

INTRODUCTION

The Graduate Coordinator Network and Texas Student Media are looking forward to your participation in the University of Texas at Austin Graduate School Fair on Tuesday, October 13 from 10 AM-2 PM on Handshake.

This Support Manual will help guide you through the process of setting up your schedule for the day, to help make the event as successful as possible for you and the students who attend your sessions.

Please be aware that as you navigate through the Handshake platform, you will see references to “Employers” and questions that will seem geared more towards setting up Career Fair sessions. Don’t worry-- you are in the right place! Handshake was established first as a platform for employment recruiters to work with universities in hiring students. In this virtual, work from home environment so many of us are currently living in, it also happens to be a great tool to help meet and recruit students for your graduate programs. So, know that you are the employer whenever you see those references.

About Handshake

Platform Functionality

At a Handshake Virtual Graduate Fair, students can learn about employers (aka institution/graduate program) and share their profile in intimate group sessions or get 1:1 facetime with recruiters—all from their browser or Handshake’s mobile app. Each “employer” (aka institution/program) will be able to schedule the following during each virtual career fair:

- **30-minute group meetings** that accommodate up to 50 participants each. This number (50) includes all recruiters. Multiple recruiters can attend, talk with students, and share their screen. If employers wish to broadcast to more than 50 students at one time, they may insert an external virtual meeting link.
- **10-minute 1:1 meetings with students** hosted by up to 2 recruiters. Each recruiter can set their own schedule and choose qualifications students must meet to attend.

Employer Training Webinar

Employers (aka institution/ program) will be able to see profiles and public resumes, as well as message the students they engage at the fair, making it easy to prepare for and follow up on all of their sessions. **The employer webinar is highly recommended!**

[View the recording to learn how to:](#)

- Register your organization for Virtual Fairs
- Sign up your teammates to attend the Fair
- Create schedules for limited group sessions and 1:1 sessions during the Virtual Fair
- Follow up with students you engaged with during the fair

*Students and employers (aka institution/programs) will have access to **video, audio, and text-based chat** during these meetings, enabling the personal connection of in-person fairs in a virtual, accessible setting.*

Student Registration and Engagement

We will open registration to students on October 5, 2020. **Employers are responsible for creating their schedule in Handshake and should have their schedules set by October 5.** Students will begin registering for sessions on this day! Don’t miss out on great talent!

Engage with Students Before and After the Fair

- Invite interested students to join your meetings before the fair
- Send unlimited messages to students who have previously interacted with you
- If your organization’s trust score is 80+, send proactive messages to new students.

Engage Attendees After the Fair

- Review profiles/resumes and message all students who attended your meetings

Follow up with students from 1:1 chat sessions

All Employer Participants Must Have Their Own Handshake Account

1.1 Let's Get Your Colleagues a Handshake Account

Each **new** user is individually responsible for creating their Handshake account, and they will need to create their own Handshake login credentials to get started. Here are two ways to go about getting your colleagues to register for their own Handshake account:

1. Have them [go to Handshake to create an account](#). This is the easiest if your account is set on auto-approve. Please see the notes below about auto-approve.
2. Send them a [link from your Employer Profile in Handshake](#) if you are the account owner. This only works if you are the HS account owner.

Handshake Tip: In your Employer Profile, under Details, you can set up your account to auto approve staff. The language that is displayed in HS is pasted below:

1.2 Auto Approve Staff

If enabled, any user with a confirmed email address with the configured email domain will automatically be approved when they request access at your company.

1.3. Other tips

- Be sure to enable pop-up windows in your browser to allow in Handshake app.
- Chrome and Firefox are recommended browsers for optimal performance.
- Be sure to check audio and video prior to the event.
- System (Handshake) defaults to keep notifications on. This is highly recommended to not change this setting to ensure notifications are received if session participants send cancellations or other notices.

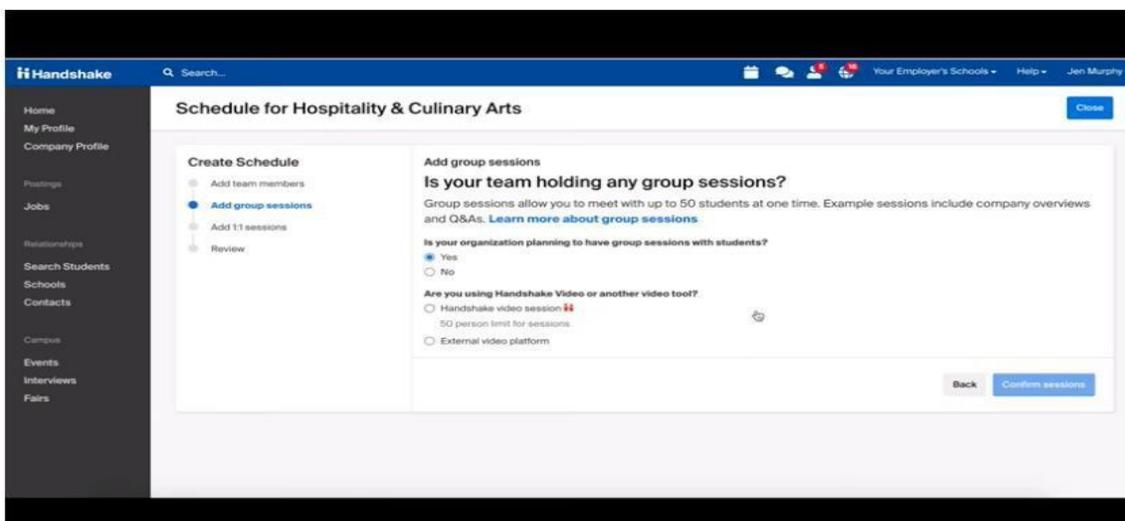
How to Decide if You Want to Use Handshake's Video Tool or Your Own

This is a decision you should make before scheduling your group sessions. For **Group Sessions Only**, you may use your own video tool. Using your own external video platform allows you to broadcast to more than 50 participants at one time.

2.1 Important Points

- Each Group Session is limited to 50 participants. *Your representatives from your company are included in this 50.*
- Using your own video tool will allow you to broadcast to more students.
- Once the link is inserted (see image below), you will no longer be able to see the link. It is there.
- Only use a link to a video tool. Do not use a link to a specific site. You must use your screen to broadcast any specific websites or images you wish to share during the group sessions.
- External video providers are only supported for Group Sessions; 1:1 sessions are only able to be conducted via Handshake video!
- Handshake uses Twilio. Information concerning Twilio, video requirements, and troubleshooting is [linked](#) for your use.

This screenshot is taken from the Handshake instructions on Creating Your Schedule.



2.2. Other tips

- Be sure to check audio and video prior to the event. you can set up a test video session in order to check screen sharing abilities and other features.

Creating Your Schedule for the Day of the Fair

3.1 Important Points

We have two options for learning about creating a schedule:

1. [Video](#)
2. [Screenshots with Instructions](#)

We recommend you create your schedule prior to October 5. On October 5, students will start registering and it will help you recruit if your schedule is built prior to this date.

There have been many changes to the Handshake Virtual Fair Platform since the creation of their Handshake learning materials. **The video and instructions on Handshake's website include the original information. They have not updated the material to include the changes listed below.**

Additional Changes: Handshake [continues to release new updates.](#) The changes for employers can be found at the bottom of the page.

3.2. UT Graduate Fair Sessions Details

Each "employer" (aka institution/program) will be able to schedule the following during each virtual career fair:

- **30-minute group meetings** that accommodate up to 50 participants each. This number (50) includes the recruiters. Multiple recruiters can attend, talk with students, and share their screen. If employers wish to broadcast to more than 50 students at one time, they may insert an external virtual meeting link.
- **10-minute 1:1 meetings with students hosted by up to two recruiters.** Each recruiter can set their own schedule and choose qualifications students must meet to attend.
- Handshake gives you the option to set qualifications that students need to meet in order to select a 1:1 session. In order to maximize your opportunity to meet as many talented UT students as possible, we encourage you to set your qualifications markers as broad as possible.

Configuring 1:1 Sessions for the Day of the Fair

Handshake will allow you to configure 1:1 sessions for representatives attending the fair.

4.1 Important Points

- Currently, **after publishing a schedule, attendees are unable** to re-add 1:1 sessions to cancelled slots. Handshake predicts that the ability to re-add 1:1 sessions to cancelled slots will be added at some point in September.
- 1:1 sessions let your team members meet with individual, qualified students for 10-minute video conversations.
- All 1:1 sessions are 10 minutes long and cannot be changed.
- Individuals can set the qualifications required for students to register for a 1:1 session

4.2 Setting Preferences or Qualifications for 1:1 Sessions

Handshake has [instructions](#) for how to set up preferences, or qualifications, for the 1:1 sessions.

- Employers can set required preferences per team member if they are hoping to engage with two or more different groups of students.
- Required preferences can be changed up until the time of the 1:1 session.
- In order to maximize your opportunity to meet as many talented UT students as possible, we encourage you to set your qualifications markers as broad as possible.

4.3 Recommended Best Practices

- UT-Austin does not automatically upload a students' GPA to their Handshake profile. Students will enter their GPA. When registering for the fair, students must acknowledge that falsifying any information in their profile or resume will result in disciplinary actions.
- Best Practice: Please be aware that students may have another session immediately after yours. Help them keep on schedule by staying within the 10-minute timeframe. Handshake will give you a one-minute warning during your sessions, however all employers are still responsible to manage and respect the time of both recruiter and student.

Managing Your Schedule for the Fair

Once your schedule has been created/claimed, you'll be able to [manage your company's schedule](#) as needed. Handshake has extensive training in managing your schedule. As with other components of the training materials on Handshake's website, changes have occurred to update functionality.

For up-to-date information on which editing features are live and which are coming soon, please refer to [Virtual Fairs Release Notes](#), and look for the Employer section toward the bottom!

5.1 Important Points

- New change, existing 1:1 sessions CAN NOW be "swapped" to your other team member.
- If a team member cannot attend their 1:1 sessions and someone else can be added, then the registrant will need to navigate to **Manage sessions**.
 - Add a new team member to 1:1 sessions.
 - Select any additional team members you'd like to participate in sessions, then click **Add Team** in the lower-right to proceed.
 - You will not be able to remove team members. If a team member is unable to attend a scheduled session, they should be **marked as busy**.
- **Half-day Participants:** Please mark times you are not participating in the fair as "busy."

Providing Students with Clear Information about Your Program's focus

If multiple programs from different areas of your University are participating in the Grad Fair, we recommend adding your “specialty” to your name to help clarify 1:1 sessions.

- Representatives can edit their names in their USER ACCOUNTS (not in fair registration)
- This provides clarity around which person a student should choose to sign up with for 1:1 sessions.

Examples:

Jane Doe – Advanced Engineering Degrees

How to Transfer Ownership of an Employer Account

Please note that ownership can only be transferred to another user that is already connected to your company's (aka institution/program) profile on Handshake. If the teammate does not have their own Handshake user account yet, they can sign up [here](#).

7.1 Important Points

- If you are not the current Owner, and ownership needs to be transferred, please reach out to Handshake's Support Team for assistance.
- If the current Owner wishes to transfer ownership, [please follow these instructions](#).
- If your Handshake account is set to auto-approve employers, any user with a confirmed email address with the configured email domain will automatically be approved when they request access at your company.
 - To find this setting, click on Edit in the top right corner of your account page.
 - The setting can be found under the Details tab.
 - We highly recommend this feature. It allows employers to get started while waiting on the transfer of ownership. It also takes the burden from the owner of approving each new account.

Create Authentic Relationships

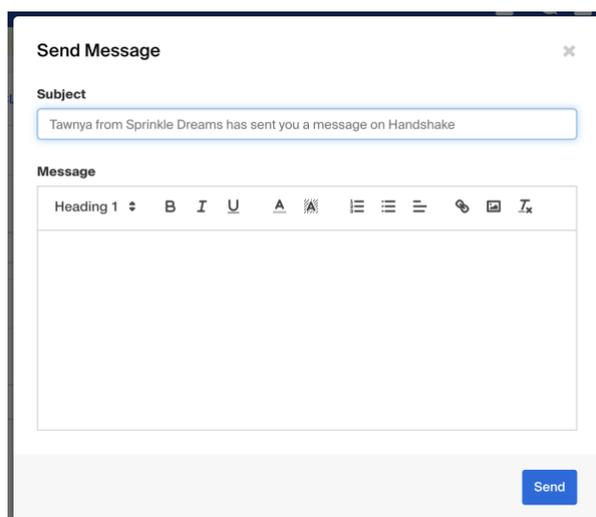
Use the [Search Students Feature](#) to find students that meet your talent needs.

8.1 To message a student – your company must have at least a Trust Score of 80.

1. Click on **Search Students** in the left navigation bar.
2. Use the filters on the left of the page to narrow down your search results.
3. Click on the small conversation bubble icon next to the student's name you'd like to message.



4. This will immediately bring up a popup message box for you to craft your message.
 - We recommend adding a subject line as well as text in the body of your message.
 - Pro-tip: add your signature in the body of the message



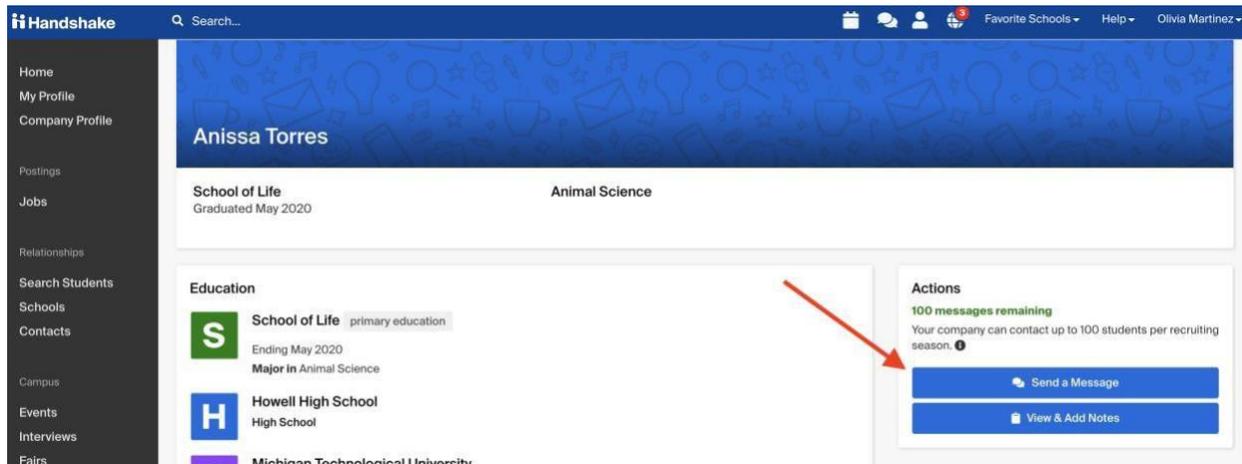
5. Once your message has been crafted, click on Send, in the lower-right corner of the message popup box.

8.2 More ways to message students

RSVP Tab: You can see all the students that have signed up for sessions and are able to message them. These messages will not count toward your 100-message cap per semester. If a student has a public resume, you will be able to see and download that resume.

You can also message a student in Handshake directly from their profile by taking the following steps:

1. Click directly on the student's name from the search results. This will take you directly to the student's profile.
2. From here, click on Send a Message under the Actions section towards the right of their profile page.



3. The same message screen from above will appear.
 - We recommend adding a subject line as well as text in the body of your message.
 - Pro-tip: add your signature in the body of the message
4. Once your message has been crafted, click on Send, in the lower-right corner of the message popup box.

8.3 Viewing and responding to messages

1. To view your sent messages click the **Messages** (conversation bubble) icon located in the top search bar, in the upper-right of the screen.



2. This will load your inbox. From here, you may click on a message to read and respond to the student.
3. To view Sent, Favorited, or Archived messages, click on **Inbox** and click the desired choice from the drop-down menu.



Day of the Fair Experience

9.1 Group Session Experience

This is a [six-minute video to demonstrate](#) the group session experience.

9.2 1:1 Session Experience

This is a [ten-minute video to demonstrate](#) the 1:1 session experience.

Key Considerations for Employers (institutions/programs) SUCCESS

- All employer participants must have a handshake account
- Employers who are not approved at your school will not be able to view student profiles or message students
- Employers should use descriptive titles for group sessions
- Employers can now edit schedules after they've been published

Check out [Virtual Fairs in Handshake: A Guide for Employers](#) for an all in one resource and checklist!

11.1 How to set a schedule for Virtual Fairs

Before you can set a schedule, you need to have an approved registration at a virtual fair in Handshake. See [Identifying and Registering for Virtual Fairs](#) for written instructions on filtering fairs and registering, and [check out our video walkthrough here!](#)

[Watch this video](#)