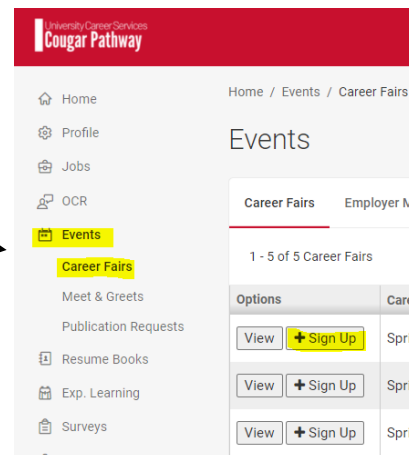


Virtual Career Fair **FAQ** for Employers

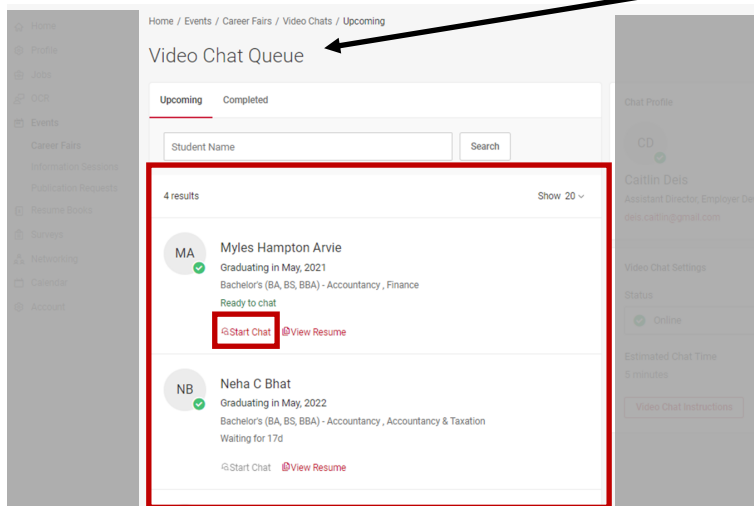
What platform is UCS using for Virtual Career Fairs?

- 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>



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.