



## TRANSCRIPT

### **NACE Town Hall: COVID-19 Update – Life After COVID-19: The New Reality**

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A video of NACE's April 21 Town Hall is available on YouTube: <https://youtu.be/p-BpSG3P0ug>

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#### **Panelists:**

Suzanne Helbig, associate vice provost, University of California - Irvine—Division of Career Pathways

Carlana Harris, manager of Talent Acquisition & Learning Development, Luminex Corp.

Daniel Black, global recruiter leader, EY

Gihan Fernando, executive director, American University-Career Center

**Moderator:** Shawn VanDerziel, NACE Executive Director

>>Meridith: Welcome to the NACE town hall, Life After COVID-19: The New Reality.

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It is my pleasure to turn this session over to today's moderator NACE executive director Shawn VanDerziel.

> Shawn: Hello, everyone. Welcome to today's town hall. We are so pleased that you are able to join us today. This is the fourth town hall that we have done in consecutive weeks. One more town hall to go, which will be next week.

We have a great group of panelists. I think that you are going to enjoy today's conversation.

Before we get into the conversation, I want to do a couple of things. Let me explain the order and how we are going to go through today's program so you know how to interact with us and how the town hall will run.

I will provide everybody some knowledge. And give everyone a base of information of where we are today. That knowledge from most recent quick poll that we have been doing for both colleges and employers.

I'll give you the most up to date statistics that we have. And then, I'll turn to the panelists. And the panelists will answer some general questions.

Once we are through with that section, probably be about 20 minutes, we are going to turn it over to you all in the audience for questions based upon the commentary that our panelists have given. So we will be interacting with you through Zoom. We can't hear or see you. But we can interact with you by you using the Q&A feature when you have a question. Or chat feature, to interact with each other or provide Q&A if you would like to. We will try to get to as many questions as possible, but are not able to get to everything. But we'll certainly give it our best try as we go through this.

Today's session is, we have it listed as the new reality, but what we are really trying to get at is, over the last several weeks, all of us have been really focused on the here and now. Just trying

to catch up with the world and make sense of the world. And where we are at. And we thought that we would take one step forward today with our panelists once we get to that conversation. And that step is going to be, how are we planning? And what are the things we are thinking through to get us to the next step? So what are we thinking about come the summer months and the planning we are going to do through the summer.

What are we thinking about that execution for the fall? And where we might be based upon a number of different scenarios. So we wanted to just advance our knowledge a little bit and thinking through today's session.

Before we get there, let me cover some statistics. So we have been doing a quick poll. These are updated, every single Friday on the NACE website. You can go to the Coronavirus resources page. And you will see the most up to date statistics. The statistics I'll give you today are actually based upon the most recent ones. They are not up on the website yet. They are as of this morning.

So basically, with our colleges, and we have about 600 colleges who have responded so far to this, almost everybody is virtual at this point which is no surprise. And of our college university partners, most are doing most services that they would do from the office, from general counseling, job search advice, resume reviews, that is pretty universal in terms of the number of schools that are actually doing those services close to the hundred mark. Anywhere between the 93-99% mark. Career workshops, about 73% of career centers are doing career workshops. About 53% are doing testing right now.

When asked questions about the career fair in the fall, more advanced planning stage, 43% of our colleges are still saying that yes, they are planning to hold career fairs and do them as on-campus events. That is 43% right now. 7% have said, virtual events. That is what they are planning for. 31% have said that they are going to do both virtual and on campus. And, 17% have said, no career fairs at all in the fall.

When we look at facilitating recruiting interview force employers, this is also interesting. We have 5.7%, almost 6% who said they said yes to facilitate interviews as usual on campus. 28.8% have said that they are going to do interviews with employers via virtual platforms. 28.8% on virtual platforms. 45.6% have said that they are going to do a combination of on campus and virtual. They are going to do a combo.

Now I like to give you a little bit of information about the employers. We have, I believe, about 300- 350 employers that responded to this so far. The questions, the answers to these have been changing overtime. It has been interesting to track what employers are thinking and they are doing. When we ask the question around revoking offers, almost 3% have said that they are revoking some kind of offer whether it is, for internships or full-time. When we isolate that, and say how many for full-time, it is a low number. 0.3. of the 2020 grads you have given an offer to, are you revoking them? Very few are doing that. About 15% of those that are revoking offers are doing it just for the internships. So that is interesting. Then when you look at actual internships, almost 40% of employers, are reducing the length of the internships. We are doing that by delaying the start date. We will find the interns are starting later into the summer. And that is about 40%. Moving virtually, it is close to 43% are planning to move virtually. And then, 22% haven't made any changes at all yet. 22% haven't made any changes.

The last thing that I would like to just focus attention on our expectations for how you are going to participate. Or how employers will participate on campus in the fall for career fairs. And so far, 56%, almost 57% say they will participate in on campus and virtual career fairs. 12% have said that they will do on-campus but not virtual. That is interesting. Almost 7% said that they will do virtual but no on campus. We have almost 4% who said that they will not be attending college career fairs at all.

So hopefully this lays a little bit of groundwork for us as we are thinking about this going forward this summer or fall. What I would like to do now, talk with our panelists around that planning. There are a lot of things that could happen. The world is still changing. So I know that there are a number of perspectives and a lot of bets that are placed in terms of what will happen in various localities based where the world is.

Will we still be in more or less quarantine state where people are stay at home. Will it be some kind of hybrid situation where some localities are in a stay at home? Some are not. Will schools be in session in person? Some virtual? Will that happen in some combination of ways? So there is a lot that could happen.

And I would be really interested in, and I know our audience would too, how you are doing that planning.

How you are thinking through it and what those, the likely scenarios are for you in terms of how you plan to engage both the students and with candidates in the short term.

So why don't we start with Dan. Dan, love to hear your perspective on this.

>> Dan: Sure.

Thanks, Shawn.

It is a pleasure to be here.

Like many other people I have spoken to, my counterparts both on the employer side and on the college side, it is hope for the best and plan for something else.

And so, I think while the current crisis, you know, came upon us very quickly, having the wherewithal to think more thoughtfully around various scenarios going forward, is something that we are spending a lot of time on.

To be specific, certainly shoring up the technological capabilities and that goes beyond just video interviewing, but our ways of interacting with students.

We were fortunate at EY, where I work, a lot of good tech in place, doing prerecorded interviews and doing on-line assessments of communication and shoring that up to prepare for what is likely going to be, or could be a broader number of people that we, that we will need to either assess and communicate with or interview come the fall.

For us.

And for many in my industry, the spring is a lighter time for pure interviewing.

We want to make sure that we have capacity.

I'm not just talking about band width but the right people involved, the right tools, the right technology so that come the fall, if it is more of what we are experiencing, more of the same, we are ready for that.

Two other things that we are planning for specifically, one is continuing to go deep on alternative sourcing.

And this is something that again we started doing, you know, a while back at EY in addition to being on campus.

That is in addition.

We will continue to go to campus.

Virtually or in person.

We actually have a campus sourcing team.

Similar to what we have on executive and lateral hiring teams, that go out and are able to source candidates in other ways.

Think, think of your LinkedIn and similar platforms like that for searching.

So recruit and alike.

Also others that are more specific to students.

So many of you work with simplicity, work with handshake, way up, there is a few of these resources that we now have a dedicated team and in addition to being able to source without physically being in front of someone, about 10% of our hires this year came from students from sources we don't physically

visit.

I anticipate that number will go up.

Also giving us, broader exposure from a diversity standpoint.

A wider array of students from a wider array of sources.

Then last but not least, I think that it is, you know, determining how we want to be able to be presented in the market.

So we are always focused on employee value proposition, what we have to offer for students.

In addition to that, I think that it is important to highlight what it is that, how the organization has responded to the crisis.

How it is going to continue to respond.

Because everyone that I talk to says, the new normal, the, I don't love that term, what is coming next on the other side of this, will not look like what is before.

One of the things that your organization has in place or putting in place, that, that is a benefit to employees and potential employees.

I think talking about that more holistically and more directly, it is something that we are doing a lot of planning about.

And you know, I think that it is really smart to think that far ahead in the planning.

So hopefully that answered your question, Shawn, I didn't want to go too long.

>> Shawn: There we go. I'm back everybody.

I know, that was perfect.

Thank you, Dan, I really appreciate that information.

I would like to now ask Suzanne if you could share how you are going about your planning strategy.

>> Suzanne: Sure, happy to.

Thank you for this opportunity to be with you all today.

Hope everybody's loved ones are well and safe.

But you know going back to what Shawn started off by saying, there is many different scenarios, there is a lot of speculation.

There is a lot of rumors going around campus what is going to happen.

The truth is, nobody really knows right now.

I think that we can say, with great certainty, that of course, this fall isn't going to look like last fall.

I also don't think that it is going to be just a continuation of what we started this spring.

I think students are going to come with heightened expectations, employers are going to have different needs.

So that means, the summer months that career services, we typically, you know, do some retreats, do some adjustments to our services, no, the magnitude of this crisis means we are going to be making sweeping changes.

And things will be different.

So, and, also, unfortunately, I think that all of our budget pictures are going to look a little different and probably not for the better.

So having laid all of that on you, I know that it is really overwhelming.

We are just getting through spring to even start to think about fall is daunting.

So to help out a little bit, when you are planning, when you are thinking ahead, think back.

Think back to those things that aren't changing.

So what is your mission?

What are your core values?

What is that student center approach that you are going to take?

You put those things in place for uncertain times and now is the time to really go back to your foundations.



I would also say as you are looking forward, reflect on this spring.

There is definitely been some silver linings.

If you come up with new and meaningful ways to interact with your staff, how can you carry those forward and grow those?

I think that in career services, we can all agree, we have never adopted technology, new technology at such a pace before.

So you know, in the midst of all of this change, we can have some solid footing and learned a lot.

The fall is going to present more opportunities to learn.

So kind of with that context, what we are going to do at my institution, at UC Irvine, is come up with a plan!

And again, going back to Shawn's introduction, we are going to be looking at three different scenarios.

So things go back to quote, unquote normal, students come back, the other extreme, if they don't come back in the fall, and then the third is somewhere in the middle.

We have those three scenarios much then we are going to talk about, for each of those scenario, what could the best possible version of our fall look like?

Okay.

We'll set that vision.

Then from that vision, we'll go through about, I have come up with about seven areas of guiding questions to help us come up with specific tactics and strategies to achieve those visions.

And so, what I would engage my staff in, is conversations around our staff.

So you know, do roles need to shift?

Do we need different professional development?

Will productivity be measured?

And I just want to pause there and say, we cannot compare this coming fall to past falls.

It is going to be apples to oranges.

People are living through a Pandemic.

It is not realistic.

While you want to be gathering real-time data to shift and pivot, you also want to be thinking about asking the people who come to you for help, why did you come here?

Did you get what you needed?

In looking at those gaps, to again, pivot and learn.

Other areas that we'll be talking about, to come up with the plan, your employers, we know we have questions coming up on that.

I'll hold off on that.

Your staff, students, obviously, we are going to talk about that as well.

I just wanted to put out there that something that we are definitely thinking about, we have already thought about, what can we do beyond the webinar?

Okay.

We are all on this webinar now.

We have been on five already today.

Think about our students taking all of their classes on-line.

What are self-service ways to engage them?

What are real-time, ask me anything, Instagram live ways to engage them?

So that is what we are going to do.

We are going to have the scenario, our visions, and then come up with tactics and strategies around students, employers, partners, revenue generation and I know that I have left something out.

Well I think around marketing and technology and I'll, I'll leave it at there.

I know that we will have a lot more discussion where we can dive deeper into those things.

>> Shawn: Thanks, Suzanne.

I appreciate that overview.

I would love to hear from CJ talk to us what you are seeing and at your company and how you are going about your plan.

>> CJ: Sure, Shawn, I would be happy to do that.

I want to touch back on what Suzanne said.

Commend the universities for turning around their structure so quickly, with using the technology.

Because I have worked on different campus, recruited at different campuses, through different employers, I'm telling you, it has been, I don't have a word for it.

How fast that they have been able to accommodate this new situation that we are in.

So speaking of Luminex, let's go back to where I'm at.

My little area in Austin, Texas.

We are a small biotechnology company, where one of the companies producing, manufacturing, one of the tests for COVID-19.

So we are still hiring.

Now what that looks like is we are doing a lot of temp assignments, limited, I guess, limited assignments for anyone whether in college or not.

But one thing that we did do, I'll come back to the planning part, we saw we had a need and figured that we would be behind the curve on the whole recruiting for interns.

We reached out to our former interns last summer, we said, hey, we know you are home.

If you are available and would like to work, we would like to put you to work.

So, I think out of the ten that we reached out to, five were available.

And so we got them on board and had to do it a little different.

But somebody would say, why didn't you just make a post?

Right?

Well, we didn't know what the interviewing process was going to be.

We were still trying to learn how we were going to do this.

You know, we do a virtual interviews, which is something that we don't commonly do.

So just like the career services teams have had to learn, we had to learn.

I had to train my team on a new process, you know, we do the phone screen and then the interviewing screen.

Reaching back to our interns, was easy, because we already met them.

We know them.

It was a matter of, how do we get technology to them.

So once we figured that out, we took care of that.

So now, to this day, this point, what are you going to do this summer?

I have no idea.

We are taking it quarter by quarter, to be honest.

We are a small shop.

About 1100 employees worldwide.

And we, we didn't anticipate something this magnitude.

The focus really has been making sure that my manufacturing team is staffed up.

And so what we did do in that area, with the temporary limited assignments, we reached out to the Austin community.

We reached out to Luminex employees and said, hey, do you have any college students at home?

Anybody that has been out of place of work, would they like to come and help us put these tests together?

So we filled about 13-15 positions within three days.

Reaching out to our community.

And so, moving forward, that is a new recruiting strategy for us.

We, not done something like that before.

But we had so many positions to fill in such a short amount of time.

I think that as we are, after this webinar, we will be taking a look in may on how we will be moving forward in the fall.

But we are still posting all of our open opportunities, all of our different locations, on our career site.

When it comes to doing internship hires, college hires, we are going to have to revisit how we do it and at the same time, how will we be interviewing?

So that is kind of where we are, Shawn, at this point in time.

>> Shawn: Very helpful.

Thank you.

I love, all of the different perspectives and the employment world and how it is growing itself out.

Gihan, would you like to share with us what your thinking is?

>> Gihan: Thank you for having me on.

And, I feel really good to be in such a large group of colleagues who are struggling with all of the same issues.

I think that we all are, right?

And I want to say, up front, all of the institutions have some differences among ourselves.

Even just on the school side.

So Suzanne is at a public university that is on the larger side.

American university is about 7,000 undergraduates and 5,000 graduate students.

Private institution in Washington, D.C.

So a lot of differences among ourselves but there are also commonalities in the themes I heard, the other panelists respond to this question, right?

What are we thinking about?

So just like all of you all, looking into the fall, we are doing a lot of scenario planning.

Nobody knows exactly what is going to happen.

We replanning for a variety of different scenarios.

That is kind of difficult, I think, for a lot of my staff.

You know, for myself frankly.

Just to have that level of uncertainty.

It is anxiety provoking.

And you have to kind of keep a lot of different thoughts and balls in the air.

Particularly, when one thing can affect another thing.

One of the things I have tried to do is to be as the leader of the office, and I would recommend this to everybody else who is a leader of a team, is to have channels of communication with your broader organization's leadership.

Where you are able to get a better idea where that thinking is going.

And then, that allows me to pass that back to my team.

And that is helpful for thinking through.

So I will give you a specific example.

Right now, I sit in a larger senior administrative meeting that meets three times a week.

Every week.

We started out doing it daily.

Then as we got more engaged, you know, we have gone to the three days a week.

And from that, I am gathering as we are doing the, this scenario planning, in a there are a lot of sort of baseline issues that a university like ours, I'm guess, most others out there, are thinking about.

There were two things that came up as sort of a guiding principles, if you would like.

So one was, return on investment.

Right?

Are students going to continue to see value in the education?

And whatever form is being delivered.

And then, the second is, sort of care and engagement of our students.

That those are sort of baseline values.

I would also add a third, which is inclusion and equity in the services that we provide to our students and the learning and the service opportunities that we offer our students.

And those are baseline guiding principles that I have been able to take and use very much in the work that they are doing as we plan forward for the fall.

So let me talk a little bit about inclusion in particular which was kind of at a baseline, what we were thinking about.

There were two sort of populations that you like, I was particularly concerned about in terms of equity.

And the first is our students with the highest needs, right?

They immediately impacted many of them have now have even more exacerbated situations from having parents who have been laid off or, you know, etc., etc., etc.

Maybe have less access to a private space where they can conduct their on-line learning.

I was taking for granted, yeah, of course, you go to the bedroom and shut the door.

They may not have their own bedroom where they shut the door and might not have access to high band width Wi-Fi.

Or they might be two computers among four children.

And you know, so on that need to be used.

So these were all issues that were front and center for us, as we are thinking about, how do we provide services going forward?

And among the things that my team has done, is look at getting ourselves better educated on things that might be helpful this way.

We have partnered very heavily, my financial aid office is like sick of me bugging them.

You know, with questions about how things work and how does, how are the allocations made for federal work study monies?

So that we can try to protect those kinds of allocations and make sure that our students have as many of those resources as possible going into the fall.

The other set of students that I had some concern about was students with disabilities who might have issues with accessing the technology that we are all now using.

Right?

In a fully equitable way, so that they are able to get the same experience.

So how are you going to engage in a virtual job fair if you are, if you have a hearing disability?

Or deaf?

And you typically use, you know, have somebody who is signing for you?

Right?

At your side and is acting as sign language translator for you.

How does that work in that context?

Right?

So we are trying to, we don't have all of those answers but I think that it is really important to know that we are trying to think forward on the questions as we go forward in the fall.

I'll leave it there for now.

And then perhaps we can come back to that idea of inclusion and equity and how we are thinking about those guiding principles broadly.

>> Shawn: Great.

Thank you.

Thank you to all of the panelists for the helpful starting point.



And we have been getting a lot of questions through the chats.

I'm going to try to capture some of them that have come through.

Many of them have been answered as I go along.

I appreciate the panelists willing to answer those questions as we go through.

One of the questions, there is quite a bit, I love to hear our employer responses to this.

CJ and Dan.

Around internships that are rescinded.

And so students have internships that have been rescinded.

The question is around, is it okay for them to still list it on their -- should they list it on the resume?

Okay?

Would it be a good thing to have it listed?

So they had this experience lined up, they can't do it anymore.

What is your recommendation in terms of the resume practice?

Would you look at that in the future as employer?

>> CJ: If Dan doesn't mind, I'll go first.

I think that Monica Thompson gave a response in the chat.

I wouldn't list it.

Because, it is, I just want to see what has been completed.

I would rather see a student list volunteer work at habitat for humanity versus internship that was rescinded.

I mean, I like to see if they, what they have been doing during this time of COVID-19.

Have they taken any on-line classes?

Expert in zoom?

Something that is factual and something that I can measure.

Getting an offer and rescind it, it doesn't really tell me anything.

It just tells me that, you know, maybe Dan was thinking about hiring them.

Or her.

And, nothing happened.

But it is, it is, at this stage in the game, it is not that important from my side of the fence.

Okay?

>> Dan: I would offer, you know, slightly different take which is, first of all, fully agree whatever you are doing, to keep yourself meaningful learning, volunteering, those kind of things.

But I actually think that there is value, at least for me, I know for example, that someone was offered an opportunity and accepted.

This is not like, I went through and got an offer.

They were all set to start, COVID-19 got in the way.

Similar to what I encourage students, good information, I tell students, if GPA might be lower, put in there, bold italics, working 40 hours while getting a full-time education.

That explains to me, why the GPA might be different in the same way that is saying, I had an offer taken away due to the crisis, explains to me, they went through all of that grueling interview process that we put your poor students through.

They got the offer.

They accepted.

They committed and all set to go.

Something, here is what happened.

I agree, the next step needs to say, what are you doing now but that does tell part of the story.

Like a callout.

Not a whole section of a CV or resume.

>> CJ: Right.

Right.

I'm fine with that.

To have it listed as like an item within your work experience, I probably, it wouldn't, it wouldn't do me a lot of help.

But if you just want to mention in a cover letter or even in a conversation, that we have on the phone interview, I think that is fine.

>> Dan: the only thing, again, this is difference in size, like?

>> CJ: True.

>> Dan: My recruiter goes straight to the resume.

Somewhere in the work experience section at the top, but it is the most current saying, here is what happened.

Then listing out actual experiences.

Then I don't have to worry about missing it in the cover letter which, I tell you, we don't see a lot of them, even if we get them, don't go through a lot of them.

Conversation, we might not get to if I don't see your resume.

That is the volume I'm dealing with, that is my preference.

>> CJ: Right.

>> Dan: a lot of ways to skin that cat.

>> Shawn: That is really important here, right?

This is so much in the one size doesn't fit all.

So whether it is university environment, the unemployment sector, based upon the industry you are in, based upon the type of employer that you are, there is going to be a little bit different of an answer that you are going to get along the way with these kind of questions.

We had a question early on, also, international students.

I don't know if any of you have been thinking through issues related to international students.

Any perspective you have around complications with work authorization issues, etc., etc.

Just based upon the current environment we are in and the kind of things we are thinking through and what you might be doing.

Anyone who had experience?

Thinking through this?

Not yet?

>> Gihan: Maybe I can jump in.

Just say, this is another of those populations that is very, very affected.

I think that even in pre-COVID-19 PC days, right?

International students, and I am very empathetic on this issue, because I was one when I went through college.

And also for my law school experience.

Throughout my education, I was international student.

Then I was fortunate to have gone through the green card process and now, be a citizen of the United States.

These students have always had a harder time in terms of the various barriers that exist.

Some employers will not look at them.

Baseline.

Because you are not authorized to work on ongoing basis.

Right?

And in these times in which we are living, there are a variety of additional complications and that is just the truth.

I think that we just need to acknowledge that.

That it is not only the political environment but just COVID-19 itself made many students unable to return home.

Or they are now return home and can't come back or have addition visa issues and doing on-line classes.

Work may have implications for your visa status.

Right?

You have to get authorizations for all of those things.

Anyway, all I'll say is that it is pretty darn tough for international student population as far as work as it goes.

>> Shawn: Suzanne, something to add?

>> Suzanne: of course, I agree with everything that Gihan said.

So I think that, you know what we are looking to do is provide, we always done this, but I think that we are going to pay more attention to it, work with faculty to provide more project-based learning projects in their courses.

So that students, no matter what their status is, can gain some applied experience in workplace experience and we are also increasing our engagement with our campus entrepreneur center.

They work with many start-ups.

These start-ups aren't necessarily established.

They can't not in a position to pay so we are working with our entrepreneur center for them to be the host of an internship site that provides a lot of training and part of this gives student access to work with or have exposure to the start-ups.

We see this as another avenue for giving access to workplace experience, no matter what your status is.

So we are trying to look at some new avenues for that.

>> Shawn: Fantastic.

Another one of the questions that is always a popular one, that is coming around, related to technology.

Several of you mentioned technology, Dan you did.

Looking at new technology or considering different kinds of things, etc., Etc.

Some of our attendees were just wondering about that.

Like, what are the kinds of things that you are looking at?

Or that you are considering related technologies or even specific platforms if you feel comfortable or not.

It is up to you.

Suzanne.

Did you want to --

>> Suzanne: Sure.

So I think that, like many folks across the country, we are exploring virtual career fair technologies that is not something that we have entered into before.

And I have talked to many colleagues across the country and a lot of us are piloting something this

spring.

Maybe as part of a consortium.

So we can learn from that and then go through a more careful, deliberate thinking process this summer to launch those the best way in the fall.

I mentioned earlier, that we are looking at ways to engage students beyond the webinar.

So the end of this week or next week, we'll have a live chat function on our web site so students and employers can drop by for quick questions.

And we also started last week, Instagram, ask me anything sessions.

With our counseling staff.

And we would love to invite employers to do like Instagram takeovers with us as well.

And we are already fortunate in that we have some self-service technologies such as interview, on-line interview practice platform.

We also have a AI powered resume review tool.

So, we are, we are really trying to give students instant access to the services they need where they don't feel like they have to set aside a half an hour, or an hour, to join us for a webinar.

>> Shawn: Dan.

>> Dan: So we will be utilizing some of the tools I put in the chat.

Teams has been successful for us, because, it has, it is very reliable.

You can actually, it is kind of like a google platform, google docs, where you share documents in real-time and update real-time.

That is what we are using and bringing interns into that.

Full-time hires to that platform.

That has been great.

We use HireVue, for video, AI, we don't use the facial or voice recognition with that.

We use that for a lot of the video staff.

Clearly, zoom.

We are all familiar with.

One thing that I will say, because there is some related questions, how do you turn an internship, live internship into virtual.

My answer is that you don't.

You can't say this is what it looks like when everyone, we had 3,000 interns coming into the office in the U.S. you make it a different kind of experience that you can have that still can be meaningful that can be virtual.

For us, module approach that use, we will have client work for sure.

A lot of the client serving tools behind the fire walls.

That addresses any of the privacy and security concerns.

We will have on-line learning of course, that will be a bigger proportion, on-line and virtual onboarding, networking, and those kind of things.

We felt it was important to still include a portion and we are shooting for 2-3 weeks over the five week program will be, you know, service line specific, work, client work, teamwork, etc. just so that our interns can get a sense.

I put this in the chat.

We are lucky to still offer that, and that they need us for staff work.

I seen a number of counterparts and other more directly impacted industries who are moving to 1-2 day.

One week more of a learning type experience for what was going to be instead of their full internship.

A lot of that is because of necessity.

They are doing that to still provide an experience while being in an industry that is disproportionately affected.



>> Shawn: Super.

CJ, I was wondering, the hiring you are doing, you mentioned earlier, you know, you are hiring.

And you are hiring.

And they might not be, you have some interns, book of it is not that.

More temporary positions.

College educated folks, etc., etc.

Are these positions going virtual?

If so, are you making changes with those?

Are they going into work and how are you handling that transition for those folks?

>> CJ: Right.

Right.

I am going to piggyback off of Dan.

He is absolutely right.

We are delivering a different experience.

Because we are in a different time.

Our interns are virtual.

They are pretty much working in research and development business unit.

The temporary assignments are in our manufacturing quality assurance area and what we had to do there, divvy up how we practice social distancing.

They are coming into work but instead of maybe having, you know, a lab with six people in the row, we have maybe two people on the row.

And they are six feet apart, right?

They are all wearing masks.

So we are definitely taking the safety precautions but majority of those roles are on site because we are medical device manufacturing company and we are putting together the COVID-19 tests and we need people on site just as much as we need people working from home.

And different remote locations.

>> Shawn: Great.

Thank you so much.

>> CJ: No problem.

>> Shawn: There is a question that I would like to throw at Gihan and Suzanne.

This has to do with revenue sources.

So there is a question around, you know, traditionally relied on things like, let's say, in person career fairs as substantial revenue source for operation.

How are you thinking through that now?

Are you thinking of alternatives, etc., etc.?

Gihan, you have response to that?

>> Gihan: I don't have a good answer on this.

As Suzanne referenced earlier, all of us have fully anticipating that we are going to need to tighten belts, right?

Already looking at our budget and thinking about, where can we preserve kind of really the most essential core functions and where are the things that maybe we could have let go a while ago and just doing them because we always did them.

Right?

That is the way, Suzanne was highlighting, we have increase need for professional development.

Not a decrease need for professional development in our staff in these changing times.

And, many people might think, that is an easy cut.

Right.

Let's cut all of the conferences and so on.

There will be some savings if we continue to be remote, right?

So we are not paying for the flights to travel to wherever and the hotel costs are being wherever.

And there might be opportunities like, you know, NACE is a great example of offering a whole series of on-line webinars well before COVID-19 where you can, in a cost effective way continue to educate your staff on those kinds of things.

But, I think the bottom line real is that we have to all be looking at how can we save money and, I don't, I have not found a magic pot of gold, you know, somewhere that I have been able to tap into.

I'm not anticipating that is going to be appearing on any of our horizons anytime soon.

So the reality of it is, we have to think about, you know, how are we going to make this work?

The other piece that is important, is that a university level, whenever, you know, my university is one that has always valued its students experiences and making sure that they have many opportunities for getting employed which is I think that is the case with many of our colleagues who are on there.

So kind of advocating as a leader, within my office with my superiors, for funding for essential functions that will support our students is one of the key things that I see as part of my job.

I have said to my staff, like, I expect you to come up with every idea that you can.

Like we are trying out right now, and I want you to be as creative as possible.

Don't worry about the budget pieces.

If it will cost money, maybe a price tag, I don't want that to constrain your thinking in terms of how you move forward.

It is my job to take those, good ideas, that I think that are really worthwhile and sell them to somebody

above me.

Sometimes it will work and mostly, probably won't, frankly.

But we need to be seen also as like, that is part of us showing our value.

We are having all of these thoughts and ideas.

And it is, here is many things for you to consider at high level.

Which ones of these are we going to be able to support.

Right?

At the university.

>> Shawn: Suzanne, anything to add to that?

>> Suzanne: Really well said.

I would add to that, brain storming around alternative revenue generation ideas.

I haven't found that magic pot of gold either.

But, we are looking at what value can we add for employers at this time?

As they have been shifting to remote internships.

How can we help them with that?

We are also looking at a return to resume books.

We hadn't, we hadn't done them for a long time because employers can go in, our platform, handshake and look for resumes.

I found that employers, some employers would like us to do that work for them.

So we are, we are trying to be creative.

Gihan, we are also trying to, you know, consider what programs to sunset for maybe for now, maybe for now.

And those programs that involve travel might be taking a back seat right now.

And then, something else we think about in terms of budgeting and revenue, I know that not all institutions have the ability to carry funds for year to year, some of you are more on a zero-based budget but for those who can, really showing what your plan is for those funds.

Why they are needed now?

And why they are needed to sustain you in the future so that is something else to throw in the mix.

And professional development for me, it is more important than ever right now.

I'm going to do whatever I can to preserve it.

>> Shawn: Thank you.

There has been a lot of chatter in the chat around virtual career fairs.

I would love to, let's, I would love to start and maybe hear just some reaction.

I'm going to start with the employers.

And then I would love to hear reaction from the college folks on, to their responses and the kind of things you are thinking through.

But from an employer perspective, how do you want to participate in a virtual?

Will you, number one, and how would you prefer to interact in a virtual career fair?

What are your expectations for it?

What would make it worth your while?

Dan, you want to start?

>> Dan: Yeah, it is interesting.

Shawn and I had this conversation, one of our bald brother chats.

And --

[LAUGHTER] yeah.

So the way that I am encouraging my teams to approach this is similar to the live career fairs which

again, a lot of conversation on the value thereof, overtime, which is, you know, one size does not fit all.

Not all career fairs, whether virtual, live, created equal.

At the end of the day, what is the value, as an employer?

What is the value that career fair will provide to me?

I know the value to the school.

You know, that is bringing employers and in many cases, revenue stream.

I know the value to the students, that they have exposure.

But the value to the employer and so, our very best university partners are the ones that say, hey, if we can serve you more of the students you are looking for, less of the ones you are not.

Maybe it is a tailored career fair for my industry or for specific type of student that I am looking for in terms of background.

That is one way to do it.

Maybe it is a smaller forum.

So that we are not getting lost among hundreds and hundreds of employers.

You know, arguments in the past, have been, well, it is a lot easier to bring everybody together.

One big career Farragut it set up, etc., etc.

Maybe in this virtual environment, it is easier to set up, smaller, more targeted, virtual career fairs.

I'm not saying that is the only answer.

Having conversation with your employer, partners is something that I know that my teams on the ground would appreciate to say, what is it a good spend of time and money.

Frankly.

As in the chat, can you still charge for a virtual career fair?

I think that if there is value to it, in front of students, Frankly, the only way available to us, if we don't see a return to normal come the fall, I think that having those conversations and being willing to be more targeted to the extent that is practical.

Virtually, a bit more practical.

That is the smart way to start.

>> Shawn: CJ, would you like to add to that?

>> CJ: I agree with Dan.

I think it comes back down to value.

Us at Luminex, at this time, may not, because of the roles that we are recruiting for, so if I had more, or knew more direct hire permanent roles were coming, more than likely, I would be teaming up with my partners as well.

And saying, hey, this is kind of what we need at this moment.

Is there any way possible to collaborate?

Now one thing that I am doing, and it doesn't matter, the school, it is that I am trying to keep our employer brand out there even though that we still don't know what our numbers will be next quarter.

But I am participating in helping students with, you know, what do I do on my resume?

In LinkedIn?

What skills are important right now?

I still have a passion to help those individuals get hired regardless.

That is just the CJ-ism.

I don't care who I work for.

Right?

At the end of the day, this is bad but not as bad as everybody thinks.

Dan made a very good point.

His industry is still hiring.

Biotech is still hiring.

A lot of places that are still hiring and, I don't want to see students panic because of fear.

If you are a liberal arts student, we can still make it happen.

It is just the way that you present yourself.

What are you saying in your resume?

What are you saying on your LinkedIn page?

If you are engineering, still, there are companies out there that are hiring so, if we don't participate in a career fair, I'm still going to participate in partnering with my partners to help them let their students know that you still can become a very attractive potential candidate.

>> Shawn: Super.

Great advice.

Gihan, you have anything to add on this virtual career fair?

>> Gihan: Yes, I think Dan said it well.

Kind of like the different platforms have like, all kinds of characteristics, not all created equal.

We are learning very quickly, just like everybody else probably who has not done one of these before, kind of how they work.

What they are.

We moved our, what was going to be our regular spring job fair which was supposed to happen on April 8, we are now conducting it on may 15.

We, you know, very fast order, we are able to get a contract with a career eco is the platform that we are going to be using.

I think that is one of several that are out there that potential platforms.

And I would also agree with what several of you have articulated which is, this idea that it is not just like one modality, like we are not just putting all of our eggs in that virtual career fair basket, right?



We have tried to move as many of the employer engagement opportunities for students on-line.

So one on ones, info sessions, virtual networking, with an employer that will happen kind of, we have a program that we call employer and residents.

One on one informational residents with students as they sign up.

Right.

Almost all of the employers have continued to do those virtually.

Ongoing basis to stay engaged.

Significant employers designed for the students to participate in that.

Offering all of these different modalities, I think of ways for students to meet with employers and engage with employers have been important.

We learn those lessons quickly.

One last thing that I will say is that in terms of student engagement, I put a note in the chat about this.

We are really seeing that students are responding much more to things that they perceive of as leading directly to something.

Right?

So if, so like, while our career advising appointments loads are down, from where they would have been at this time last year, all our employee engagement opportunities like the employee and resident program and so on, are way up.

Everybody wants those kinds, more instrumental kind of things what students are craving is my sense.

>> Shawn: Suzanne, almost at the end here, I wanted to pivot a little bit away from this and just ask you, if there are any additional words of wisdom that you would like to give to this group, as you heard this conversation.

Anything you would like to add or comment on?

>> Suzanne: Yes.

I think at the beginning of this session, Dan had, you know, shared the wisdom of, I think it is plan for the worst and hope for something else.

[LAUGHTER]

>> Dan: No no.

Hope for the best and plan for something else.

>> Suzanne: Yeah.

[LAUGHTER]

>> Suzanne: I guess, I'm thinking, as we are in, you know, this unprecedented situation, I'm thinking of plan for the possibilities and pivot and pilot to the best.

So I, I think that we all just need to be really prepared to be more flexible and adaptable than we ever have before.

And also, be forgiving and understand that we are not simply working from home.

We are working through a Pandemic.

And, we are going to get through this and all of these great things that we are doing, they are learning from them.

They are going to outlive this Pandemic and serve us very well.

>> Shawn: Very well said.

Thank you, Suzanne.

We are just about at the end here.

A few pointers.

This session has been recorded.

And will be posted on the NACE web site under our COVID-19 resources page.

And, I should mention that someone just posted, I'm going to also post, the link right now.

Suzanne actually did, I just posted it.

A blog today.

Which is outlines much of some of the, many of the things that she outlined today.

Excellent blog.

I hope you will go and check that out.

I think that you will find it to be really helpful.

There are a lot of other resources on the NACE web site under the COVID-19 resources.

Please check those out.

Check back to the quick poll results.

Publishing those each and every Friday so you can see the latest and greatest in terms of what is happening in the world.

I hope you will join us next week for our last and final in a series of these town hall meetings where we will be talking a little bit more about the future and what it holds and some specific issues related to that.

So I hope you will join us.

Thank you panelists.

And you did an amazing job.

It was great to interact with you.

Wonderful conversation.

To all those who attended, thank you for your thoughtful questions and for interacting with us.

We really appreciate it.

Hope you all have a great rest of your day.

See you again soon.

>> Dan: Thank you, Shawn, well done.

>> Meridith: This concludes today's event.

Thank you for our sponsor HireVue.

Great.

Thanks everybody.

Fantastic to interact with you.

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