



KENAN-FLAGLER  
BUSINESS SCHOOL

2021-2022

# VIRTUAL FALL RECRUITING AND ENGAGEMENT PLAYBOOK

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## I. INTRODUCTION AND CONTACT INFORMATION

After a year of social distancing and working remotely, we have all transitioned considerably well to a virtual environment and embraced the flexibility it offers. Yet, making connections and networking in-person is a high priority for our students for the upcoming recruiting season. At this point, all events will remain virtual with the possibility of hosting limited, small in-person events if the health and safety of our staff, students and employer partners can be maintained. Nevertheless, the Employer Engagement & Recruiting (EE&R) team remains committed to ensuring our employer partners have successful virtual engagement and recruiting opportunities to develop relationships with our students and clubs.

This playbook provides guidelines, logistical information, suggestions and recommendations about our Fall virtual engagement events and recruiting. This is not exhaustive of the many questions that may arise over the coming months but should serve as a starting point for your networking and recruiting at Kenan-Flagler Business School. If there are questions or suggestions, please reach out to your Relationship Manager.

NAME	RESPONSIBLE AREA	CONTACT INFORMATION
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**Note:** Industry assignment is for Full-Time MBA Program. For those employers with an interest in discussing our Working Professional student population, please contact Sandra Chandler.

Working Professional students are currently working full-time and enrolled in one of the following Executive MBA formats (evening, online or weekend).

## II. KEY INFORMATION SUMMARY

Our 2021 fall recruiting activities will remain fully virtual. This decision was made based on feedback we've received from employer partners on travel restrictions that will continue to be in place throughout this year, and we want to continue to ensure the safety of our students, staff, and company representatives. Student classes will return to in-person, and we are working diligently to ensure students can successfully participate in virtual recruiting while on campus. There is the possibility of hosting limited, small in-person events as guidelines continue to change and the health and safety of all involved can be maintained. We appreciate your flexibility and patience as we continue to navigate the virtual environment.

### Dual-Service Model

To continue 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

### 2021-22 Key Recruiting Dates

Please see our [key dates for MBA recruiting](#) document for relevant dates and deadlines.

### Resume Books Available – Sept. 3, 2021

Student resume books will be available for download and review on Friday, Sept. 3.

# VIRTUAL FALL RECRUITING AND ENGAGEMENT PLAYBOOK

## COMPANY PRESENTATION AVAILABILITY

Company presentations begin Sept. 13, 2021 for Second-Year (2Y) students and Sept. 14, 2021 for First-Year (1Y) students. We recommend Friday for all external multi-school events.

TIMES	MONDAY	TUESDAY	WEDNESDAY	THURSDAY
12:45-1:45pm EST		1Y & 2Y Presentations	1Y & 2Y Presentations	1Y & 2Y Presentations
5-6pm EST	1Y & 2Y Presentations	1Y & 2Y Presentations	1Y & 2Y Presentations	1Y & 2Y Presentations
7-8pm EST	1Y & 2Y Presentations	1Y & 2Y Presentations	1Y & 2Y Presentations	1Y & 2Y Presentations

## OFFICE HOURS/COFFEE CHAT AVAILABILITY

**Best Practice Recommendations:** 20-30 minute time slots with 1-3 students, 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

### Fall 2021 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	August 23	September 12	September 16	September 20	Sept. 27 – Oct. 1
2	August 23	September 19	September 23	September 27	October 4 – 8
3	August 23	October 10	October 14	October 18	October 25 – 29
4	August 23	October 17	October 21	October 25	November 1 – 5
5	August 23	October 24	October 28	November 1	November 8 – 12

### Fall 2021 Full-Time Interview Schedule

Full-service virtual interviews for full-time opportunities begin Sept. 27, 2021. 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 2022 On-Campus Internship Interview Cadence

SPRING 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	October 18	November 9	November 15	November 22 - 23	Nov. 30 - Dec. 1 (IB ONLY)
2	October 25	December 5	December 9	December 13	January 3 - 7
3	October 25	December 12	December 16	January 3	January 10 - 14
4	October 25	January 2	January 6	January 10	January 17 - 21
5	October 25	January 9	January 13	January 17	January 24 - 28
6	October 25	January 16	January 20	January 24	Jan. 31 - Feb. 4

## Spring 2022 Internship Interview Schedule

Full-service virtual interviews for internship opportunities begin Jan. 3, 2022. Due to the continued uncertainty, we will continue to monitor changes to guidelines to decide whether interviews will be virtual in Spring 2022. We will share our decision as soon as possible. Timing will remain the same as previous years, 8am-5pm EST. We recommend reserving second Rounds for Fridays. We thank you in advance for your patience and flexibility.

## MBA Virtual Networking Forum - SAVE THE DATE! - Friday, Sept. 24 (registration opens TBD)

Our premier networking event will be hosted virtually this year via Talentspace (<https://talentspace.io/>). For registration and pricing information, please visit [Career Connections](#). Please contact your Relationship Manager for more details.

## Available Recruiting Events in Career Connections for 2021-2022 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
- **External Multi-School Event** – Designed for employers with national/regional broadcast strategies or holding events that address multiple schools simultaneously.

## III. NETWORKING AND ENGAGEMENT EVENTS

Student classes will be conducted fully in-person for the 2021-2022 academic year. Alternatively, all recruiting activities will remain virtual based on current guidelines from the University. As such, we have worked closely with the academics team and other MBA program staff to ensure students can successfully participate in virtual events while on campus. The EE&R team will assist in reserving classroom and other available spaces to provide an appropriate location for virtual networking and engagement. **We appreciate your continued partnership and flexibility as we adapt to changing guidelines.**

### 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
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## 2021-22 Key Recruiting Dates

Please see our [key dates for MBA recruiting](#) document for relevant dates and deadlines.

## Resume Books Available – Sept. 3, 2021

Student resume books will be available for download and review on Friday, Sept. 3.

## Company Presentations

Company presentations are scheduled to begin Sept. 13, 2021 for Second-Year (2Y) students and Sept. 14, 2021 for First-Year (1Y) students. The guidelines below are required 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 event label "External Event of Interest."

We will consider "External Events of Interest" fully self-service, but we 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.**

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 continue a seamless to virtual recruiting experience.

# VIRTUAL FALL RECRUITING AND ENGAGEMENT PLAYBOOK

## COMPANY PRESENTATION 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 your 1-hour time slot is up to you. Please see Appendix A of this document for more robust suggestions and best practices.
- Below are the available time slots we have identified for Company Presentations this Fall. Please contact your Relationship Manager with any questions or special requests.

TIMES	MONDAY	TUESDAY	WEDNESDAY	THURSDAY
12:45-1:45pm EST		1Y & 2Y Presentations	1Y & 2Y Presentations	1Y & 2Y Presentations
5-6pm EST	1Y & 2Y Presentations	1Y & 2Y Presentations	1Y & 2Y Presentations	1Y & 2Y Presentations
7-8pm EST	1Y & 2Y Presentations	1Y & 2Y Presentations	1Y & 2Y Presentations	1Y & 2Y Presentations

The EE&R team will provide classroom spaces for students to log into virtual company presentations while on campus for the 12:45 – 1:45pm time slot and the 5:00 – 6:00pm time slot. However, classrooms or other spaces will not be reserved for the 7:00 – 8:00pm time slot. Students are required to log into presentations from home or another appropriate location.

## OFFICE HOURS/COFFEE CHAT AVAILABILITY

**Best Practice Recommendations:** 20-30 minute time slots with 1-3 students, 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

## 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 office hours/coffee chats and other 1:1 networking touchpoints. We have created standardized schedules for office hours/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 - <b>Lunch</b>	12:30pm-2pm - <b>Lunch</b>	12:30pm-2pm - <b>Lunch</b>	12:30pm-2pm - <b>Lunch</b>
3:30pm-4:30pm	3:30pm-4:30pm	3:30pm-4:30pm	3:30pm-4:30pm

# VIRTUAL FALL RECRUITING AND ENGAGEMENT PLAYBOOK

## SECOND-YEAR CORE 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

### Fall 2021 Full-Time Interview Schedule

Full service virtual interviews for full-time opportunities begin Sept. 27, 2021. 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 2022 Internship Interview Schedule

Full-service virtual interviews for internship opportunities begin Jan. 3, 2022. Due to the continued uncertainty, we will continue to monitor changes to guidelines to decide whether interviews will be virtual in Spring 2022. We will share our decision as soon as possible. Timing will remain the same as previous years, 8am-5pm EST. We recommend reserving second Rounds for Fridays. We thank you in advance for your patience and flexibility.

## FALL 2021 ON-CAMPUS INTERVIEW CADENCE

FALL WEEK	OCI PERIOD	START DATE & TIME	END DATE & TIME
<b>1</b> September 27 - Oct. 1	Employer Pre-Registration Period	05/19/2021, 8:00am EDT	08/09/2021, 5:00pm EDT
	Student Application Period	08/23/2021, 12:30pm EDT	09/12/2021, 11:59pm EDT
	Employer Decision Period	09/13/2021, 12:00am EDT	09/16/2021, 12:00pm EDT
	Extended Interview Student Decision and Sign-up Period	09/20/2021, 12:30pm EDT	09/22/2021, 8:59pm EDT
	Alternate First-Come, First Serve Period	09/22/2021, 9:00pm EDT	09/22/2021, 11:59pm EDT
<b>2</b> October 4 - 8	Employer Pre-Registration Period	05/19/2021, 8:00am EDT	08/09/2021, 5:00pm EDT
	Student Application Period	08/23/2021, 12:30pm EDT	09/19/2021, 11:59pm EDT
	Employer Decision Period	09/20/2021, 12:00am EDT	09/23/2021, 12:00pm EDT
	Extended Interview Student Decision and Sign-up Period	09/27/2021, 12:30pm EDT	09/29/2021, 8:59pm EDT
	Alternate First-Come, First Serve Period	09/29/2021, 9:00pm EDT	09/29/2021, 11:59pm EDT
<b>3</b> October 25 - 29	Employer Pre-Registration Period	05/19/2021, 8:00am EDT	08/09/2021, 5:00pm EDT
	Student Application Period	08/23/2021, 12:30pm EDT	10/10/2021, 11:59pm EDT
	Employer Decision Period	10/11/2021, 12:00am EDT	10/14/2021, 12:00pm EDT
	Extended Interview Student Decision and Sign-up Period	10/18/2021, 12:30pm EDT	10/20/2021, 8:59pm EDT
	Alternate First-Come, First Serve Period	10/20/2021, 9:00pm EDT	10/20/2021, 11:59pm EDT
<b>4</b> November 1 - 5	Employer Pre-Registration Period	05/19/2021, 8:00am EDT	08/09/2021, 5:00pm EDT
	Student Application Period	08/23/2021, 12:30pm EDT	10/17/2021, 11:59pm EDT
	Employer Decision Period	10/18/2021, 12:00am EDT	10/21/2021, 12:00pm EDT
	Extended Interview Student Decision and Sign-up Period	10/25/2021, 12:30pm EDT	10/27/2021, 8:59pm EDT
	Alternate First-Come, First Serve Period	10/27/2021, 9:00pm EDT	10/27/2021, 11:59pm EDT
<b>5</b> November 8 - 12	Employer Pre-Registration Period	05/19/2021, 8:00am EDT	08/09/2021, 5:00pm EDT
	Student Application Period	08/23/2021, 12:30pm EDT	10/24/2021, 11:59pm EDT
	Employer Decision Period	10/25/2021, 12:00am EDT	10/28/2021, 12:00pm EDT
	Extended Interview Student Decision and Sign-up Period	11/01/2021, 12:30pm EDT	11/03/2021, 8:59pm EDT
	Alternate First-Come, First Serve Period	11/03/2021, 9:00pm EDT	11/03/2021, 11:59pm EDT

## SPRING 2021 - 22 ON-CAMPUS INTERNSHIP INTERVIEW CADENCE

SPRING WEEK	OCI PERIOD	START DATE & TIME	END DATE & TIME
<b>1</b> November 30 – December 1	Employer Pre-Registration Period	05/19/2021, 8:00am EDT	10/04/2021, 5:00pm EDT
	Student Application Period	10/18/2021, 12:30pm EDT	11/09/2021, 11:59pm EDT
	Employer Decision Period	11/10/2021, 12:00am EDT	11/15/2021, 12:00pm EDT
	Extended Interview Student Decision and Sign-up Period	11/22/2021, 12:30pm EDT	11/23/2021, 8:59pm EDT
	Alternate First-Come, First Serve Period	11/23/2021, 9:00pm EDT	11/23/2021, 11:59pm EDT
<b>2</b> January 3 – 7	Employer Pre-Registration Period	05/19/2021, 8:00am EDT	10/11/2021, 5:00pm EDT
	Student Application Period	10/25/2021, 12:30pm EDT	12/05/2021, 11:59pm EDT
	Employer Decision Period	12/06/2021, 12:00am EDT	12/09/2021, 12:00pm EDT
	Extended Interview Student Decision and Sign-up Period	12/13/2021, 12:30pm EDT	12/15/2021, 8:59pm EDT
	Alternate First-Come, First Serve Period	12/15/2021, 9:00pm EDT	12/15/2021, 11:59pm EDT
<b>3</b> January 10 – 14	Employer Pre-Registration Period	05/19/2021, 8:00am EDT	10/11/2021, 5:00pm EDT
	Student Application Period	10/25/2021, 12:30pm EDT	12/12/2021, 11:59pm EDT
	Employer Decision Period	12/13/2021, 12:00am EDT	12/16/2021, 12:00pm EDT
	Extended Interview Student Decision and Sign-up Period	01/03/2022, 12:30pm EDT	01/05/2022, 8:59pm EDT
	Alternate First-Come, First Serve Period	01/05/2022, 9:00pm EDT	01/05/2022, 11:59pm EDT
<b>4</b> January 17 – 21	Employer Pre-Registration Period	05/19/2021, 8:00am EDT	10/11/2021, 5:00pm EDT
	Student Application Period	10/25/2021, 12:30pm EDT	01/02/2022, 11:59pm EDT
	Employer Decision Period	01/03/2022, 12:00am EDT	01/06/2022, 12:00pm EDT
	Extended Interview Student Decision and Sign-up Period	01/10/2022, 12:30pm EDT	01/12/2022, 8:59pm EDT
	Alternate First-Come, First Serve Period	01/12/2022, 9:00pm EDT	01/12/2022, 11:59pm EDT
<b>5</b> January 24 – 28	Employer Pre-Registration Period	05/19/2021, 8:00am EDT	10/11/2021, 5:00pm EDT
	Student Application Period	10/25/2021, 12:30pm EDT	01/09/2022, 11:59pm EDT
	Employer Decision Period	01/10/2022, 12:00am EDT	01/13/2022, 12:00pm EDT
	Extended Interview Student Decision and Sign-up Period	01/17/2022, 12:30pm EDT	01/19/2022, 8:59pm EDT
	Alternate First-Come, First Serve Period	01/19/2022, 9:00pm EDT	01/19/2022, 11:59pm EDT
<b>6</b> January 31 – February 4	Employer Pre-Registration Period	05/19/2021, 8:00am EDT	10/11/2021, 5:00pm EDT
	Student Application Period	10/25/2021, 12:30pm EDT	01/16/2022, 11:59pm EDT
	Employer Decision Period	01/17/2022, 12:00am EDT	01/20/2022, 12:00pm EDT
	Extended Interview Student Decision and Sign-up Period	01/24/2022, 12:30pm EDT	01/26/2022, 8:59pm EDT
	Alternate First-Come, First Serve Period	01/26/2022, 9:00pm EDT	01/26/2022, 11:59pm EDT



## **MBA Virtual Networking Forum - SAVE THE DATE! - Friday, Sept. 24 (registration opens TBD)**

Our premier networking event will be hosted virtually this year via Talentspace (<https://talentspace.io/>). For registration and pricing information, please visit [Career Connections](#). Please contact your Relationship Manager for more details.

## **Available Recruiting Events in Career Connections for 2021-2022 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
- **External Multi-School Event** – Designed for employers with national/regional broadcast strategies or holding events that address multiple schools simultaneously.

## **IV. VIRTUAL RECRUITING AND INTERVIEWING INSTRUCTIONS AND BEST PRACTICES**

### **Signing Up for Company Presentations, Full-Time Recruiting, Internship Dates and Other Events**

This year, the EE&R team is utilizing a survey format to gather employers' preferences on which weeks, days, and times to host company presentations, full-time interviews, and internship interviews. This process will be more seamless and allow us to better accommodate our employer partners. Additionally, this survey will collect information on any external events hosted by companies so we can add these dates to our calendar and share detail with students.

Nevertheless, our team will continue to be strategic in considering these preferences when confirming the dates and times with employers. There are potential conflicts and pitfalls in pairing companies within the same industries or who seek similar talent for programs such as leadership development. We want to continue to ensure each company has an equal opportunity to host as many students as interested in attending their events and applying to their jobs and internships.

After scheduling and confirming, we remain open to changing the dates and times selected for your company, but we continue to ask for patience and flexibility in the event we receive this request from multiple companies.

## **Event Registration**

In order to sign up for any event that is sponsored by the EE&R team, you must create an account in Career Connections if you do not already have one (<https://mba-kenan-flagler-unc.12twenty.com/hire>). Once we receive a company's preferences, your Relationship Manager will reach out to confirm a date and time along with links already created for the company presentation and for full-time and/or internship interviews; some companies 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.

## **Before the Event**

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.

## **Help Students Prepare**

Send virtual presentation materials for students in advance through Career Connections or our Employer Engagement and Recruiting email at [employerengagementteam@kenan-flagler.unc.edu](mailto: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.

## **Day of Event Internal Administration**

Our Career & 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 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.

## APPENDIX A – RECOMMENDATIONS FOR VIRTUAL ENGAGEMENT

### Virtual Engagement Best Practices, Logistical and Tactical Recommendations

Based on student feedback and best practices we have 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 a 60-minute time frame for company presentations. 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 Appendix C 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 Career & Leadership (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.

### 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: 3-4 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](mailto:employerengagementteam@kenan-flagler.unc.edu).

### 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 can have 3 to 4 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 the day-of?

- We suggest staffing your chat room at least 15 minutes before the start of the event time 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 I 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.

## APPENDIX B – EVENT IDEAS

### 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**
  - o 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

- o 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

- o Select a topic relative to your industry or company and an individual or monthly event.

### • Employee Panel

- o 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

- o 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.
- o 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)

- o Host this session with a recruiter, hiring manager or alum as well as a moderator.
- o 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.
- o Event could be focused on a specific topic related to your industry current events or current events

### • ERGs (Employee Resource Groups)

- o Leverage internal ERGs to show future students how the company is committed to creating an inclusive workplace where everyone has a community to lean on.

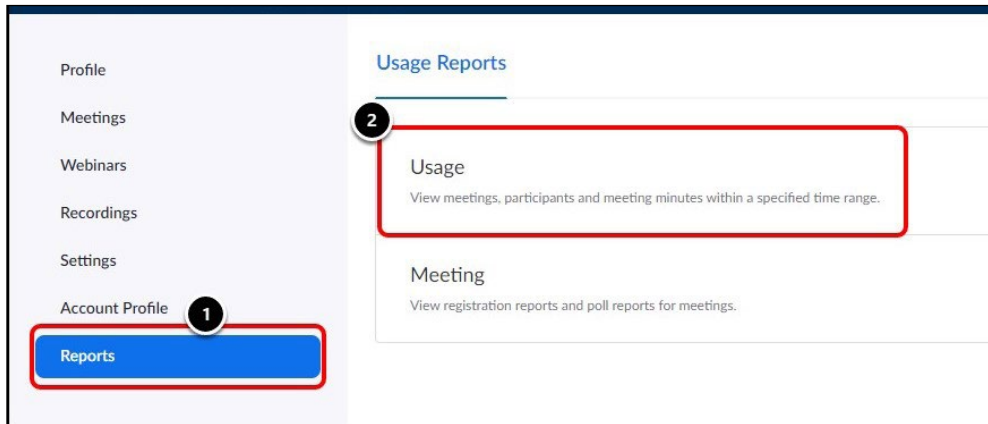
## APPENDIX C – TAKING ATTENDANCE

### Company-Hosted Event Instructions for Attendance Using Various Virtual Platforms

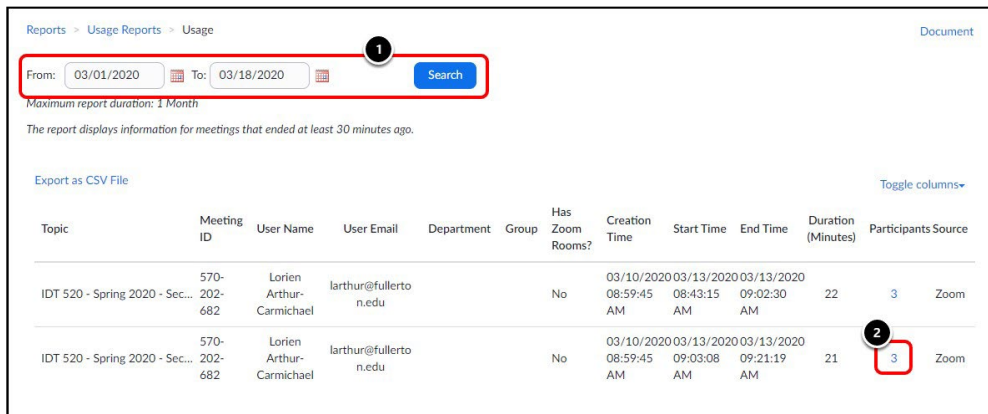
Being able to accurately take attendance is one of the most important steps in virtual outreach. This is especially true when presenting at Kenan-Flagler because your Relationship Manager will provide you with a curated resume book of attendees within 48 hours of receiving your attendance report from 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.



# VIRTUAL FALL RECRUITING AND ENGAGEMENT PLAYBOOK

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.

Meeting Participants

☒ Export with meeting data
 ☐ Show unique users
 Export

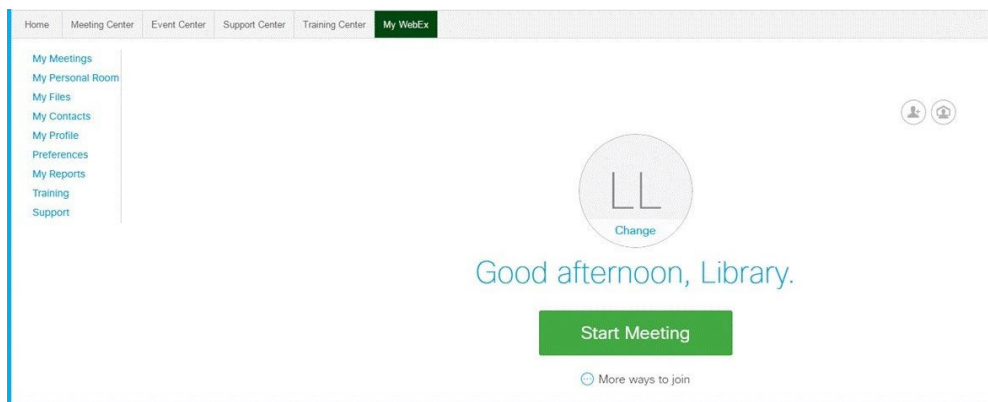
Name (Original Name)	User Email	Join Time	Leave Time	Duration (Minutes)	Attentiveness Score
Lorien Arthur-Carmichael	larthur@fullerton.edu	03/13/2020 08:43:14 AM	03/13/2020 09:02:29 AM	20	100.0%
Lori	lori.arthur@csu.fullerton.edu	03/13/2020 08:43:40 AM	03/13/2020 08:43:59 AM	1	100.0%
Lorien Arthur-Carmichael	lori.arthur@csu.fullerton.edu	03/13/2020 09:01:39 AM	03/13/2020 09:01:49 AM	1	100.0%

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

	A	B	C	D	E	F	G
1	Meeting ID	Topic	Start Time	End Time	User Email	Duration (Minutes)	Participants
2	570202682	IDT 520 - Spring 2020 - Section 01	3/13/2020 8:43	3/13/2020 9:02	larthur@fullerton.edu	20	3
3							
4	Name (Original Name)	User Email	Join Time	Leave Time	Duration (Minutes)	Attentiveness Score	
5	Lorien Arthur-Carmichael	larthur@fullerton.edu	3/13/2020 8:43	3/13/2020 9:02	20	100.00%	
6	Lori	lori.arthur@csu.fullerton.edu	3/13/2020 8:43	3/13/2020 8:43	1	100.00%	
7	Lorien Arthur-Carmichael	lori.arthur@csu.fullerton.edu	3/13/2020 9:01	3/13/2020 9:01	1	100.00%	
8							

## 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.



Home Meeting Center Event Center Support Center Training Center **My WebEx**

My Meetings  
My Personal Room  
My Files  
My Contacts  
My Profile  
Preferences  
**My Reports**  
Training  
Support

## My WebEx Reports

### All Services

- [Usage Report](#)  
View usage information for your meetings.
- [Recording Links Report](#)  
View old and updated recording links for your recordings.

### Meeting Center:

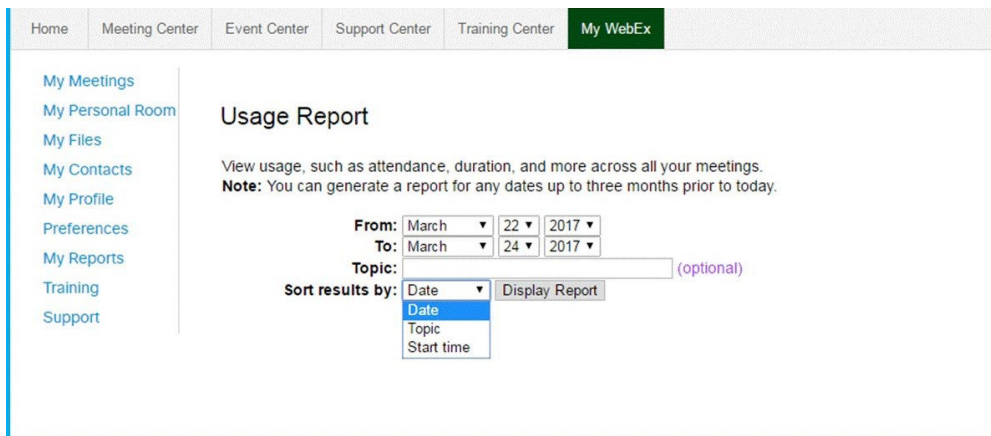
- [Meeting Recording Report](#)  
View a list of attendees who have downloaded or viewed a meeting recording.

### Event Center:

- [Registration Report](#)  
View registration information, and send reminder emails before the event. After the event, you can send follow-up emails.
- [Attendance Report](#)  
View attendance information for any event. You can send follow-up emails after the event.

3. Click the 'Usage Report' hyperlink.

4. Select your date range and a sort option to search. Click Display Report button.



Home Meeting Center Event Center Support Center Training Center **My WebEx**

My Meetings  
My Personal Room  
My Files  
My Contacts  
My Profile  
Preferences  
**My Reports**  
Training  
Support

## Usage Report

View usage, such as attendance, duration, and more across all your meetings.  
**Note:** You can generate a report for any dates up to three months prior to today.

**From:** March 22 2017  
**To:** March 24 2017  
**Topic:** (optional)  
**Sort results by:** Date

Date  
Topic  
Start time

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



# VIRTUAL FALL RECRUITING AND ENGAGEMENT PLAYBOOK

Home

Meeting Center

Event Center

Support Center

Training Center

My WebEx

Library/Learning Services... Log Out

My Meetings

My Personal Room

My Files

My Contacts

My Profile

Preferences

My Reports

Training

Support

Usage Summary Report

Search Results from 3/22/17 to 3/24/17, Central Daylight Time (Chicago, GMT-05:00)

Search again

Preliminary Usage Summary Report

Caution: This is a preliminary report. It provides immediate access to session data before the final report becomes available. When the final report is available, session data appears only in the final report, not in the preliminary report.

Printer-friendly Format

Export Report

Topic	Meeting Type	Date	Invited	Registered	Attended
Library Learning Services's Personal Room	PRO	3/24/17	0	N/A	1
Library Learning Services's Personal Room	PRO	3/23/17	0	N/A	1

Final Usage Summary Report

Sort results by clicking on the column headers.

Printer-friendly Format

Export Report

Topic	Meeting Type	Date *	Start time	Duration	Invited	Registered	Attended	Tools
Library Learning Services's Personal Room	PRO	3/23/17	3:08 pm	49 mins	0	N/A	2	Detail
Library Learning Services's Personal Room	PRO	3/22/17	1:48 pm	96 mins	1	N/A	12	Detail

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.

Home

Meeting Center

Event Center

Support Center

Training Center

My WebEx

Library/Learning Services... Log Out

My Meetings

My Personal Room

My Files

My Contacts

My Profile

Preferences

My Reports

Training

Support

Session Detail Report

Printer-friendly Format

Export Report

Session detail for "Library Learning Services's Personal Room"

All sessions in Central Daylight Time (Chicago, GMT-05:00)

Participant 1

Name:	Bonnie Ostrand	Email:	bonnie.ostand@grasmussen.edu
Invited:	No	Registered:	N/A
Date:	3/22/17	Start time:	2:02 pm
End time:	3:23 pm	Duration:	81 mins
Company:		Title:	
Phone Number:		Address 1:	
Address 2:		City:	
State/Province:		Country/region:	
ZIP/Postal Code:		Network joined from:	External

Participant 2

Name:	Sara Stambaugh	Email:	sara.stambaugh@grasmussen.edu
Invited:	No	Registered:	N/A
Date:	3/22/17	Start time:	1:57 pm
End time:	3:00 pm	Duration:	64 mins
Company:		Title:	
Phone Number:		Address 1:	
Address 2:		City:	
State/Province:		Country/region:	
ZIP/Postal Code:		Network joined from:	External

Participant 3

Name:	Bethany Marston	Email:	bethany.marston@grasmussen.edu
Invited:	Yes	Registered:	N/A
Date:	3/22/17	Start time:	2:17 pm
End time:	3:23 pm	Duration:	66 mins
Company:		Title:	
Phone Number:		Address 1:	
Address 2:		City:	
State/Province:		Country/region:	
ZIP/Postal Code:		Network joined from:	External

## 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 any Meeting Entry to pull up an overview of the session.
3. Click on Export Meeting History to create a csv report.

BlueJeans

MEETINGS

EVENTS

ADMIN

COMMAND CENTER

RECORDINGS

...

GROUP SETTINGS

MANAGE USERS

1 MEETING HISTORY

RELEASE NOTES

RECORDING ACTIVITY

2

MEETINGS

3

DOWNLOADS

Search by date range

Start:

End:

SEARCH

Date and Time	Moderator	Participant Min.
02/15/2016 - 01:07 pm	amy	20
02/15/2016 - 01:05 pm	daves	42
02/15/2016 - 01:03 pm	john.doe	65
02/15/2016 - 12:34 pm	lamer	79
02/15/2016 - 12:14 pm	john.smith	194
02/15/2016 - 12:00 pm	tedd	16
02/15/2016 - 11:45 am	gojira	46
02/15/2016 - 11:42 am	ryan	11

4

Export: MEETING HISTORY | ATTENDEE HISTORY

1

2

3

4

5

6

7

8

9

0

# VIRTUAL FALL RECRUITING AND ENGAGEMENT PLAYBOOK

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 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.

BlueJeans

MEETINGS EVENTS ADMIN COMMAND CENTER RECORDINGS

Meeting History

Search by date range

Start: [ ] End: [ ] [SEARCH]

Date and Time	Meeting Title	Participant Count	Participant
02/10/2016 - 08:48 am	Conference Call	2	2
02/09/2016 - 10:11 am	Conference Call	1	1
02/03/2016 - 09:05 am	Conference Call	2	2
02/03/2016 - 08:49 am	Conference Call	3	5
02/03/2016 - 08:41 am	Conference Call	6	17

Export: MEETING HISTORY

John Smith  
Blue Jeans Network

PROFILE  
SETTINGS  
PASSWORD  
DELEGATION  
MEETING HISTORY  
LOGOUT

## GOTOMEETING

To view meeting history:

1. Log in to [www.gotomeeting.com](http://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.

GoToMeeting MY MEETINGS SETTINGS Corena Bahr

Welcome Corena!

Schedule a meeting Meet now Enter a 9-digit Meeting ID Join

MY MEETINGS MEETING HISTORY

Wed Aug 11 11:00 AM Team Meeting 11:00 AM - 11:30 AM Pacific Daylight Time Organizers: Corena Bahr Start [ ] [ ] [ ]

Wed Oct 13 9:00 AM Q4 Sales Update 9:00 AM - 10:00 AM Pacific Daylight Time Organizers: Corena Bahr Start [ ] [ ] [ ]



## MICROSOFT TEAMS

1. During the meeting, select **Show participants**  and choose **Download attendee list** .



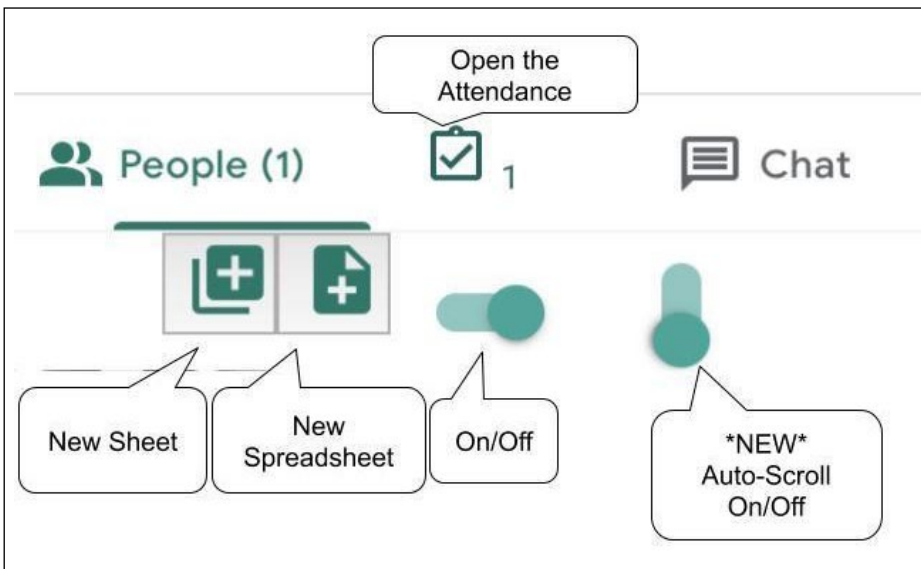
2. The report will download as a .CSV file that can be opened in Excel. The .CSV file contains the **name**, **join time**, and **leave time** of all meeting attendees.
3. Keep in mind that you'll only be able to download the attendance report while the meeting is in progress and participants are still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

## GOOGLE MEET

### To view meeting history:

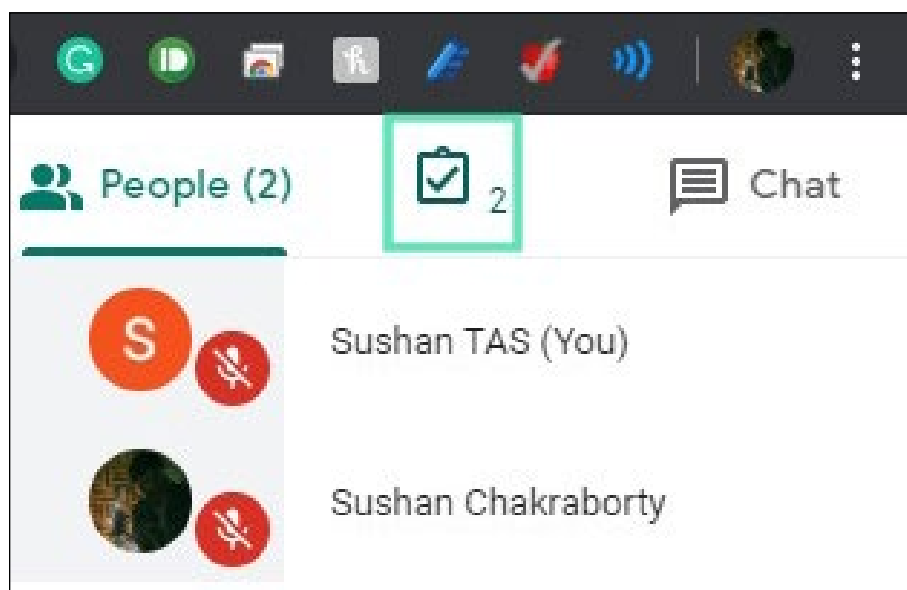
How to Get the Google Meet Attendance Chrome Extension:

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.

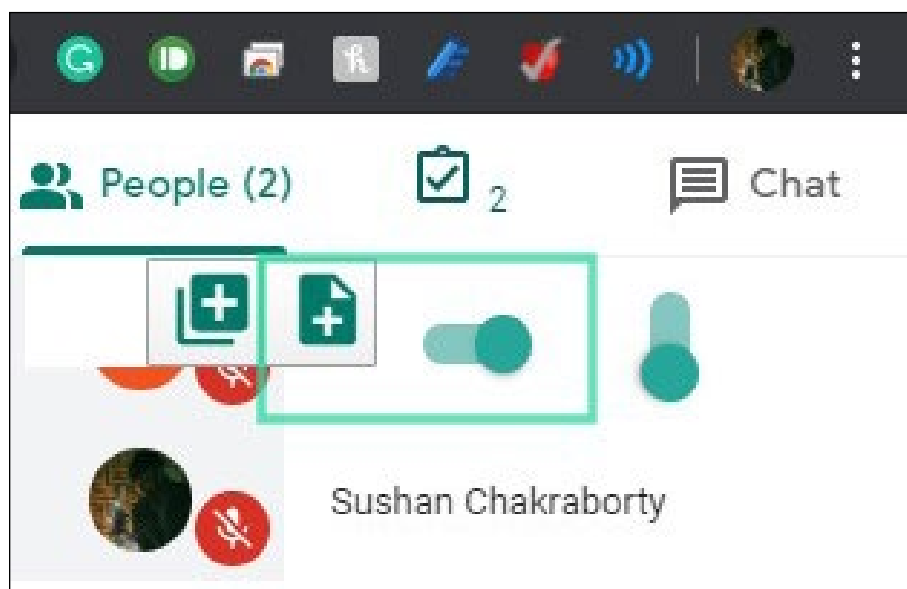


How to Take Attendance in Google Meet:

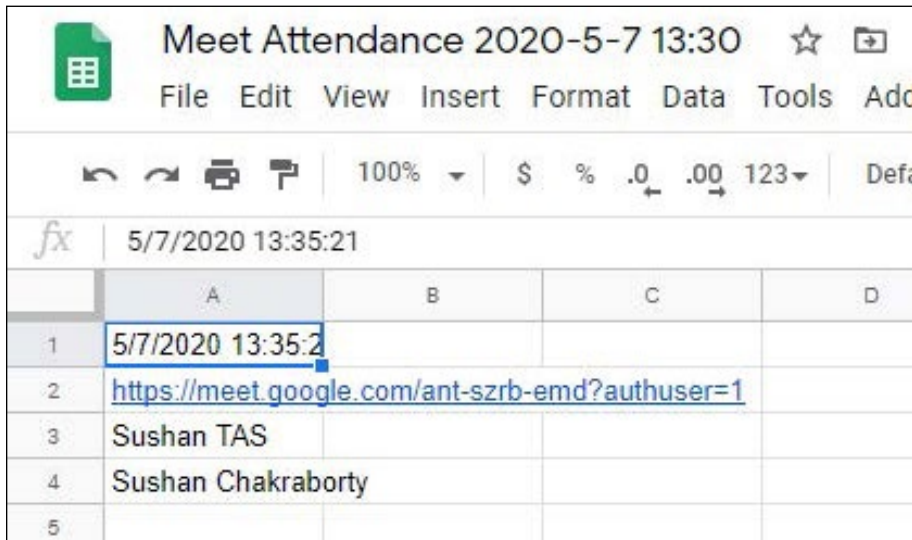
1. Open [Google Meet](#) in your browser.
2. Now, when a Google Meet session/meeting is underway, you'll notice an extra tab — checkbox — right beside the 'People' tab.



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.



Meet Attendance 2020-5-7 13:30				
File Edit View Insert Format Data Tools Add				
100% \$ % .0 .00 123 Def				
fx	5/7/2020 13:35:21			
	A	B	C	D
1	5/7/2020 13:35:21			
2	<a href="https://meet.google.com/ant-szrb-emd?authuser=1">https://meet.google.com/ant-szrb-emd?authuser=1</a>			
3	Sushan TAS			
4	Sushan Chakraborty			
5				

## APPENDIX D – VIRTUAL TECHNOLOGY PLATFORMS

- [Brazen](#)
- [VirBELA](#)
- [Gatherly](#)