



## Company Day Information and Best Practices

### What is a Company Day?

A Company Day is an event that allows employers to build their brand and recruit on campus. At a Company Day, a table will be set up in a high-traffic hallway for the organization. Companies will bring one or more representatives to staff their table. In addition, companies will often bring displays/banners with their company name and information, brochures, and food or other giveaways. This event is similar in style to a career fair, however, there are usually only 1-3 organizations holding a Company Day on any given day. At this event, company representatives speak with students about their company and can collect resumes if they so desire.

### Date

The ECRC hosts Company Day events from September through April. The busiest recruiting months are September, October, January, and February, and we have seen that Company Days during these months tend to be the most successful. However, there have been successful events in November and March, too. We would not recommend scheduling a Company Day event in December or April, as many students have either already found positions or are consumed with studying for final exams.

### Time

The ECRC is able to host a Company Day event between the hours of 9:00 AM and 4:00 PM. Many companies choose to make the length of their event between three and six hours, with a five-hour event being the average.

### Location

Company Days are located in the Duderstadt Connector, a high-traffic hallway within the College of Engineering on the University of Michigan's North Campus.

### Attendance

Attendance varies based on a number of factors, including whether the company is well-known among our students, whether the company has current job postings on ENGenius.Jobs, the level of detail in the company's description of the event, whether food is being offered, the time of the year, and the majors that the company is seeking. Typical attendance for a Company Day ranges between 20 and 150 students.

### Advertising – What We Do

The ECRC will add your event to a calendar within our recruiting system, ENGenius.Jobs, as well as to the College of Engineering Events calendar. In addition, students receive weekly emails from our office notifying them of upcoming events.

### Advertising – What You Can Do

We would suggest making the following efforts to enhance student interest in your event:

- Provide us with a detailed description of your Company Day that can be used in the advertising for your event. In this description, you can provide information about your company, inform

students of current job opportunities, let students know about food or other giveaways, and/or encourage students to bring their resumes.

*Sample Description: The ECRC is hosting a Company Day for COMPANY NAME on DATE from 10:00 AM to 3:00 PM in the Duderstadt Connector. COMPANY NAME is looking for talented students seeking. . . Stop by this event to speak with a company representative and learn more about opportunities with COMPANY NAME!*

- Post job opportunities on our recruiting system, ENGenius.Jobs, and include information about your Company Day at the beginning of the job description.
- Contact relevant student organizations and encourage them to attend the Company Day. A list of student organizations can be found at <http://maizepages.umich.edu/organizations>.

### **Food**

Many companies provide food such as bagels, donuts, cookies, pizza, etc. Of course, it is not required that you provide food at your event, but food is usually well-received by students. If you decide to serve food, please let us know where you will be getting the food from and what items will be served. Since we are required to obtain approval in advance for all food served on campus, we ask that you provide this information to us at least two weeks before your event.

### **Scheduling a Company Day**

To schedule a Company Day, please complete the form at

<https://engineering-umich-csm.symlicity.com/surveys/companyday>