Northwestern Career Advancement

Northwestern Career Advancement Virtual Events
Event Guidelines

Business Casual Policy
- All NCA and employer events are **business casual**, in an effort to be inclusive and broaden talent pools.
- We encourage your organization’s representatives to promote this policy and dress in business casual attire for virtual events.

Data Sharing and Tracking Attendance
- NCA asks that employers input event information into [Handshake](https://www.handshake.com) to make sharing of event details easier for students.
- Participant lists: NCA requests all organizations share the list of students who logged in and engaged in virtual events for reporting purposes and to serve our students.
  - Please keep in mind, when hosting events on platforms such as Zoom, students can edit their display name in their profiles. We recommend asking students to virtually check in and provide identifying information such as their school email address, so NCA can track any Northwestern students who attended.
  - Gathering additional identifying information is especially useful if your organization hosts a large scale virtual event for more than one school.

Inclusivity and Accessibility
- Consider recording live events and providing captions, if the event platform you are using doesn't include live closed captioning.
- If you plan to utilize video conferencing, share your organization’s expectations and/or suggestions about students also using video. Keep in mind, students may choose to attend virtual events with “audio only” for a number of reasons. If you prefer students to turn on their video cameras, let them know ahead of time, and during the event.
- Use inclusive language when addressing turning on/off video. For example, “To the extent that your background, technology, and environment permits, we would love to "see your face" virtually!”

Event Best Practices

Choosing a date, time, and length for virtual events
- Students are eager to connect with your organization in many ways, yet everyone is experiencing “zoom fatigue”. In lieu of large scale, long events, consider offering multiple, smaller sessions throughout the quarter. If you only plan to do one event, and it will be broken up into smaller sessions, let students know how they should plan to engage.
- Reach out to your [Employer Strategist](https://northwestern.edu/careers) to discuss the best date and time for your event.
- Make sure your event is in [Handshake](https://www.handshake.com) to make sharing of event details easier for students.

Content
- Share key information such as deadlines, positions you’re recruiting for, and how to apply.
- Share information about company culture such as affinity groups, social opportunities, employee resources, and anything that makes your organization unique.

Utilize Digital Tools to Promote Interaction
- Within Zoom: Utilize, polls, breakout rooms, chat function, “Raise your hand” function, and Q&A (Zoom Webinar).
- Poll Everywhere: [https://www.polleverywhere.com/](https://www.polleverywhere.com/)
- Sli.do Questions: [https://www.sli.do/features-questions](https://www.sli.do/features-questions)
- Kahoot Trivia: [https://kahoot.com/home/family-friends/](https://kahoot.com/home/family-friends/)
- Host IceBreakers: [https://icebreaker.video/](https://icebreaker.video/)
- Embed videos
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Be Transparent and Set Expectations
- Share how you will use your time with participants ahead of the event. If possible, include the agenda for the event in the description posted in Handshake.

Manage Participation
- Utilize virtual event settings to mute participants upon arrival.
- Share how your organization prefers students participate. For example: In small group settings, you can allow participants to unmute themselves and speak. In larger groups, you may want to ask participants to use the “raise your hand” function or utilize the chat function to ask a question.

Advertising Events
- NCA promotes events through newsletters to students. To ensure your event is included in a specific newsletter, enter your event information into Handshake at least two weeks before the event. Reach out to your Employer Strategist for more ways to connect with students.
- NCA also promotes events through weekly Instagram stories. To request your event is included in our Instagram story, reach out to Val Schoonover at Val@northwestern.edu, and follow us at @NUCareerAdvance on Instagram, Twitter and Facebook!

Record Live Events
- NCA highly recommends recording information sessions and webinars, and sharing with your Employer Strategist. Recording sessions allows more students to access key information if they are not able to attend a live session.
- NCA will not distribute any recordings of webinars without permission from the organization.

Track Attendance
- NCA will reach out after your event to request attendance numbers for our records and to also assist with following up with students.

Choosing a Platform
- NCA does not require organizations to use a specific video conference platform.
  - Please note—all Northwestern students have Zoom accounts, and many units use Zoom for academic activities.
- Norris University Center: Norris University Center has offered to assist organizations with hosting virtual events.

Resources and Guides
- Northwestern IT Best Practices on Zoom Bombing: "Zoombombing" - How to Protect Your Meetings and Respond to Disturbances
- Zoom Tutorials and Help Center: Zoom tutorials
- Norris University Center: Norris University Center has offered to assist organizations with hosting virtual events.
  - For events using Zoom Meetings or WebEx, consider hiring a Technical Specialist from Norris Technical Services.
  - For larger events and webinars, Norris has purchased a license for Zoom Webinar, to host events up to 3000 participants. To hire a tech specialist to help with your event is $70/hour. To hire a tech specialist and use Norris’ Zoom Webinar platform is $200/hour.

Prices
It is free to host a virtual event with Northwestern Career Advancement. The only potential costs would occur if you choose to use Norris Technical Services for assistance with your event.