

Virtual Recruiting Guide

Engage prospective candidates through varying formats such as information sessions, office hours, educational or interview prep workshops, and networking receptions using the technology platform of your choice.

Information Sessions

Represent your company brand and present your organization to prospective candidates

- Typically a webinar format, lasting up to 60 minutes
- Presentation portion recommended to last up to 30 minutes, followed by a managed Q&A session and/or optional networking breakout groups
- Focus on the groups recruiting or the specific roles
- Get creative by including a virtual office tour, a panel discussion, or other instructive content

Office Hours

Dedicate time for one-on-one or small group conversations with prospective candidates to allow for more in-depth conversations regarding recruiting, company culture, and more

- 15- or 20-minute prescheduled time slots recommended
- 1 x 1 to the extent possible, with the option to open more slots if demand exceeds number of slots provided

Networking

Conduct small group breakout sessions to highlight specific functional areas or roles

- An opportunity for a more casual conversation or a question and answer session
- You can add a networking component into an info session event by adding different breakout rooms and/or small groups
- Effective virtual networking events are typically small (up to about 8 people); allow time for introductions and include some predetermined topics to keep the conversation flowing

Interviews

Utilize your preferred video conferencing platform to interview students

- Contact your MBA Recruiting & Operations coordinator to discuss posting your role through [RecruitTexasMBA](#) and to solidify a date to conduct virtual interviews. Your representative can assist you with creating your interview schedule in the system

Virtual Events Best Practices

- Decide which virtual platform you will utilize
 - All UT students have a licensed Zoom account and are most accustomed to this platform. WebEx and Microsoft Teams are also preferred, but any virtual platform can be utilized
- Remember that events and interviews are scheduled and publicized in Central Standard Time
 - Adjust for time differences as needed
- Sign in to your event 10-15 minutes prior to start to ensure any issues are worked out before students log on
- Batch email registered students the day before the event to provide instructions
 - Share the virtual link or any special instructions for the session (e.g., downloads or passwords required for access or a link to ask questions in advance). Even if this information was provided in the event description, the direct information and reminder will help the attendance rate
- Using chat or polling effectively during an info session minimizes friction and awkward silence
 - Assign an employer representative to manage the chat/questions during the presentation to ensure questions aren't missed. The representative can also encourage students to submit questions via the chat throughout the presentation
- Manage clear expectations about students being on camera
 - If you'd like students to have their cameras on, make this clear at the session and include that detail in the event description
- Tips for company representatives:
 - If you can change the background of your screen while video conferencing, have all company representatives utilize the same background to help students identify you
 - Provide a contact during the presentation to allow for students to follow up after the session
 - In addition to recruiters, students value hearing from recent alumni and representatives currently in the roles being recruited

Contact your MBA Recruiting & Operations [Contact](#) with questions or to schedule events!