



CASE STUDY

# **MERRITT COLLEGE VIRTUAL CAREER FAIR**

Have questions?

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## Event Overview

Each year, Merritt College's Cyber Security Program holds an *Employer Day*, where businesses can recruit new talent and students can engage with companies in their field. This year, Merritt College needed a reliable video chat platform to facilitate the event virtually since an in-person gathering was not an option. Each recruiter needed the option to video chat individually with students and each student needed the option to do so with recruiters. Leading businesses from security, consulting, communications and government spent two hours meeting and interviewing students.

## About the Host

Merritt College is a public, comprehensive two-year college. It is one of the four colleges of the Peralta Community College District and is located in Oakland, CA. The Consortium of Information Systems Executives (CISE) developed a partnership with Merritt College, creating the Cybersecurity Program, an affordable way for people to learn the necessary skills to launch a highly rewarding career in cybersecurity. Industry professionals from more than 50 Bay Area companies worked together to develop the program that set a new standard for the industry.

### HOST PERSPECTIVE

"We wanted a recruiting platform that would allow a seamless interaction between students and recruiters in a virtual environment. We were going to use a video conferencing tool which would have been very difficult to manage and awkward for both the students and recruiters. The Virtual Career Fair from Recruitology was a life saver. In a matter of 48 hours, we were able to get the companies set up and the students registered on the platform. It was so simple and easy to use!"

*Mary Nakahara, Merritt College Cybersecurity Program*

## Strategy and Approach

### Prior to the Event

From the beginning, exhibitors and sponsors received a variety of administrative, technology, and marketing support. This included specific documentation on how to create an account, set-up a booth, market to job seekers, save resumes, post jobs, and properly use the text, audio, and video chat features.

### Branded Employer Experience with Real Time Chat

#### During the two hour fair, each exhibitor received:

- Logo representation in the virtual lobby
- A company-branded virtual booth, with logos and company background
- Ability to live text and video chat with job candidates

#### For a month after the start of the event, each exhibitor received:

- Active logo representation in the virtual lobby
- An active company-branded virtual booth, with logos and company background, allowing residual attendees to visit and apply to jobs
- Complete downloadable information for job seekers who registered AND attended the event, including resumes, emails, and names



## OUR PERSPECTIVE

"Merritt College's online Employer Day was a great example of how to be creative under the present circumstances, to identify the tools needed to succeed (in this case video chat), and to provide an effective way for students and industry recruiters to connect without holding an in-person event."

*Katherine Haddad, Recruitology Sales Manager*



## And lastly... some benefits of virtual career fairs

### ◆ Save money

There's no travel or marketing collateral

### ◆ Save time

Again, no travel! Or setup time

### ◆ Improve tracking

All your resumes and contact information are already online

### ◆ Get your name out

A virtual career fair is also a marketing opportunity — think logos on virtual booths and lobbies

### ◆ Reach more candidates

Connect with all the people who couldn't make it in-person to other fairs