

# Virtual Recruiting: The Impact of Virtual Interviews & Hiring Events on Construction Students

## Virtual vs In Person student results

Interactions at past career fairs

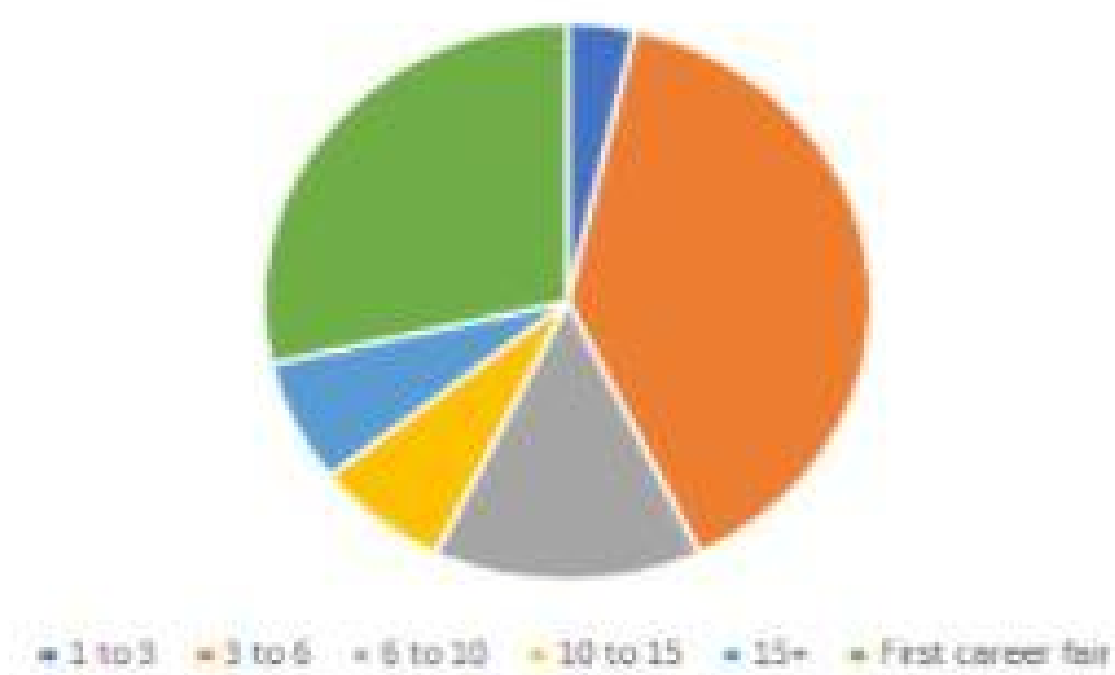


Figure 2: Past career fair interactions

Recruitment from college construction programs was drastically altered by not being allowed to gather in person in large groups for the majority of 2020. Companies could no longer recruit in person as they had at past college events, and instead connected and communicated with students virtually. The construction management department at California Polytechnic State University San Luis Obispo (Cal Poly), bridged this gap between recruiting companies and current students, at a virtual career fair using a collaborative hub built on Microsoft Teams. Data was gathered from students via a survey after attending this first departmental virtual fair, to measure impacts or changes in their experiences as a result of the transition to a virtual setting. Students' perceptions of the virtual career fair from the survey provided insight into the result that digitally required communication had on the student employer relationship, as well as other aspects of the recruitment process. Student recommendations, as well as existing research on regional career fairs, provide recommended improvements for possible virtual career fairs in the future.

Keywords: Virtual recruiting, career fair, college recruitment, digital hub, construction student

## Strengths

- Visit more companies in less time
- Access career fair from anywhere with internet
- Gathers many companies information and contact information into one place

## Weaknesses

- Students feel on average less connected and engaged
- Company booths can be overwhelmed
- Lack of understanding in the mechanics of Microsoft Teams

6. Approximately how many different companies did you interact with in total at 2020 virtual career fair?

[More Details](#)



Figure 3: Virtual career fair interactions

16. Where there any notable weaknesses or challenges that you faced due to the digital nature of the career fair?

[More Details](#)



Figure 5: Proportion of students challenged due to digital nature

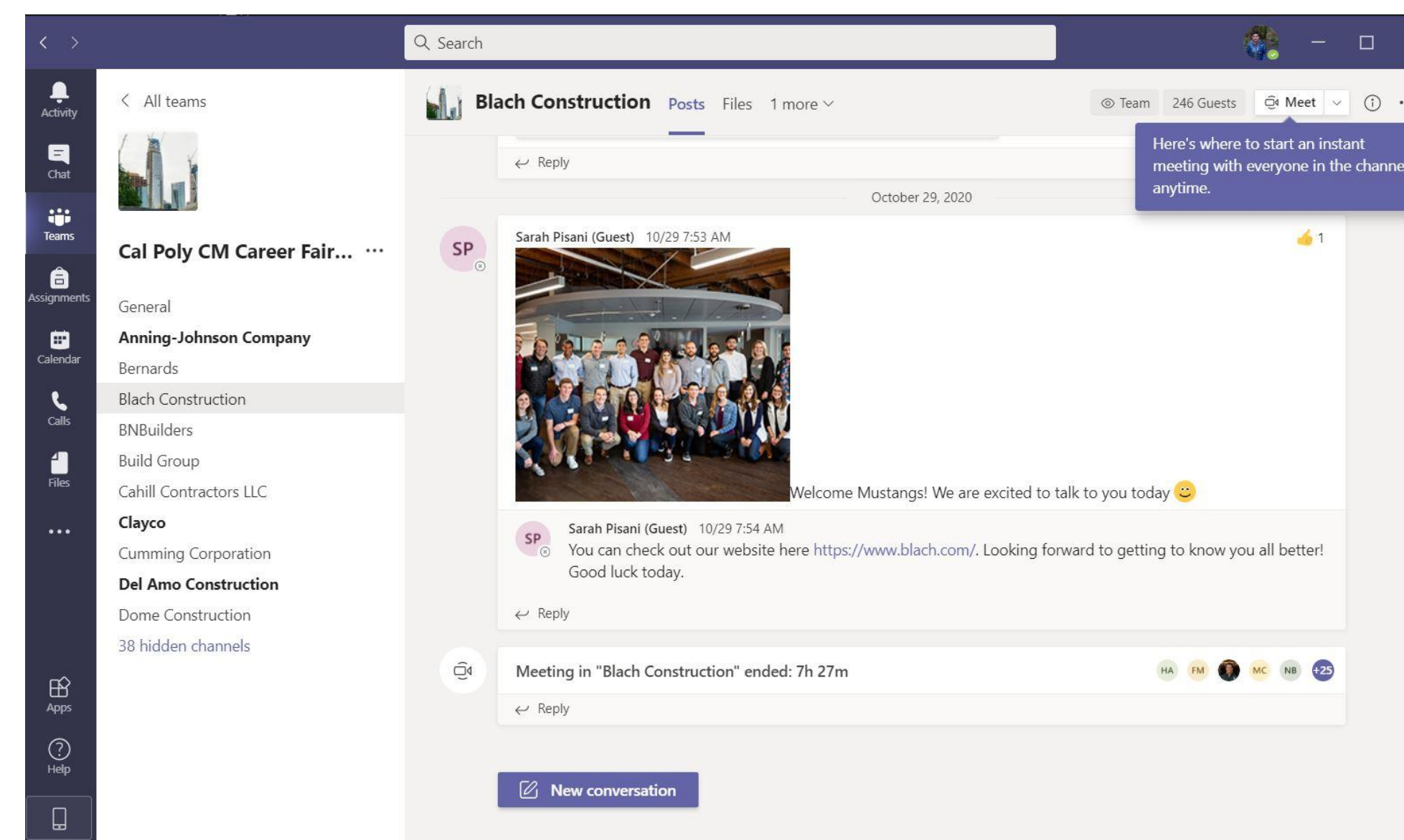


Figure 4: Company booth example on Microsoft Teams

## Future Recommendations

- Make student company communication after the fair student driven
- More time for commercial companies
- Career preparatory elective

20. Would you attend a virtual career fair in the future?

[More Details](#)



Figure 1: Willingness to attend a future virtual career fair