean on.

IV. Virtual Recruiting and Interviewing Guidelines and Best Practices

Given the unprecedented nature of the virtual recruiting landscape in the months ahead, our team worked tirelessly with our academic planning counterparts to develop a comprehensive list of best practices to help shape recruiting plans for the Fall. The academic calendar has shifted significantly this year in order to incorporate robust social distancing practices, while also offering the important in-person experiences that exemplify our core value of community. Student classes will be a hybrid combination of in-class, virtual, and asynchronous content, and we have advised students to schedule and participate in recruiting activities from their home virtual set-up whenever possible. As such, we have identified dates and times for recruiting activities that best align with students' virtual schedules. We ask that you treat these recommendations as a guideline, as students may still require a level of

flexibility in the months ahead. We appreciate your continued partnership as we navigate these uncharted waters together.

Self-Service	Full-Service

Self-Service

- Employer manages day-of interview logistics and communication directly with students
- Employer provides virtual web conferencing room for event
- Employer generates student links for event
- Employer collects student applications on employer's proprietary application portal
- Employer works directly with students to create a personalized interview schedule

Full-Service

- UNC provides Zoom room for event
- UNC generates student links for event
- UNC collects applications in Career Connections
- UNC builds personalized interview schedule
- UNC manages day-of interview logistics and communication directly with students

As partners in these efforts, we ask that you **provide as much information as possible about your requested presentation content in the relevant 12Twenty fields on your request forms**. Accuracy of information such as target audience, preferred web conferencing software, invitation URL, and tech troubleshooting contact information will be vital to ensure a seamless shift to virtual content this fall.

Campus Presentations

Company presentations are scheduled to begin Sept 21, 2020. The below guidelines will be required in order to qualify as a "Company Presentation" in Career Connections. Any content that you plan to host for multiple schools, or during times that do not align with our recommended guidelines will fall under the label "External Event of Interest."

We will consider "External Events of Interest" fully self-service, but are happy to promote them to our students through the Career Connections events portal. For purposes of information sharing, we encourage campus partners to list all pertinent external events in our system as a convenient promotion tool. These events include, but are not limited to, regional recruiting events, diversity talks and panels, and similar multi-school events. **Fridays are the most convenient day to host this style of event**.

Guidelines

- We will allot 1 hour for all Company Presentations. We ask that all campus partners begin their presentations promptly at the listed start time and complete all presentation and break-out material by the end time listed on your approved event request form.
- How you use of your 1-hour time slot is up to you. Please see section II of this document for more robust suggestions and best practices.
- Below are the available timeslots we have identified for Company Presentations this fall. Please contact your relationship manager with any questions or special requests.

Available Times	Monday	Tuesday	Wednesday	Thursday
2-3pm EST		1Y ONLY Presentations	1Y ONLY Presentations	1Y ONLY Presentations
5-6pm EST	1Y & 2Y Presentations	1Y & 2Y Presentations	1Y & 2Y Presentations	1Y & 2Y Presentations

6:15-7:15pm EST	1Y & 2Y Presentations	1Y & 2Y Presentations	1Y & 2Y Presentations	1Y & 2Y Presentations
7:30-9pm EST	After-Hours Programming	After-Hours Programming	Structured Networking Night	After-Hours Programming

Office Hours/Coffee Chat Availability

Best Practice Recommendations: 1-3 students per timeslot, 20-30 minute timeslots, and to follow the timing recommendations in Career Connections that align best with the core class schedule.

Times	Monday	Tuesday	Wednesday	Thursday
8am-2pm EST	2Y Only	2Y Only	1Y&2Y	1Y&2Y

First-Year Core Class Schedule:

Below is an outline of the first year class schedule. Every student will have various breaks built into this schedule during which time they can sign-up for coffee chats and other 1:1 networking touchpoints. We have created standardized schedules for coffee chats and interviews in Career Connections for various meeting durations, which maximize this schedule. Please contact your relationship manager with any questions.

Monday	Tuesday	Wednesday	Thursday
8am-9:20am	*8am-9:20am*	*8am-9:20am*	*8am-9:20am*
9:30am-10:50am	*9:30am-10:50am*	*9:30am-10:50am*	*9:30am-10:50am*
11am-12:20pm	*11am-12:20pm*	*11am-12:20pm*	*11am-12:20pm*
*12:30pm-2pm - **Travel***	*12:30pm-2pm - **Travel***	*12:30pm-2pm - **Travel***	*12:30pm-2pm - **Travel***
3:30pm-4:30pm	*3:30pm-4:30pm*	*3:30pm-4:30pm*	*3:30pm-4:30pm*

Second-Year Class Schedule:

These vary greatly depending on the student's concentration and course of study. Please work directly with these students whenever possible to account for this uncertainty.

Full-Service Virtual Interviews

Please see our **key dates for MBA recruiting** document for relevant dates and deadlines.

Fall 2020 Full-time Interview Schedule

Full service virtual interviews for full-time opportunities begin Oct 5, 2020. Below are guidelines based on class times, but schedules are personalized to employer preferences and availability. As mentioned earlier, we ask that you remain as flexible as possible to help work within each student's academic schedule.

Monday	Tuesday	Wednesday	Thursday	Friday
8am-2pm EST Preferred	*8am-2pm EST Preferred*	*8am-2pm EST Preferred*	*8am-2pm EST Preferred*	*8am-5pm EST*
2pm-5pm EST As Needed	*2pm-5pm EST As Needed*	*2pm-5pm EST As Needed*	*2pm-5pm EST As Needed*	

Spring 2020 Internship Interview Schedule

Full service virtual interviews for internship opportunities begin Jan. 4, 2020. Due to the uncertainty ahead, we will plan for virtual interviews this year. Timing will remain the same as previous years, 8am-5pm EST. We recommend reserving 2nd rounds for Fridays. We thank you in advance for your patience and flexibility as we navigate this uncertain landscape.

V. Virtual Technology Platform Information

Our Employer Engagement and Recruiting team has done significant research and review of the many virtual engagement platforms. We have made the decision to use the following platforms for our Full-Service Fall virtual networking and engagement.

Brazen

Event usage: Fall 2020 Virtual Networking Forum (Early Bird Pricing Deadline – Sep. 31)

Brazen has been building virtual event software since 2012 and are on their 3rd generation virtual technology platform release. They are used by more top universities and world's top Fortune 1000 employers than any other virtual event platform because they have the most feature rich, yet easy to use event platform on the market.   They host interactive networking events, virtual hiring events, virtual career fairs, video interviewing, live webinars, live chat, and recruiting chatbots. Brazen has designed its 3rd generation virtual event platform to provide all students and employers with multiple ways to engage with one another - live webinars and video broadcasts - One-to-one text based chat - One-to-one video interviews or chats - Real-time group chat and text feed – or a student can leave a note with employers to show their interest.   They have a proprietary queuing system makes sure that all students are treated fairly and given a chance to engage with employers - their sophisticated queuing algorithms allow students to wait simultaneously in multiple lines - timed text and video chats allow the event to flow efficiently and provide a great user experience for all attendees. One of their best features is their event dashboard which provides a wide array of tracking and reporting tools of event outcomes.
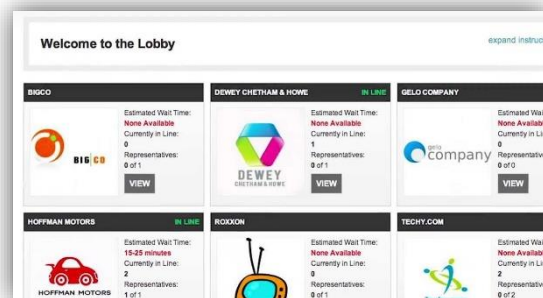
- Representation on the event landing page
  - Pre-event exposure
- Customized "booth" reflecting each exhibitor's branding, messaging, and content
  - Marketing materials
  - Corporate videos
  - External links, including job links
- Various booth communication options
  - Sophisticated queuing system
    - Intelligently organize queue based on employer-defined parameters
  - Group discussion feeds
    - Social media style posting and commenting
    - Can be made available before, during or after live event
    - Pre-event comments can provide key information prior to one-on-one chats and interviews
  - One-on-one text-based chats
    - Recruiters/reps can chat with up to 4 candidates at a time
    - Chat record available only to employer and participants after the event
    - Timed chats that can be extended
  - Transition text-based chat into an audio or video discussion
- Recruiters/reps can see candidate registration data, including resumes and other useful information
- Schedule follow-up actions in real time
- Optional video broadcast booth to host webinars during the event
  - Each live broadcast booth can have up to 4 presenters
  - Live broadcasts can be recorded
  - Presenters can share their screen to present slides or other content to attendees in their booth
- Attendee reports and analytics available post-event
- Track effectiveness of recruiters/reps
- Optional video broadcast in lounge area

VirBELA

Event Usage: Intimate Networking (requires download and avatar creation)

VirBELA is a virtual reality company that connects remote workers from around the world in an online virtual environment. They work, collaborate and talk exactly as they would do in the real world, except there is no commute and no one has to wear a tie (although you can change your avatar's clothes each day). VirBELA was designed to enable companies to grow and scale in the cloud and hire the best talent no matter where they may be located. Beyond assisting with corporate networking, VirBELA also hosts remote enterprise teams of the Fortune 500.

- Employers will have a branded virtual space in which to host interested MBA students
- Sense of space helps audience interact naturally and effectively
- Customize "space" according to number of attendees, event flow, etc.
- Show videos and PowerPoint presentations in "common" area
- Start with a group discussion before transitioning into more personal conversations
- Employ break-out rooms and areas for one-on-one conversations
- Privacy spots ensure that conversations cannot be heard by others outside of defined areas
- Custom avatars will help replicate an in-person event and assist in conversation ordering
  - Avatars can walk, sit, raise hands, and even dance
- Communicate via chat or audio
  - Spatialized voice
  - Share text, emojis, or files
- Participant profiles can be brought up with the click of a button
- Virtual campus offers numerous ice-breaker activities and topics
  - Soccer field, beach, concert hall available for team-building exercises

Gatherly

Event Usage: Intimate Networking (no download, no setup)

Today's video conferencing tools are built for productivity, not connection. Gatherly's movement system creates a dynamic and engaging environment where attendees aren't just corralled into breakout groups: they mix and mingle on their own, because they want to. Gatherly is spatial video chat technology that lets you move around and talk to anyone at your event. As soon as you move close to someone on the map, you automatically start video-chatting with them. Move into an open group, and you'll join their conversation seamlessly.
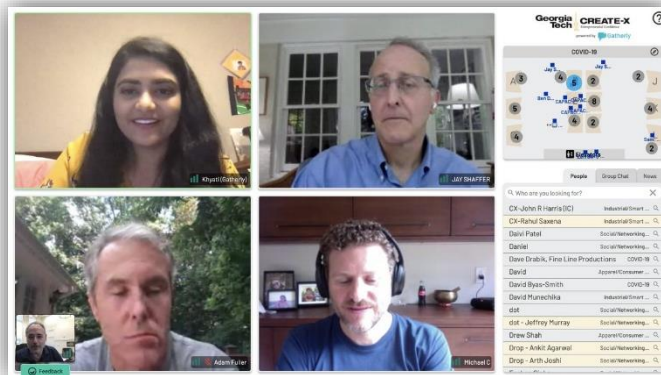
- No downloads or setup required
- Offers virtual "space" in which participants can move and mingle
- Video chat is initiated when someone comes into proximity with another
- Chat with 1 to 25 participants at a time
- Lock chats and make them private
- Create "breakout" rooms for disparate discussions or to organize networking flow
- Easy to split up into smaller groups
- Jump in and out of conversations similar to an in-person event

Training and Platform Demos

Each of the platforms will provide a demo/training prior to either a premier networking or recruiting event and/or at the beginning of the Fall season. Below are the currently scheduled demo dates and platform training resources. If you are unable to participate in the dates provided specifically for our Company partners, or if you want to wait until a time closer to an event you are hosting, you may visit the links provided below for self-directed demos/trainings.

Below is a list of training dates with corresponding links. If you are not able to attend one of these trainings/demos, we have also included links to recorded demos/trainings.

Technology	Date of Demo or training	Registration Link or Instructions
Brazen	Live Demo TBA	Video Training Available
VirBELA	M-F 12:00PM, 2:00PM, 4:00PM ET	Book a Daily Tour Now
Gatherly	September 23rd or 25th at 2pm	https://room.gatherly.io

Additional Online Resources

Brazen -
- Brazen Platform Training
- Brazen Virtual Events For Universities Deck
- Brazen Video Features Demo (7 minutes)
- Brazen online general demo (13 minute recording)
- Brazen Privacy
- Brazen Security

VirBELA -
- VirBELA Onboarding

Gatherly -
- Gatherly FAQs

Appendix 1 – Attendance Instructions

Company-hosted Event Instructions for Attendance Using Various Virtual Platforms
Being able to accurately take attendance is one of the most important steps in virtual outreach. This is especially true when presenting at Kenan-Flagler because your Relationship Manager will provide you with a curated resume book of attendees within 48 hours of receiving your attendance report from the company presentation. Below you will find the steps necessary to take attendance across several of the platforms that could be used in the fall.

ZOOM

1. Log in to Zoom on the web
2. Click Reports and then choose Usage Report
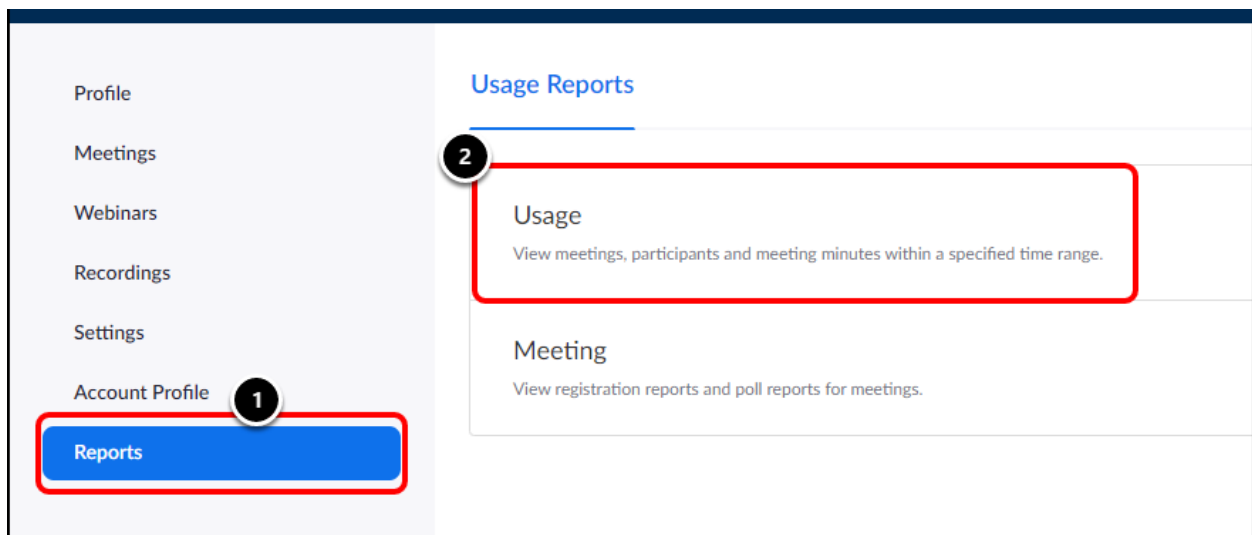
3. Check that the date range at the top includes the session for which you want to take attendance. Then click on the Participants link for the session.
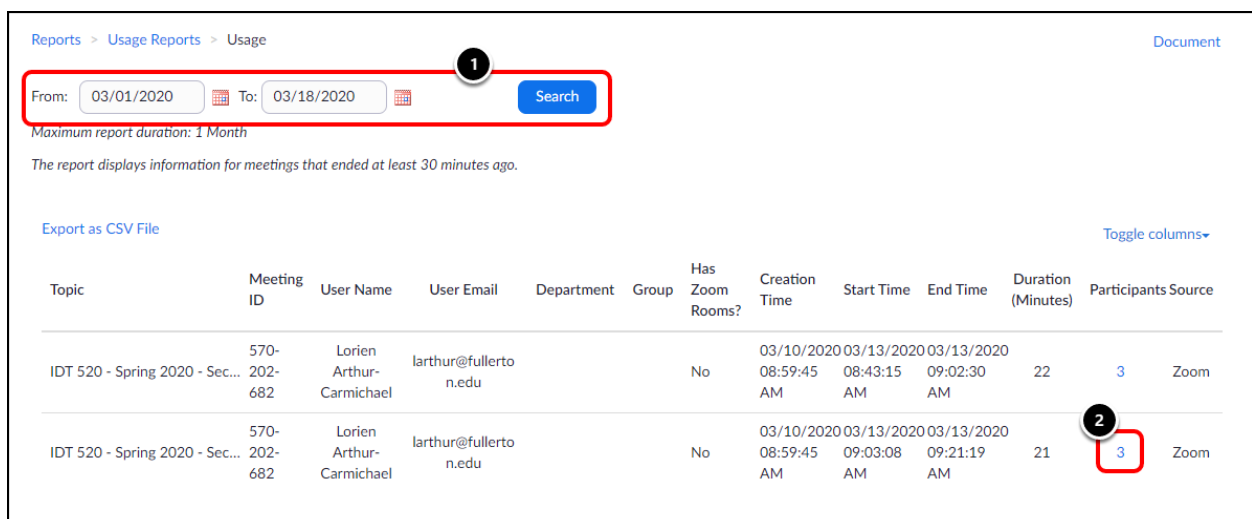
4. Review the report. Check the Export with meeting data checkbox. Click Show Unique users to see a collapsed list of each unique attendee and their total duration.

5. Click Export. An Excel file will download to your computer. Open the Excel file.

WEBEX

1. Log in to your WebEx account. Select 'My WebEx' in the top menu.
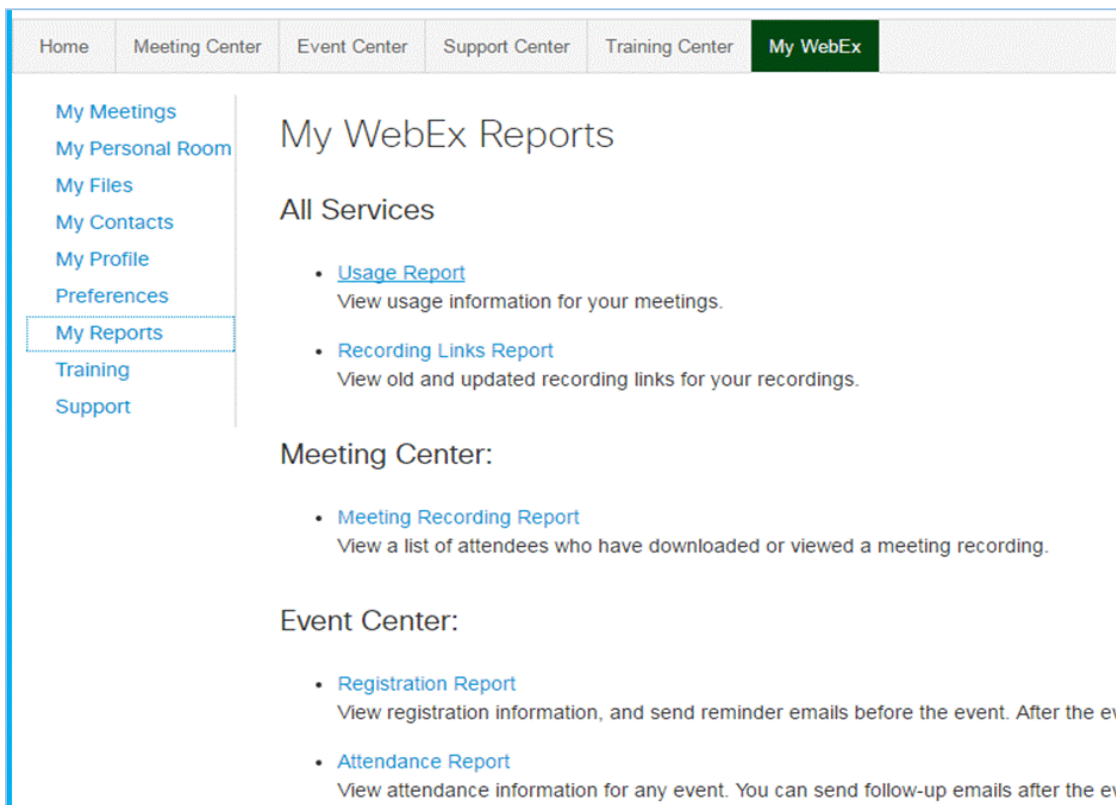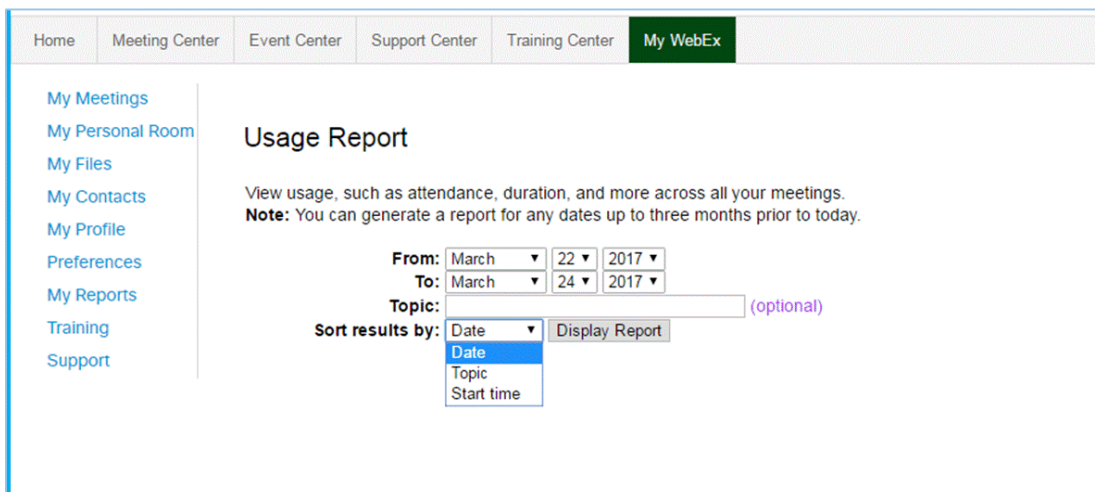
2. On the MyWebEx page - Select 'My Reports' from the menu on the left of the page.

3. Click the 'Usage Report" hyperlink.
4. Select your date range and a sort option to search. Click Display Report button.

5. Click on the appropriate meeting title from the results.

6. The report will display each attendee's record. It includes the Enter/Exit times and the amount of time spent in the meeting. You can select Printer-friendly format or Export Report (Excel) buttons.

BLUEJEANS

To review your Meeting History, please follow these instructions:

1. Open your Applications Menu in the top right-hand corner of the dashboard and select Meeting History.
2. Click on an any Meeting Entry to pull up an overview of the session.
3. Click on Export Meeting History to create a csv report.

To review your Group's Meeting & Download History, please follow these instructions:

1. Access your Admin Console and select Meeting History from the side menu.
2. Click on an any Meeting Entry to pull up an overview of the session.
3. Click the Downloads tab to see list of reports generated by the group's users
4. Click on Export Meeting or Attendee History to create a csv report.
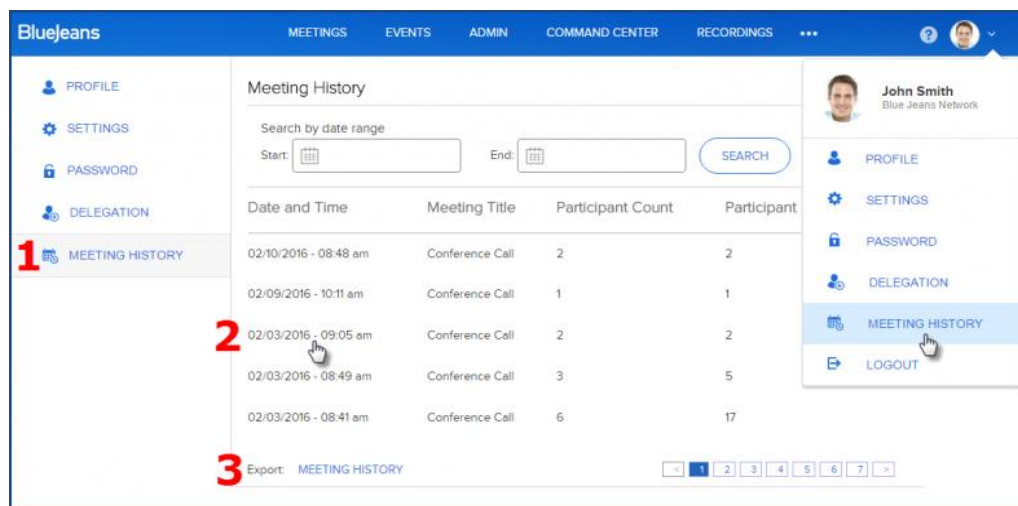

GOTOMEETING

To view meeting history :

1. Log in to www.gotomeeting.com and select My Meetings and then Meeting History from the left navigation.
2. Select the time frame and click the Show History button.
3. Click the number in the attendee column to display attendee names, email addresses and join/leave times.
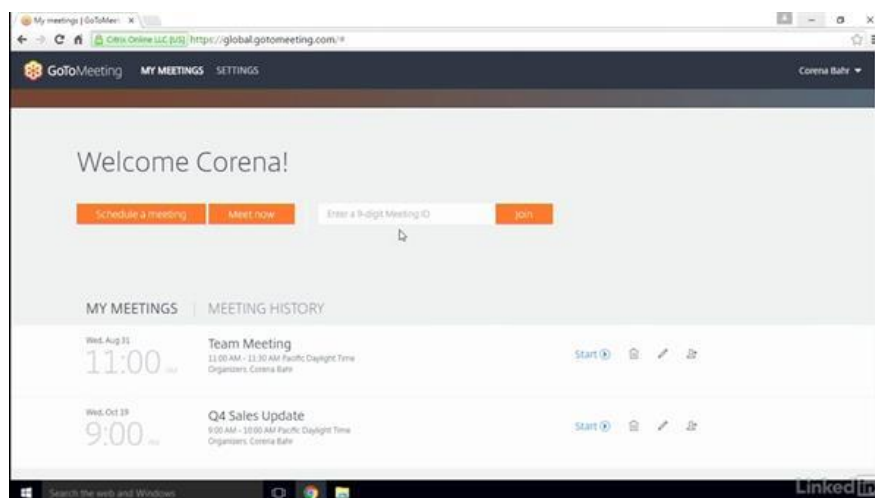
MICROSOFT TEAMS

1. During the meeting, select **Show participants** and choose **Download attendee list** .
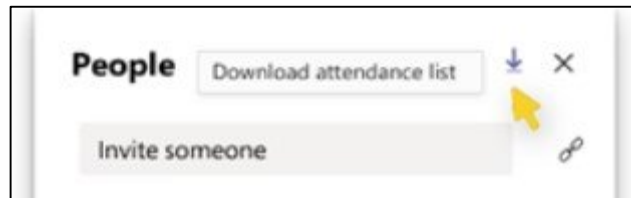
2. The report will download as a .CSV file that can be opened in Excel. The .CSV file contains the **name**, **join time**, and **leave time** of all meeting attendees.
3. Keep in mind that you'll only be able to download the attendance report while the meeting is in progress and participants are still present.


GOOGLE MEET

How to Get the Google Meet Attendance Chrome Extension:

1. Go to the Chrome Web Store and search for "Meet Attendance." Alternatively, you could also click on this link to jump ahead.
2. After locating the extension, hit 'Add to Chrome.' Let it install. After successfully installing, the extension would light up when you're on a supported page — Meet's official portal.
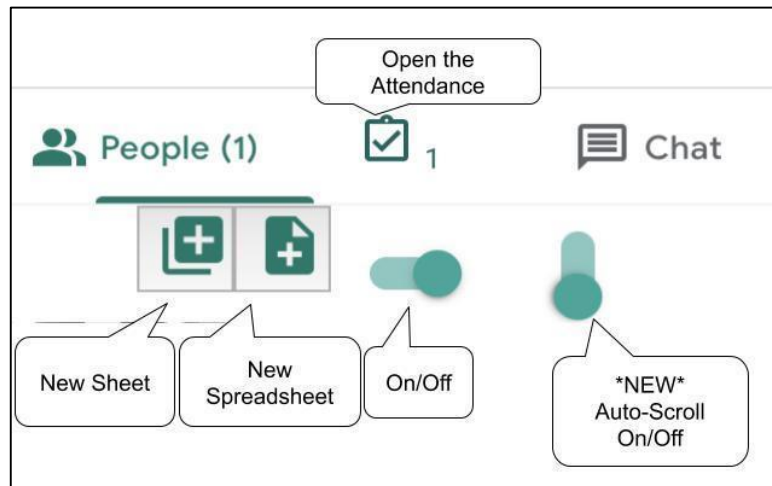

How to Take Attendance in Google Meet:

1. Open Google Meet in your browser.
2. Now, when a Google Meet session/meeting is underway, you'll notice an extra tab — checkbox — right beside the 'People' tab.
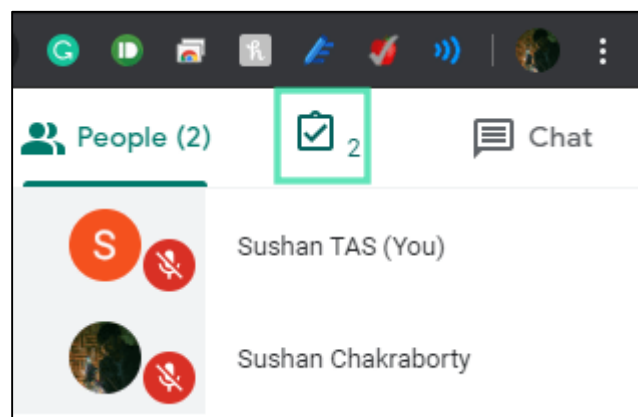
3. Click on the tab to go to you the Google Sheet where attendance details are being stored.
4. Hover the tab and you'll find a couple of options. Click on the '+' Spreadsheet icon to create a separate spreadsheet for longer meetings. The first unnamed horizontal toggle, on the other hand, is used to automatically log the participants.
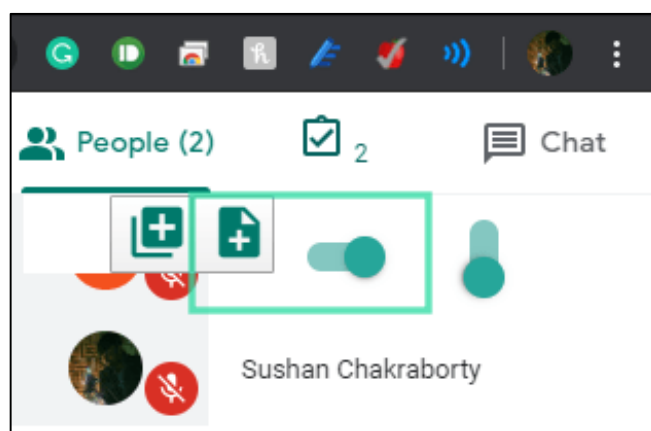
5. Toggle off and on to capture the current attendees, and then click on the checkbox tab to access the spreadsheet. Name of attendees, alongside meeting URL and joining time would be displayed on the sheet.

Appendix 2 – Food & Beverage Options

Food and Beverage Resources

With these unusual times, there are many businesses and families experiencing significant loss. With our Fall season moving to virtual engagements, our local businesses will ultimately continue to experience a loss of revenues. In order to support them and our employer partners, we have contacted many businesses to see if they want to participate in providing food and beverages for virtual events hosted by our employer partners. Below is a list of restaurants with offerings and cost structures for your consideration when developing and registering our virtual campus events.

Establishment	Offerings and Cost	Notes
Linda's Bar and Grill 203 E FRANKLIN ST, CHAPEL HILL, NC 27514 919-933-6663	$14 - Yuengs & Wings $8 - Half-Dozen Wings $13 – Dozen Wings $10 - Loaded Fries (full) $7 - Loaded Fries (half) $11 - Loaded Potato Tots (full) $8 - Loaded Tots (half) $7 - Mac & Cheese $12 - Fingers and Fries $12 - Combo Basket	Linda's is willing to work with you to create food & drink combos for your event.
Mama Dip's Kitchen 408 WEST ROSEMARY STREET CHAPEL HILL, NC 27516 919-593-2279	**Grazing Boxes-** Nibble on This - $12.95 Cheddar Relish, Fried Walnuts, Ham Biscuits, Grapes & Crackers **It's a Southern Thang**- $12.95 Shrimp Stuffed Eggs, Pecan Crisp Crackers, Zucchini Cornbread Bites, Vegetable Spread, Candied Bacon Saltines **Cocktails**- $7.95 Peach Mango Fizz Watermelon Sangria Lemonade, Tea $2.95	
Mediterranean Deli 410 W FRANKLIN ST CHAPEL HILL, NC 27516 919-967-2666	2 drinks (alcoholic or non-alcoholic), a small Chicken Kebob, Hummus and Pita for $18.50	
Top of the Hill 100 E FRANKLIN ST #300 CHAPEL HILL, NC 27514 919-679-9120 EXT. 3	A plethora of customized packages that match your event.	Between upstairs and the Great Room, TotH has a variety of ways that recruiting companies and students could interact in an appropriate socially distant way.