Virtual Career Fair FAQ for Employers

What platform is UCS using for Virtual Career Fairs?

- Our team uses **Cougar Pathway** (Simplicity career management platform) to host our virtual career fairs for students and employers.

- If you already have a Cougar Pathway account, you can simply register through your account. (Events > Career Fairs > + Sign Up)

- If you **do not** have a Cougar Pathway account, you can register for the event and create an account at the same time. Here is the link: [https://uhouston-csm.simplicity.com/events](https://uhouston-csm.simplicity.com/events)

How do employers engage with student through this platform?

- Our virtual career fairs are **video based**—not typing or messaging based.

- Employers will be able to **meet one on one with students** who get in the **virtual line/queue** for their company. Below is what representatives will see:

  - Representatives will **click start chat** to begin the video call with the selected student. These video calls will range from 5-10 minutes. It is meant to be a screening, not an interview.
  
  - Employers will be using an **external video platform** of their choosing (Zoom, Teams, Webex) as well as using Cougar Pathway to start chats with students.
  
  - There is also a feature to have **group video calls** interviews.
  
  - Our team will also provide a **demo video** for all registered employers!

Key Aspects / Selling Points

- Employers can participate in the comfort of their home or office—**no travel!**

- A **student resume book** is included in the cost of the career fair! All employers will be able to generate a resume book of all students who attended the career fair. Through advance features, employers can also narrow / filter the resume book to specific majors or classifications.

- **Employers can email students before, during and after the event**! Employers can send tailored messages inviting students to their virtual booth or they can also send messages the day after, inviting students to apply to their position(s) in Cougar Pathway.

- Employers can **easily post jobs in Cougar Pathway** and our team will connect them to your virtual booth. This helps students know what opportunities you are recruiting for!

**Note:** Each event may have specific requirements and deadlines for participation. Reach out to our team for more information or if you have any questions! We can be reached at hireuh@uh.edu.