UW Bothell Virtual Employer Engagement Opportunities

Spring 2020

UW Bothell Career Services
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We’re All in This Together

We know all of you are navigating this unfamiliar landscape as we are. In times like these it is important to support each other. We want you to know we are here to support you.

UW Bothell Career Services is here to help you connect with our students, build your brand, and recruit early talent for your company’s success.
Today’s topics

> Market and recruiting trends
> Student pulse
> Existing services and consultation
> Virtual engagement opportunities
> UW Tri-camps May virtual career fair
> Future engagement opportunities
> Discussion
Employers evaluating impact to hiring plans

- 9% Plan to hire fewer
- 4% Plan to hire more
- 10% Other*
- 23% Made no changes to their hiring plans
- 54% Still evaluating impact to their hiring plans

*Temporary hiring freeze, delaying start dates, pausing interviews

Source: Handshake employer COVID-19 survey, March 2020
> 61% of employers are not revoking ANY offers at this time
  – 23% are still considering it.

> 30% are going ahead with internship programs as planned
  – others have moved interns entirely virtual, reduced the length of the internship, or moved events online

> About 2/3 say they will recruit class of 2021 at the same level as they did for class of 2020
  – 15% are decreasing their recruiting
  – 18% are still undecided

> About half plan to attend both on-campus or virtual career fairs
  – 43% plan to increase their use of virtual methods to recruit the class of 2021
National Industry impact

### Most Impacted

Largest annual decreases in job postings are in the following three industries:

- **-60%** Hospitality
- **-44%** Food, Beverage & CPG
- **-37%** Arts & Entertainment

### Still Hiring

Although every industry has shown a decline, the smallest annual drops are in:

- **-18%** Pharma & Med Devices
- **-18%** Healthcare & Services
- **-13%** Non-Profit

Handshake COVID-19 Higher Ed Recruitment Trends April 2020
Employers changing recruitment

- Remote jobs are growing by a small percentage
- Interviewing is moving fully virtual, with increased digital candidate engagement
- Employers are reaching out to proactively recruit candidates who meet their criteria

Top four priorities of recruiting teams

1. Resetting recruiting goals and expectations (51%)
2. Building personal connections with candidates (45%)
3. Effectively reaching students (41%)
4. Training and equipping team (38%)

Source: Handshake employer COVID-19 survey, March 2020
Student pulse

- 73% of seniors searching for full time jobs
- Students are focusing on their digital presence

41% Plan to ‘network online’ in the coming weeks
51% Plan to update their online profiles in the coming weeks
50% Plan to ‘research employers’

Source: Handshake student COVID-19 survey, March 2020
Existing services and consultation

> Strategy discussion with Career Services - discuss strategies to engage with students and continue to maximize your brand
> Internship development & support (including best practices on offering virtual internships)
> Student club and organization connections and programming
> **Handshake** - post internships, part-time, full-time, and experienced roles.
Virtual engagement opportunities

> **Virtual info sessions:** Connect with students online to maintain brand presence on campus, share hiring needs and discuss opportunities.

> **Virtual industry panels or other events**
  - Host a webinar to support student development (networking online, building your profile, virtual interviewing)
  - Host a virtual company tour
  - Host virtual group coffee chats
  - Host an industry panel

> Employers may use their preferred platform to host an event, or utilize Handshake’s virtual event feature
UW Tri-camps May virtual career fair

- Employers interested in a May virtual fair
- UW Bothell is hosting Employer Connections events next week for employers who registered for the spring career fair
- Tri-campus virtual fair on May 13th

Surveyed by UW Seattle
April 2 – 10
120 responses
Future engagement

Save the date for 2020 fall career fairs!

> All-Industries Career Fair | Wednesday, October 21, 2020 | 10:30am-2:00pm

> Tech & Engineering Fair | Thursday, October 22, 2020 | 10:30am-2:00pm

> Spring 2021 Career Fair | Date coming soon

> Registration for the fairs will open June 2020

Special events & sponsorship opportunities

> Premier Employer Partners (PEP) Program

> Dining Etiquette Dinner (February/March) – PEP’s and Event Sponsors Only

https://www.uwb.edu/careers/employers/campus-engagement
THANK YOU

UW Bothell Career Services

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