

hirewesternu

VIRTUAL CAREER FAIR

FEBRUARY 3, 2022 | STATISTICS



1,755

STUDENTS SIGNED UP
1,526 students completed the registration
56% student attendance

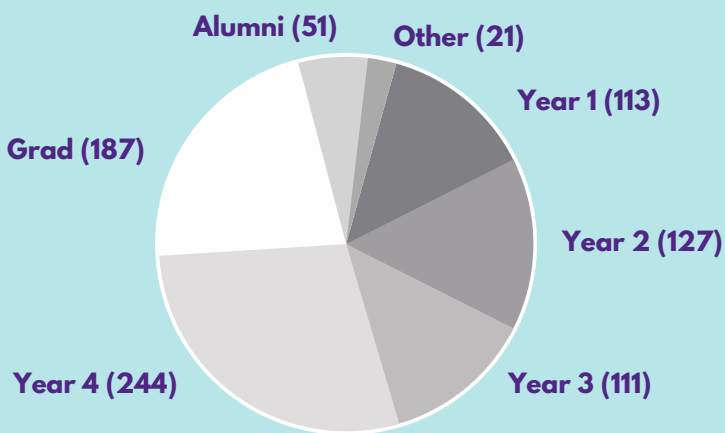


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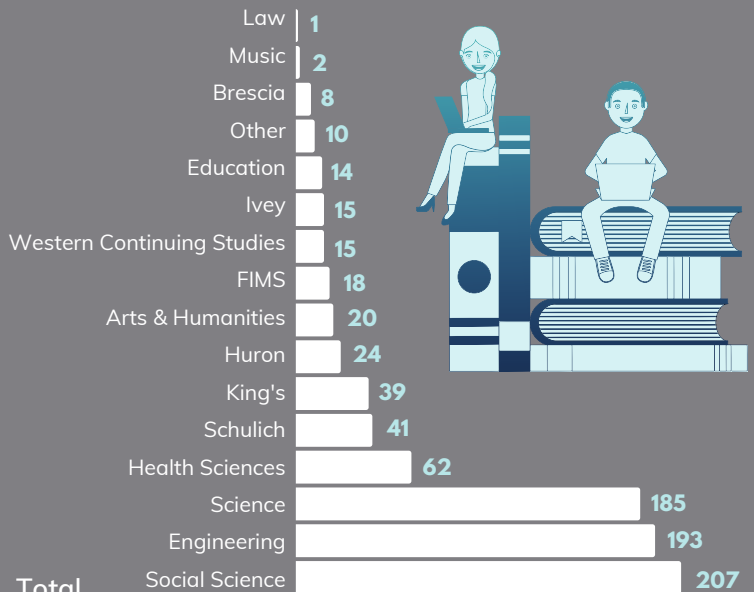
REPRESENTATIVES ATTENDED
96% representative attendance

Brazen reports that typical candidate attendance is 60%

ATTENDANCE BY YEAR



STUDENT ATTENDEE DEMOGRAPHICS:



Total Attendees:

854



THE TOP 5 CHALLENGES THAT...

ATTENDING ORGANIZATIONS SAY THEY SOLVE

STUDENTS ARE INTERESTED IN SOLVING

Help People Reach their Potential

1

Promote Healthy Living

Create Meaningful Experiences for Others

2

Improve Mental Health

Help Others Solve Problems

3

Help People Reach their Potential

Foster Sustainable Development

4

Communicate Ideas and Emotions

Prepare Future Leaders

5

Create Meaningful Experiences for Others

EMPLOYERS' NEXT STEPS

BASED ON

1,895



COMPLETED CHATS INCLUDING 441 VIDEO/AUDIO CHATS

268

INVITATIONS TO CHAT
Employers sent 268 chat invitations prior to event; 93 accepted, 70 attended

9%

INTERVIEWS
Employers will interview 178 students

18%

SCREEN
Employers will screen 347 students as part of their recruitment process

39%

TALENT PIPELINE
Employers will consider 732 students for future recruitment

STUDENT FEEDBACK

BEFORE THE FAIR, 1092

81%

of participants found value in attending and would register again

students shared resumes for employers to review

94%

of students reported that the Brazen virtual platform was easy to use

961

shared their LinkedIn profile

IF GIVEN THE CHOICE, STUDENTS WOULD PREFER ATTENDING A FAIR THAT IS:

VIRTUAL: 20%

IN-PERSON: 39%

HYBRID: 25%

NO PREFERENCE: 15%



GLOW POINTS

"Overall, I think this was a great experience. The platform used (Brazen) was phenomenal and a great way to host a career fair. I would definitely keep attending them in future years!"

"I did get to network with some great companies, it was a really good experience, and I actually got some interviews out of it!"

GROW POINTS

"Some organizations didn't have much information in their booths, so it was hard to figure out what positions they were offering, as many organizations were fairly large."

"Consider extending the time of the event. The wait for some booths exceeded the time of the fair."

EMPLOYER FEEDBACK

83%

of employers reported that the Brazen platform was easy to use

92%

of employers who prescheduled a chat prior to the event found this function beneficial

96%

of employers reported a positive experience

96%

of employers were able to source potential talent for their organization

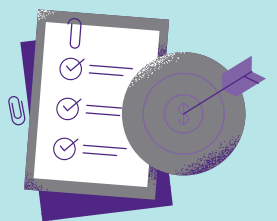
IF GIVEN THE CHOICE, EMPLOYERS WOULD PREFER ATTENDING A FAIR THAT IS:

VIRTUAL: 26%

IN-PERSON: 39%

HYBRID: 13%

NO PREFERENCE: 22%



GLOW POINTS

"Our managers really enjoyed being a part of this virtual fair. We got to interact with some great students. We are collecting the required information and will follow up with the participants accordingly."

"The team from Western was really helpful in assisting me with everything. The event was a success because of their follow up."

GROW POINTS

"The fair went well for us; however, we were unable to use the representatives feature in the best possible way."

"We expected a larger turn out at the booth, but surprisingly people we didn't speak with are steadily applying to our Associate position, so we take this as a positive that our booth info was very clear on what we were looking for."