Virtual Career Day Information and Best Practices

What is a Career Day?
A Career Day is a virtual event that allows employers to build their brand with Michigan Engineering and recruit students studying engineering, computer science, and/or data science. All Career Days held during the 2020-2021 academic year will be video based, virtual events conducted through the Career Fair Plus platform. This platform will allow recruiters to connect with candidates via video in pre-scheduled time slots, and will allow for an unlimited number of representatives to participate.

This event is similar in style to a career fair, however, there are usually only 1-3 organizations holding a Career Day on any given day. During this event, company representatives speak with students about their company and have the opportunity to learn more about each candidate. Following the event, recruiters may download an excel file of students that they met with, this report will include the student’s name, degree/major, graduation date, contact information, and a link to the resume and LinkedIn profile (if available).

A brief overview of the Career Fair Plus platform can be found at https://youtu.be/j5vKcuZj2ik. Additional event details, including instructions for connecting with students during the event, will be sent to the primary company contact once the event date has been confirmed.

Date
The ECRC hosts Career Day events from September through April. The busiest recruiting months are September, October, January, and February, and we have seen that Career 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 Career 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 Career Day event between the hours of 9:00 AM and 4:00 PM ET. Many companies choose to make the length of their event between three and six hours, with a five-hour event being the average.

Event Format
All Career Days held during the 2020-2021 academic year will be video based, virtual events conducted through Career Fair Plus. This platform will allow recruiters to connect with candidates via video in pre-scheduled time slots, and will allow for an unlimited number of representatives to participate.

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 Engineering Careers, by Symplicity, the level of detail in the company’s description of the event, the time of the year, and the majors that the company is seeking. Typical attendance for a Career Day ranges between 20 and 150 students.
Advertising – What We Do
The ECRC will add your event to a calendar within the student interface of our recruiting system, Engineering Careers, by Symplicity. The event will also be posted to the College of Engineering Events calendar, which links to the overall University of Michigan Events Calendar. Additionally, students receive weekly emails from the ECRC Director notifying them of upcoming events, and all Career Day events are included within these emails.

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 Career Day that can be included within the advertising for your event. In this description, you can provide information about your company, inform students of current job opportunities, and let students know about the degrees/majors you are currently recruiting for.
  Sample Description: The ECRC is hosting a Virtual Career Day for COMPANY NAME on DATE from 10:00 AM to 3:00 PM ET via the Career Fair Plus (CF+) platform. COMPANY NAME is looking for talented students seeking... Join us for our Career Day to speak with a company representative and learn more about opportunities with COMPANY NAME!
- Post job opportunities on our recruiting system, Engineering Careers, by Symplicity, and include information about your Career Day at the beginning of the job description.
- Contact relevant student organizations and encourage them to attend the Career Day. A list of engineering student organizations can be found at https://career.engin.umich.edu/studentorganizations/.

Scheduling a Career Day
To schedule a Career Day, please complete the form at https://engineering-umich-csm.symplicity.com/surveys/CareerDay

Questions?
Please reach out to your Career Services Manager in the ECRC or contact us at ecrc-ocr@umich.edu.