



2020

REMOTE RECRUITMENT

Tools and strategies to recruit students in the Walker College of Business this fall in a remote environment.

Business Career Services

APPALACHIAN STATE UNIVERSITY®



HANDSHAKE

Handshake is the preferred online system to connect with students and recent graduates for internships and full time opportunities. Use Handshake to post opportunities, host virtual information sessions and interview candidates in a remote environment.

1 Post Internship and Full Time Opportunities
<https://support.joinhandshake.com/hc/en-us/articles/218693198-How-to-Post-a-Job>

2 Create a Successful Virtual Information Session
<https://support.joinhandshake.com/hc/en-us/articles/360044814973-Handshake-s-Guide-to-Hosting-Virtual-Recruiting-Events>

3 Set Up a Virtual Interview Schedule
<https://support.joinhandshake.com/hc/en-us/articles/360045688654-Hosting-Virtual-Interviews>

4 Virtual Recruiting for Employers on Handshake
<https://learn.joinhandshake.com/career-centers/virtual-recruiting-for-employers-on-handshake/>



CONNECT IN THE COLLEGE

20 +

CLUBS & ORGS

CLUB PRESENTATIONS

Interact with Walker College of Business clubs and organizations to provide career/professional development workshops and information sessions about your company and hiring opportunities.

<https://business.appstate.edu/students/clubs-organizations>

PROFESSIONAL DEVELOPMENT SERIES

Lead a Professional Development Series workshop with an Employer Relations Manager. Business Career Services will host a virtual Professional Development Series this semester for students to attend by Zoom.

See next page for schedule

PROFESSIONAL DEVELOPMENT SERIES

SEPTEMBER

1

REMOTE & VIRTUAL RECRUITMENT

Annie Love

8

NETWORKING & ONLINE ETIQUETTE

Amy Odom

15

VIRTUAL INTERVIEWING

Maureen Cathey

22

HOW TO WORK A VIRTUAL CAREER FAIR

Recruiter Guest Panelists

OCTOBER

6

THE FUTURE OF INTERNSHIPS

Recruiter and Student Guest Panelists

13

POWER OF LINKEDIN

Amy Odom

20

SALARY NEGOTIATIONS

Maureen Cathey

5:00 pm

Zoom Hosted by Business Career Services
businesscareers.appstate.edu



WALKER BUSINESS CONNECTIONS

September 30 -
October 2

MOCK INTERVIEWS

Pre-screen applicants & offer feedback

WORKSHOPS & PANELS

Serve as a panelist on a career or professional track workshop

VIRTUAL CAREER FAIR

Group and 1:1 sessions- Handshake platform

FORMAL INTERVIEWS

Interview candidates post event- platform provided upon request

RESUME BOOKS

Review candidates prior to event

VIRTUAL RESOURCES

Do you have questions about the format and structure of a virtual career fair? Handshake is offering a library of resources and training for how to be successful in the remote recruitment environment:

Access the [Handshake Virtual Fair Tool Kit](#) to answer your questions about the format and setting up your schedule for the fair.

[Handshake Academy Virtual Engagement](#) training: Handshake will be adding to this course in upcoming weeks

[Staffing your Virtual Fair-](#) This blog post shares some considerations for your fair preparation and day of coordination.

<https://businesscareers.appstate.edu/career-fair-week-virtual>

BUILD YOUR VIRTUAL BRAND

WITH LIMITED IN-PERSON INTERACTIONS, PROVIDING ROBUST WAYS FOR STUDENTS TO RESEARCH YOU AND YOUR COMPANY ARE VITAL IN A REMOTE RECRUITMENT ENVIRONMENT. HERE IS A LIST OF WAYS YOU CAN SHOWCASE YOUR COMPANY VIRTUALLY

01

CREATE & SHARE A VIDEO BIO

HUMANIZE WHO YOU ARE AND THE COMPANY YOU REPRESENT WITH A VIDEO INTRODUCTION.

<https://videoforbusiness.ca/humanizing-your-brand-with-staff-bio-videos/>

02

VIRTUAL TOURS

OFFER VIRTUAL TOURS SO STUDENTS CAN EXPERIENCE YOUR COMPANY CULTURE FIRSTHAND

<https://arvrjourney.com/what-is-a-virtual-tour-and-why-is-it-so-useful-for-business-47045e09101f>

03

FOLLOW UP

TAKE CARE DURING A PANDEMIC TO PRACTICE FOLLOW UP WITH CANDIDATES

<https://www.thebalancecareers.com/ghosting-job-candidates-can-destroy-your-reputation-4173212>

04

PODCASTS AND BLOG POSTS

FIND CREATIVE WAYS TO TALK ABOUT YOUR COMPANY AND SHARE INSIGHTS WITH STUDENTS. LISTEN BELOW:

<https://open.spotify.com/show/17GaUSPQMCqcnFpZmck65R>

05

LINKEDIN PRESENCE

TAG SCHOOLS IN ENTRY LEVEL JOB POSTINGS AND ASK US ABOUT EMPLOYER SPOTLIGHT LINKEDIN POSTS

<https://www.linkedin.com/feed/update/urn:li:activity:6686317689419382784/>

MEET THE TEAM

Each team member is a career coach for our business students and employer relations manager for our great employer partners.

Serving both audiences our team gets to know each student and the skills they bring to the table as well as learn what employers need to meet their recruitment goals.

Our coaches can work to develop a personalized recruitment strategy that works best in a remote environment for you and our students.

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