TRANSCRIPT

NACE Town Hall: COVID-19 Update - Engaging Students Virtually During COVID-19

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>> Hello everyone and welcome to our town hall.

It is so great to have all of you here with us.

We are expecting a pretty full zoom session today.

And, we know that this is a topic that you all are very interested in hearing more about.

Particularly since we have been thrust into an environment where virtual has, has transitioned from a nice to have to a need to have.

And as we have transitioned to this, I know that you have a lot of questions and our panelists have a lot of answers.
And there are some questions that they are still sorting through too.

We are going to go through many issues with you today.

I want to give you just kind of a, an order of agenda.

Basically, what we are going to do, I am going to go through some recent results from a quick poll that we have done relevant to this particular session.

We'll transition into working with our panelists and I will start by asking our panelist a couple of questions to get the dialogue started.

I will expect that will last 20 minutes or so.

Then we will do to move over to your questions.

Twenty minutes into the session or so, we will do so.

So, let me get started.

By giving you some statistics from our quick poll, we launched a couple different quick polls we had one that we did in March.

Hopefully we saw them in the web site.

We launched a second quick poll series and that started last week on April 1.

And, we already, we're compiling the results as they come in.

They will change overtime.

Thought that we would let you know where we are today on the questions that particularly might be interested to you with a topic we are discussing today around virtual.

So, so far we have had 453 college members answer our survey.

And of those 453 college members, the question was asked, I think that this one is not going to surprise you at all.

They were asked, is your office currently interacting with students.

The answer to that were yes, but only virtually was 98.4%.

So everyone has moved to virtual.
Then another one of the questions related to our topic today is, do you expect to facilitate recruiting interviews for employers, if so, how?

This is kind of like on a ongoing basis.

>> We have a coaching package, career compass, named by one of my staff.

It involves initial phone call with the student designed 3-5 week series of sessions once a week.

Those sessions are individually chosen depending on what the student needs.

It might be career development.

It might be resumes.

Social media.

Networking.

You know, anything that you would normally run.

We design it for the student.

We found that generally when students are on campus, they weren't that interested in participating in a once a week, short of forced interaction with our office.

But I guess because they are home, maybe schedules are a little different.

They seem to like the structure.

Like knowing every week they will have this contact with the coach and give them assignments in between.

That has actually worked well.

It can be scaled to large groups.

If we discover too many students that want to do this, we will start doing it as a zoom appointments and zoom meetings where more students can attend.

Another thing that we did, there is a program that we have had for a couple years called, crafting your summer experience.

Originally designed for our first-year students who were frustrated because they couldn't get that
prestigious internship, that pretty much goes to the Juniors.

So we developed a learning contract with them of what they wanted to learn over the summer, regardless of what their summer job was or their internship was.

Even if they were in a small town and working at the local dairy queen, or whatever, there are ways to craft the summer where they can build up the competencies and skills with things having to network with alumni about the career area every two weeks setting up one of those calls, taking some kind of on-line class like learning excel spread sheets and again, may not learn in class.

Maybe reading key books in their field.

Googling what is a, you know, what is the best book for marketing field?

And finding out what that is and read it.

So that by the end of the summer, their summer job may not be as exciting but they have this very rich experience and outcome but they can talk to employers about.

It goes beyond, it goes beyond just the usual, here is what I did last summer that wasn't too exciting.

Also, what we are focusing in on the key messages that we are giving to students.

That includes things like focus on your classes.

It is important that you graduate.

Important that you finish the semester.

Don't lose sight of that.

You will have to adapt to whatever is going on.

Control what you can control.

Use our services as much as possible.

Dig into our web sites.

All of that.

Use this time to develop your plans and be flexible.

Be ready to go with plan B, C or D.
And the one thing that I really want to stress is self-compassion.

The importance of journaling, meditating, whatever you need to do to feel better in this process.

And try to avoid newspaper headlines.

Designed to terrorize it.

No jobs ever again.

It is time to remember that the article itself probably isn't staying that.

And to not scare yourself around that.

With that, I'm going to turn it back to Shawn.

Thank you.

>> Great.

Thank you so much.

That was really helpful, Kate.

And a couple of real quick questions, clarifications on one of the things that I had said earlier, we had 225 employers responding to our survey so far, and I hope that many more of our employers will keep responding.

The survey is still open as well as colleges, in the box, please respond to that.

Vitally important for your peers to hear what you are doing.

The employers that are recruiting, what they are saying, is that 41% are saying that they will be increasing the amount of virtual that they do come the fall.

And 52% right now, are saying that they are not sure.

They haven't decided quite yet.

That means that there is a lot of work still to do to determine what is going to happen.

But we do know, that 41% said that they are going to be increasing that virtual.

Also a question around the conference, just real quick, for Minneapolis.

We have not made a determination yet what will happen with that conference.
We will, over the next week to two weeks and keep you informed as those decisions are made.

There are a number of factors that will go into that.

But we will certainly keep you updated.

I would like to turn back over to Chris, that same question I ask educate, in terms of what have you transitioned, what are you working on?

What programs and services are happening?

From a employer perspective.

Your perspective.

>> Absolutely.

Thank you, Shawn.

I think for a lot of companies, including mine, depending on the size and the industry that we are in, we are still shifting.

Obviously a lot of considerations related to insuring that we can maintain our employee-base, taking into account economic conditions and whether or not we can even keep all of our facilities open.

I think that is true for a lot of companies right now.

So when it comes to the university recruiting program and the internship program, we are still the top of mind for many companies.

I think that your survey, or the new survey indicates a lot of companies are still in the process of making decisions going forward.

So what I have been seeing at least is first and foremost from internship perspective, that seems to be top of mind for most companies at this point.

The internship program obviously represents a really robust pipeline for future employees at a very vital pipeline.

And oftentimes we learned in the past that when we forego that, we have to, we have to make up a lot of ground when we do come around on the other side.
So a lot of companies are really working through that piece right now.

But most of the companies at least that I have spoken to, have been able to flex fairly quickly to moving some of the development programs that are part of that internship program into the virtual space. If you have multiple locations, you may have already been doing that as well.

One of the other things that is really crucial for a lot of companies right now is the homeland security department has relaxed the I-9 form so your day one and onboarding has become a little bit easier and moving a lot of that to virtual environment with the notion that you could ship laptops and ship equipment and maintain contact via e-mail, via SharePoint, via whatever the internal organization has for communication.

Some of the other efforts I know that we are doing, we, immediately had to shift to virtual interviewing platform and you know, many companies have already moved to, or some companies have moved to the platform that is sponsoring this event, so there are other companies that haven't had some of that technology in place.

So, we are all discovering the best way to use zoom and you know, given some of the security challenges over the last couple of weeks, some companies have had to really work through how to leverage zoom appropriately while maintaining internal security.

Some companies have moved to Facetime and other on-line tools mobile tools to allow to take place in virtual capacity.

Also seeing a lot of effort around, you know, information coming from many of the schools, probably most that are represented on this call.

You guys are moving quickly to implement virtual career fairs.

Told to use some of the same tools like zoom and others.

So companies are kind of shifting dramatically to how do we insure that we have a robust transparent and meaningful personal engagement on the virtual platforms?

So I think that there is a lot of shifting from that perspective as well.
So additionally we are using different communication tools, group meetings becoming very popular amongst our interns and then we are continuing a lot of our keep warm activities. Many of which were virtual to begin with.

Then good old fashion communications over the phone.

So I have seen a lot of companies spending way more time picking up the phone and calling our candidates, calling the interns.

And making sure that there is ongoing talk with them from that capacity.

I did see earlier from today, an article on LinkedIn, shout-out to university of Tennessee.

Looks like you guys have called over 6,000 students as part of that process.

So I don't know if the companies can keep up with that.

But I know that we are doing a lot of efforts from that perspective.

I apologize, there is a question out there, about what keep warm activities are.

Companies have to think about, because we put our offers out, in the fall, we have to come up with ways to insure that we are engaging students throughout that process.

Before they start.

So we have monthly activities, we have virtual engagement.

We also send small gifts or cards and of course, e-mails.

So trying to do as much as we can to engage those students throughout that process.

But I think that the list can, just goes on and on, Shawn.

I think that as we continue to evolve in this space, I think that there will be more reliance into the virtual space from an engagement perspective.

>> Great.

Thank you, Chris, it is a nice overview.

I would like to turn it over to Jen now.

Jen, you have been working in the space for quite sometime, because the culture of your organization.
So, this wasn’t kind of a, something that happened overnight for you.

This is something that you have been doing for quite sometime.

And you have done a lot of planning towards.

I would like to take this question, different tactic with you, which is, what advice do you have for those folks participating in the call today in terms of best practices?

Or leading practices?

Things that you have found that have really helped you to succeed in this virtual space?

>> Well, hello everyone!

Welcome to the world of virtual career services.

It is okay out there, I promise.

I have been doing it for ten years.

To give you some advice, I have three kind of sessions that I wanted to talk about.

Which, the first one is to have a plan.

Some people I heard are waiting for students to come to them.

What I would say, instead, is divide and conquer.

Organize your staff.

And start doing outreach like they are doing at the university of Tennessee.

And we do every day at university global.

My workload is about 95% staff.

So you think that we are delivering college on-line.

We spend a lot of technology but not on the staff because that location is important.

Reach out to student.

Build connection.

Build relationships so that they know that they are there for you.

A second piece of advice, would be to use technology as a tool to get things accomplished.
Don't use technology -- the career fairs, we have feed from the employer partners they didn't want to spend all day in a virtual career fair.

Which is understandable because time is money.

So instead, what we do we host for an hour.

It is on-line session.

We try record them as we can.

We have it for research for future students.

The employer will come in and present for a half hour.

How to apply.

What the job process is like.

How you can stand out and then we take questions from the students.

Also have some questions ready in case quiet and make sure that there is interesting information that is shared.

We try to record them so that when we have a discussion with the student, where they say I have an interview with AT&T next week, I'm a little nervous, we say, you should watch this.

We hosted them three weeks ago.

Making a bunch of Intel what they are looking for in candidates.

I think it is really important to use the technology tools that work best for you.

Also inquire with other departments.

Maybe other departments like financial aid already have docusign.

It might be a way for you to add on additional licenses with low cost and get some forms completed that you wouldn't necessarily get today.

And you don't have to rely on the mail.

So think about things like that.

We also have a career services site where our students can ask questions in real-time.
And our staff is staffed to keep an eye on it as they are doing day job and answer questions.

Not just to that student.

But to the lurkers that are reading.

There is an article on it, on today's web site.

We can share it with you.

But basically, we write so that anybody reading it, can benefit from it.

Because our students are working adults.

And typically, they don't have a lot of time to spend on their search.

They might be looking at midnight.

Might need an answer right away.

And might be able to scan through previous answers to get what they need.

So it is really important to come up with different methods.

Just don't answer questions like, that is a great question.

Let's have an appointment Thursday to talk about it.

Have others benefit from your wisdom.

And what is actually happened is, through this platform, where students just ask question, they have actually started helping each other with advice.

And we have had a student say, I just moved to Columbus, does anybody work at XYZ hospital?

We had students say, yeah, we work there.

And the HR person is this.

And you should contact them and say, I sent you.

Builds a community of career support.

Beneficial especially in today's times.

The third thing that I want to make sure, is clear to everyone is relationships really matter.

Relationships you have with your staff, how your staff is dealing with your students.
Use video when you can.

But some students will be a little bit afraid of it.

Ask what comfort level is.

Ask if a phone call or connect via email or have it for us as a google hangout.

So sometimes we might say, hold up the clothes you are going to wear in the interview.

Wondering what they are going to wear.

No, you won't wear that.

Let's have another session.

Other times, it might be somebody who is at a VP level who wants us to have a quick e-mail interaction.

Customize depending on the students needs many and make sure that your staff is having meaningful discussions with the students.

Students are looking forward to that discussion with career services.

They want to partner with you.

They want to share their victories with you.

It will make a big difference in their life.

I think that is a lot.

>>> Jen, one of the questions coming in for you, is, the platform that you use for the Q&A chat sessions.

>>> I hate to say it, we build our own.

But I'm sure, here is what I did when I started, I became very good friends with some IT people.

And said, hey, can we build something like this?

And they were able to build that piece for a little bit of a lower cost.

We have some other stuff out there that is a little bit more pricey but at the same time, it is just a river.

And basically, it is like the community on the NACE site.

Where people ask questions and answer real-time.

We have staff that man that from 8-8 during the week.
Our staff is exempt.

They also keep an eye on it on the weekends but not stuck at their desk.

Just checking in occasionally.

Just to give information, I saw a couple of questions.

We used Adobe connect in the past to host those employer spotlights, info sessions.

Currently use bongo, you could use zoom, hangouts, if you had to.

What I would suggest is what we are doing today in zoom is mute your participants for right now and just let your employers speak and then gather questions and answer them.

So you don't have a lot of background noise.

That can be distributing.

Happy to help.

>> Thank you so much.

Really, really practical advice.

We really appreciate that, Jen.

I'm going to move over for a question for Cheryl.

We have been getting a lot of questions, particularly around engagement.

There have been questions around, you know, how are you engaging? Do you see dropoffs?

What about seniors?

Have you done anything extra for them?

And Cheryl, you have had some real success this year over the last few weeks.

I think that it would be great if you talk through your methodology and what you have been doing.

What tools, etc., how you have been engaging your students and what the results are that you have been seeing.

>> Sure, absolutely.
So you know, in the words of our beloved Maya Angelou, nothing will work unless you do.

So almost immediately, we started to look at a strategy for our students because we realized that they were hurting, afraid.

They were anxious.

And we are looking at a, read a couple articles in regard to GEN-Z.

That is the pop we are working with.

What is coming up with them, as far as the community is concerned.

And what the recession will probably look like.

They are, they are anxious about what is good for them.

Rightfully so.

So the first week, our goal was to craft a strategy plan and I know that is mentioned, mentioned already.

Jennifer, that was a great point.

Because it is exactly the first thing that we did.

That plan needed objectives.

We needed to know what their needs were.

How to meet those needs and how we were going to succeed.

How, how we were going to measure at succeeding with those needs.

The first thing that we did was conduct a focus group with students.

Of all class years.

They were a group of our peer educators.

Already in our office when we were on campus quite a bit.

We are very familiar with the office of personal career development.

OPCD, if I refer to the OPCD, that is who I am speaking of.

So the purpose of that focus group was to hear from the students on what they needed in order to prepare for this new uncertainty.
The focus group was led by Heidi Robinson, who is the assistant vice president of career education and training.

It was a group roughly about nine students.

We listened to them and asked about, what are they hearing?

What are they hearing from their peers?

It sort of confirmed that we were on the right track and moving forward.

Find their needs and needed.

It is one thing to think about, the students need this, that and the other.

It is another thing to hear from them on what it is that they are anxious about.

And what it is that they need.

There were two different sessions for that.

For that focus group.

And there were three planned questions.

We allowed the focus group to go with organic conversations.

And some of the feedback that we got from the students were, I quote, I feel gutted.

I feel like, I've been opened up and I don't know what is going to happen to me next.

I feel alone.

And so that alone piece is normal because they are not with their other peers on campus.

They are really siloed and as you know, we are all quarantined in our homes.

So they feel like it is just happening to them.

Even though it is not.

So that was one of the first things that we did as far as the strategies are concerned.

The second thing, the biggest impact that we have had, what we call our love note campaign.

Our love notes, this goes along the lines with what Jennifer was relating to as well, as far as personal outreach, the love note campaign is just a good old fashion e-mail.
Personally sent to students and we began with seniors, and we moved to Juniors, almost simultaneously due to the internships and jobs and deadlines reaching those.

That first wave, was just simply say, hey, we are here for you.

We know that these are uncertain times.

And, there weren't any resources or links added into that e-mail.

The emails were sent personally from the career coaches and they actually had the names of the students.

Yes, it does take a lot of time.

But the response was overwhelmingly of gratitude and appreciation.

And so the first wave was sent to seniors and Juniors as I mentioned.

There is about five career coaches in our office.

Each of us in our caseload, sent two e-mails to students who we worked with in the past year, academic first.

The second wave was sent to all seniors and Juniors in all departments.

So those who may not have engaged with our office, as frequently, they were also received love notes as well.

As I mentioned, the response was overwhelmingly of gratitude.

I can't remember, I can't believe you remembered me or last appointment and what we talked about.

Thank you for sending me that note, specifically for me.

It shows you were thinking about me.

Having that response back, even on day one, one of our coaches received at least 25% response from the e-mails that she sent out.

Because students are hungry.

And they simply want to know that someone is there for them and care about their trajectory and where they are going.
We are still getting responses.

Within the first week, from the first week to the second week our appointments doubled.

And as far as engaging with students are concerned, we have to attribute it to that outreach and having it tailored specifically to them.

The second message we sent to those seniors and Juniors and now, going into sophomores, did include links.

And situations and scenarios, and resources that they can tap into in regards to what they need to know.

The OPCD web site has different scenarios entitled the site itself is entitled, sorry, what should I do if I... what should I do if my offer is rescinded and still looking for offer.

Or if I have an offer.

If I'm interested in grad school, how do I go about to apply or just learning a little bit more about that.

So the, our web site has those different scenarios attributed to students.

We do, we are conducting every single day office hours.

For at least two hours a day where students can drop in.

These are things we were doing on campus, while on campus.

But, I have to attribute the fact that what, how our community strategy, community strategy plan has changed, is that we are just more impactful in how we are reaching out to the students intentionally.

And that they know that they are not just a number and that outreach is tailor specifically for them.

And also, we are also reaching out to specific groups in campus partners and academic departments as well.

And, making sure that we are making sure to reach students of color, reaching athletes.

Now that they are not practicing or not in season, they don't have as much work experience.

Being able to reach out to them and reassure them that we are there as well.

We reached out to different academic departments, faculty and department chairs to show that we are
partnering with them as well in regards, because we understand that students are coming to them.

So that they can come to us, or send them along to us and we will help them out as well.

The tracking, and I mentioned, the last objective was how do we know that we are succeeding?

We are putting every outreach that we make, we are putting it in this huge spread sheet so we know who we are reaching.

We know who needs to have a follow-up message and where the situation lies.

We are running what is called power BI, so we are collecting first destination data so we know where our students are going and know that we don’t need to follow up with those particular students because they have landed opportunities.

We are using handshake to track the student engagement.

It was down the first week but steadily picking up on a daily basis, is what we normally see this time of year.

>> Great.

Thank you, Cheryl for all of that insight.

I think, you know, certainly a big take away there is around the personalization in terms of increasing engagement.

That is one thing that I think that we learn over and over again.

We get feedback from certainly the students to the employers when we do those kinds of surveys, feel like they are a number and feel like they are not really looked at as an individual.

I think that is the same from a career services perspective, too.

They would love to be looked at as an individual and so finding ways to personalize is really important.

I would like to ask Kate, would you be able to talk with us just about tools that you are using and platforms that you are using, things that you have been, the things that have been successful for you so far.

>> Sure.
We are not heavy on purchasing packages and vendor-type programs particularly at Vanderbilt.

We do most of our assessments through things like visual thinking and mapping and stuff like that.

First of all, zoom, of course, like we are all using now.

What I love about it, it has leveled the playing field.

Prior to that, Skype, google hangout, go to meeting, whatever kind of work in a situation.

This has sort of standardized and because everybody knows the technology at this point, more or less, I think that people are more comfortable using it, both students and those of us in career services.

And I also think that it is going to very much help our students ultimately, with their on-line interviews.

I think that they are going to get more and more used to using this visual platform.

We will be able to talk to them about, hey, your background really doesn't work for an interview.

Don't sit in that room again.

Whatever kind of advice you might give.

We did purchase just before this all happened, purchased a bunch of copies of career leader, at college level, not the MBA level.

The college level one that focuses on business car years, helps students decide what type of business, what area of business they might want to go into.

Running on-line workshops and students can take that test on-line.

We use career shift a lot.

It has a powerful database for jobs and internships and very easy to search alumni in that.

So career shift is something that we push, bulk guides we had for a while.

I think the other thing that has been successful, we use a product called Emma.

And it is newsletters.

What we like about Emma is that you can make really pretty newsletters, you know, they are not just boring text.

And you get feedback immediately about how many people clicked on it.
How many opened it.

What articles, how much time did they spend.

All of those analytics that lets you know that it is useful.

You get that outcome data.

We have found that there is just so many more hits to our web site and to all of these on-line services.

Then before.

So I think that in some ways, that has been a really good thing.

Our students have discovered those products.

>> Yeah, Kate, I think that you had mentioned earlier, the success with those newsletters.

You want to tell everybody about that success with that.

The differences.

Now versus then.

>> Yeah, you know, I only get this from my marketing person who has indicated that we, I think that we have at least doubled and maybe even more the number of click rates and openings of the newsletters and reading of the articles.

So that is really good.

We, we personalize our newsletters.

Based on different industries.

Some of them have jobs and focus on an industry.

We have a diversity and inclusion newsletter.

We have a general newsletter that is just a lot of information about the office and programming.

So it is just the idea of trying to reach as many audiences as possible with minimum effort.

>> Great.

Thank you so much.

So I would like to just turn over to Chris, is there anything else you are seeing from an employer's
perspective?

You have been talking with a lot of employers recently.

And, various roundtable sessions around internships and etc.

Anything else you would like to share with this group?

>> Yeah, I think that there was some questions floating through chat, too, during this process around the virtual internship perspective.

As I noted earlier, a lot of companies are still trying to figure out their best way forward on that front.

In a recent roundtable, NACE roundtable that we had, one employer was sharing that she has international students that are supposed to come to New York City for an internship program this summer.

And they are really struggling because obviously, the work that they do is very proprietary, it requires someone to be on-site within the confines of their specific system.

And so they weren't sure how to necessarily go about doing that.

So I think that in many cases, employers still have a lot of questions.

Not necessarily a lot of answers just yet.

In some cases, one of our community calls that we had, we talked a little bit about, you know, struggle with some of the manufacturing companies or companies with security clearances.

How do you move some of that work into a virtual environment?

So companies are still kind of going through that process.

What we did discover, some companies out there, best in class models.

Look at state department, for example, they have a very robust virtual internship they had for multiple years.

There is also MITER.

They have a program where they moved their internships into a virtual environment.

Some of the things that you consider in that realm, really making sure how do you still have the
mentorship between the hiring manager and the student.

How do you still insure that you are providing an awareness of your culture?

Are you providing that development?

A lot of companies are looking at also micro-internships.

I know that is a big topic right now.

That is another great way to potentially crowd source smaller projects, maybe a five-hour to a 40-hour project that you can share with students.

And have them work on it.

Kind of as a gig.

But some companies are looking to transition their entire internship program into that type of environment.

So I think that there is a lot of things out there still that companies are trying to work through.

I know that again, as I mentioned, probably the number one area that most companies feel comfortable with, it is moving their kind of programming, their internship programming into a virtual environment.

Because it is mostly workshops, and chats and things of that nature.

On the recruiting front as well, even in the engagement, a lot of companies are also kind of leveraging that group coffee chat kind of construct through zoom.

And having those dialogues.

But right now, the main thing is, really looking at how do we insure the safety and security of our interns and of our employees through this process.

As you know, a lot of interns move for their internships.

So kind of thinking about where they are coming from.

And where they are going to.

Are there 14 day quarantines as a result?

So there is still a lot of unknowns and ways that we have to kind of work through some of those things.
I have heard of some companies pushing their start dates back, and making their internships shorter term.

I have also heard where, if a company might have canceled their internship summer providing a measure of stipend or scholarship to those interns.

I have also heard where even though that the company may not continue with their internship per se, they are still offering virtual workshops and engagement sessions with those students. Just so that they don't lose touch with them.

And the student is still finding some value as far as having that engagement with those individuals. Those are pretty much a lot of what I heard.

I saw a few questions too, about, you know, what type of virtual career fairs out there.

There is quite a few out there. Along with zoom.

There is career expo.com.

There is blazen.

Someone asked if there is one in particular that employers would care about.

I would argue, not so much the tool as it is really more of what Jen said, around how the employers are asked to participate and engage. Can we maintain the level of personal engagement and the flow of candidates to insure that we can position our employer in the best light.

So I think that those are some things that I have just kind of been picking up on the chats in the Q&A. As quickly as I can.

There is a lot.

>> I will try to help you through that, Chris.

Let's see here.

I would encourage folks to take a look through the chat and Q&A.
I really appreciate that folks are helping each other.

That is really what this is about.

People are giving great ideas and suggestions around the way.

I want to reference, a lot of questions about the quick poll and results I reported.

Those are located, the most recent one, April 3, which the numbers will vary from what I have given you.

Because I have given you the most up to date as of today.

We haven't published those yet.

Publishing the results from the latest quick poll every single Friday.

You will see those up on the NACE web site.

Unfortunately, because this is a quick poll, we don't have drill down information on what percent are community colleges, what percent are four year school, what percent are overseas employer, as an example.

These are all in the aggregate, only because it is a quick poll as to a indepth study that we are conducting right now.

There were questions early on, there were quite a few around international students.

I'm wondering if any of our panelists have had any influence with international students.

If you are working with international students, virtually, if you are doing something different with them.

Is there any experience here on the panel?

>> I think for some people righted now, it is too soon to tell.

We don't have a huge international population yet.

I think that some people are just waiting to see.

There was, Shawn, just to address some questions that came up about resumes as well, I did want to bring up, if you never done video resume reviews, it is a great way to get a connection with your students.
There are tools out there, like, we have used screen cast-MATIC, there is one out there that people are using that starts with an O that I can't remember.

It is a great way where you can have your staff do a video resume review where you can put up the document in a slide and they pop in a screen and say, hi, Jimmy, I'm Jen.

I'm going to be working with you on the resume review.

It pops the resume.

Walk them through the edits.

We found more students respond to career services professional from seeing them in video and getting that resume feedback than just an e-mail.

That might be something interesting as you are kind of looking at personalization and looking at outreach and how to make a difference with people.

It is that human factor that we see.

>> Shawn, back to your question about international students.

There is a, there are several student organizations at Vanderbilt that focus on international student areas and issues we have been in touch with the leaders of the organizations.

Running some special webinars and workshops for our international students and, you know, it is difficult because a lot of the questions really can't be answered yet.

Just like for our domestic students.

We really don't know a lot of things yet.

But as much as possible, I think what the important thing is, as already been emphasized is that relationship and making sure that the international students know that we care about them and that we are here to try to help in any way that we can.

>> That is great.

Thank you.

There was a question also just about services that various college members are providing.
Of the 453 people that responded to the survey so far, the vast majority are doing in the 98%, responding, general counseling, job search advice, and resume reviews.

Virtually.

Those three are at the top.

98 percentile.

The two that are lower right now, virtual environment, career workshops.

About 70% of our college members are doing those that have responded to the survey so far.

And, in terms of testing.

So like the strom, briggs, etc., only 55%.

Still more than half are conducting those virtually.

So people are finding unique and new ways to be able to do that.

And these one on one sessions.

As we proceed.

There was a question, does anyone on the, have any sense, particularly thinking about virtual, if things continue on virtual in terms of timetables that you might be doing things from a college perspective.

Going forward.

Will the usual stuff happen at the usual time?

In terms of whether it is fairs or interview schedule, etc., have you put thought into that yet?

>> Hey, Shawn, could I jump in on that one.

>> Yeah.

>> Really interesting.

I started to like prepare a blog around some virtual engagement and virtual activity and I went back into the NACE kind of historical view from blogs and articles.

We have been, as employers, talking about virtual probably well before 2015.

So I think that part of what we are experiencing right now is, is probably a, not just a push but it is
actually a pull.

To move us more into the virtual space to get altogether.

If you look at most employers, they have maybe a limited, they have limited resources to go to as many schools as they need to.

There is opportunity to pull grade students from every school that you could possibly imagine.

So I think that more and more companies had wanted to move into a virtual space anyway.

And this might be the impetuous to kind of push everyone there, I think, part of what was holding us back was perceptions around that the students had that it wasn’t a personalized experience and they wanted to know more about the company and things of that nature.

So I think that what we are finding is a real opportunity to move forward in really figuring out how to personalize the virtual space more and more.

While at the same time, just to answer your question more specifically, I know a lot of companies have already started to plan for a virtual fall.

So not to just the spring, that we are in right now, but kind of anticipating that we need to be flexible and adaptable and be really ready to jump into an environment where the fall is virtual as well.

>> Great.

Anyone else?

>> I just think that we are learning from this platform and I, you know, going virtual.

I think that the more we learn, the more we’ll be able to integrate it back in when back on campus.

We find that virtual is still appealing for some of the students more than the on campus experience.

I think that we battle the students.

Whatever they seem to say that they are enjoying and want to use, that is what we use.

>> Shawn.

>> Yes, there are questions about first destination.

There is a town hall next week on Tuesday about first destination specifically.
I want to put that out there for people.

I want to suggest that some of you guys have mentioned, what about people who can't afford the cost of things, when it comes to internships and not getting them.

And you also might want to connect closely with your financial aid department and see who is eligible for study.

Field related work and federal work study.

There might be opportunities there that might be in local environments, that they might be able to take advantage enrolled in the summer.

That might be another avenue that people can check out.

>> Right.

There are, quite a few questions around virtual drop-in.

Are you doing them and how are you logistically handling that.

How does it occur?

Does it happen?

Do you manage it?

Experience with that?

>> If you don't mind me, we have virtual drop-ins every day of the week.

Typically, in the evening, where students are maybe done with their on-line classes and so each of our career coaches take on a specific day and we have a zoom, same zoom link that is set up and sit down to all of the students.

They are able to drop in during those drop-in hours.

And, meet with the career coach at that point in time.

If they need to meet further, we certainly can set up a time for them.

But it has been, it has been affected in that sense.

Other thing we are doing, intercultural center, largely meet with students of color.
When on campus, I was doing what is called the coaches in.

I would go and set up in the Intercultural center and meet with students.

I have drop-in hours that is called the coach is still in.

And so, there are times where I will set up and those particular students will know to come in and drop in as well.

During that time.

You, we utilize the breakout rooms as well if necessary.

>> Great.

Good.

Is anyone using, there were questions earlier too, quite a few about texting.

Any of you using texting as part of your services?

Or Chris if you had experience from employer perspective?

>> We have a texting tool that we use.

We use it for variety of reasons.

Mainly we use it to alert our candidates that we have sent them potentially an e-mail or there is an upcoming date that they should be mindful of.

It is more from a reminder perspective because it does mass texting.

And, so, it is hard to have ongoing dialogue from a texting perspective.

But we do it to reach out to candidates initially.

So all of the career services, please, please, please make sure that your candidates are updating their information in your campus systems.

Many of us are still recruiting.

Oftentimes, only time to get a hold of a student, if we don't have their contact information, through a text or e-mail.

We use the texting tool quite a bit from just more of a quick update type situation.
>> Chris, is there a particular tool that is used for the texting?

>> I knew you were going to ask me that Shawn.

[ LAUGHTER ]

And I can't think of it off the top of my head.

I can find it.

And share it if anyone needs it.

>> How about from the employers -- I mean the colleges.

Anyone with relating to the texting?

Some head nods?

You are using it.

>> We don't have any sort of formal system.

Some of the coaches do text with students.

I think that we probably have the same concerns that others do about personal cell phone numbers, you know, in students hands.

But, so there is not a policy or standard operating thing with that.

>> Neither do I, to my knowledge.

>> Okay.

>> We do but it is, it is a little, it is a little, not a universal system.

We have to check and make sure that students are okay with text.

If you use google as a platform, you can send text from a google line to students.

And you can also make outgoing calls from your laptop using google.

That can also be something if you don't have an IT phone.

>> That is great.

A lot of comments from the chat, that is what people are doing and using is google to text using the google voice features.
And you may want to check that out as thinking through all of this.

I encourage the panelists, if there are any last questions you see in the chat that you would really like to address that you have been trying to get to, go ahead and jump in.

I would be happy for you to do that.

The questions have been coming in pretty Fast & Furious here as we are getting --

>> Shawn.

>> Chris, go ahead.

>> I'm sorry.

Yes, one of my wonderful teammates has September me a quick text saying, it is text recruit.

That is what we use.

>> Okay.

Awesome.

There was another question around the, those who are keeping, finding remote work instead.

Just to reiterate the survey, results from earlier, I think that it was close to 30-35% of our planning to move employer, are moving to virtual programs.

So hopefully that helps that panelist.

Jen.

>> I was going to say, you know, a lot of people have been asking about platforms.

And does this work and that work.

The important thing here is really to take care of your students many and taking care of your staff.

Using video to check in gives you a visual that they might not be saying over the phone.

So you know, we have done some, we do a lot of team meetings, using video.

Doing 101#s# with video can help a lot too.

Somebody might be saying they are okay but maybe really struggling.

We all care so much about staff and students and that is the most important thing we can do right now
and not too hung up on who is using what platform.

I would like to add in, what Jennifer is saying.

I saw a question, in the Q&A, what do you say to students, what are the best practices for talking about COVID-19 in being in this situation.

I think the best approach is honesty and being able, the best practice is telling them what they are up against and what the market is looking like.

They are watching the new, whether should be or not.

And I think that being honest with them, we have a fantastic employee relations team that keeps us informed not only with going on with employer, but what is going on the trends and market and what is posted.

I was meeting, this is what you are up against.

You're a senior.

This is what they are.

Doesn't mean not any jobs but your fight will have to look different.

You have to be creative in that.

And use what you need, energy you have, once not dealing with classes to carve out some time to say, okay, I need to be in touch with and looking at who you are hiring.

And maybe it looks different.

That is okay.

>> One of the things that is so important with the students is to let them know that they just need to pivot and look at what is out there, be flexible.

One of the phrases I love to use with them is the phrase, yet.

In the sense of, I don't have an internship yet.

I don't have a job yet.

Yet is a lot of possibility.
Looking at the fact, it may not be happening today, or this week, it is coming.

Things will return at some point.

And opportunities will open up again.

>> On that note, thank you so much, Kate.

That does leave us with a lot of hope.

And the questions around everything we do.

There is a yet.

And more developed and more that we are going to learn and more that we are going to do together.

I really encourage everyone on the call, if you haven't already, please engage on the NACE community chats that are there.

There are amazing resources shared there and conversations that are happening.

We also have the virtual roundtables.

Dynamic.

They are filling up quickly many then several more town halls coming up.

I hope that each one has a different topic.

Next one on the first destination.

That will be next week.

Then two more to go.

I hope you join us for timely topics that certainly will be of interest to everybody.

So for now, be safe.

Thank you for joining us.

And we look forward to the next time.

>> This concludes today's event.

The archive will be available within three business days.

Thank you again for attending.
Thank you to our sponsor HireVue.

[ Event concluded ]