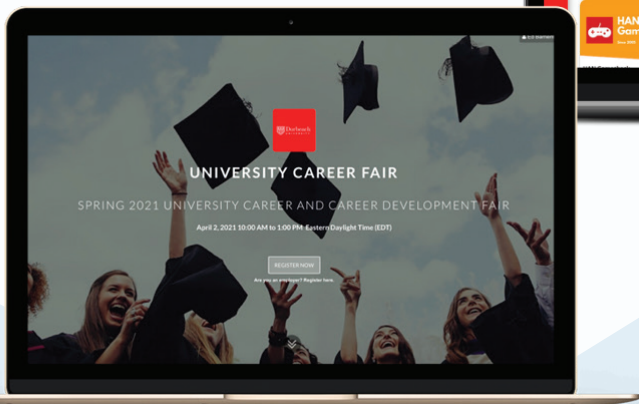
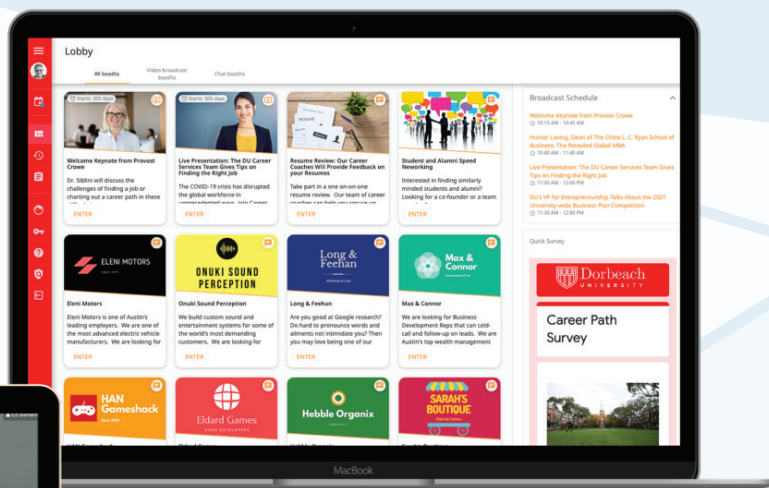


Washington State Board for Community and Technical Colleges  
GUIDE TO BRAZEN:

# VIRTUAL CAREER FAIRS



WASHINGTON COMMUNITY  
AND TECHNICAL COLLEGES

OCT 2021



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# How to Use Brazen

## Overview

The state's Employment Security Department has adopted an online job fair program called Brazen. Brazen is a system that allows colleges to host virtual career fairs. In Brazen, job seekers use a unique link to join the online career fair event, where they can view videos from recruiters and hiring managers, and chat in real time with live recruiters about job openings. Online job fairs help employers, colleges, and member organizations connect with top talent virtually, regardless of their locations.

## The Benefit to Brazen?

In addition to alternate forms of communication, virtual career fairs offer major advantages over in-person career fairs, like the ability to provide candidates who are waiting to talk to recruiters a plethora of options to continue to engage with the employer, more efficient and effective follow-up tools, and a more robust selection of candidate data that is easy to access by the employer and/or event hosts.

## The College Role

As the college, your role is to provide information to job seekers on Brazen as a resource. This comprehensive guide will help you in setting up your virtual career booth.

# Master Checklist

## 1. Lay Out Your Action Plan

- Who will be setting up the booth?
- Who will be the booth representative (the person working the booth at the career fair)?
- What information do you want to share with the students? (Use flyers, talking points, and elevator pitch from WA SBCTC Brazen toolkit)
- What opportunities are you planning on sharing?
  - Make sure to have detailed information in your linked page. Samples include: financial aid information, in-demand jobs, graduation and employment rates, and scheduling an appointment with a counselor
- Where/who can the students reach out to for more information?
- Pick out photos that best represent you and the college.
- Write out your "About Us" section ahead of time.
- Practice! Run simulations and practice giving your spiel.

## 2. Register/Sign Up for Your Brazen Account

## 3. Set Up Your Booth

- The account owner will need to set up the booth.
- Don't forget to add your booth reps to the booth!

## 4. Save as you go so you don't lose your edits.

- Make sure to click Preview to see what it will look like to the students.
- Have an Awesome Career Fair Day!
- Engage the students.
- Utilize the tools provided on the platform to guide promising students to your opportunities.
- Follow up with promising students either with a recruiter or directly with the student to send them additional materials or meet with a counselor.

## 5. Post Event

- Report on Key metrics, attendees and data
  - [How to Download Event Reports](#)
  - [How to View Live Event Data and Reports](#)

## 6. Send a thank you you to students



For all technical support needs, please visit [Brazen's help center](#) where you can access live chat and help articles.



# Steps to Setting Up Your Booth



Time to Set Up:  
30-45 Minutes

- 1. Set up a college account.** The account should use the email address of a department in charge of Brazen (i.e. outreach@communitycollege.edu)
- 2. Click link in email** sent to designated booth owner to start booth building process.
- 3. Under Settings\*:**
  - a. Select booth type
  - b. Upload logo
  - c. Add socials, booth tags, etc.
    - i. *\*Save changes to booth as you go and click Preview to see it from students' view*
- 4. Under Content:**
  - a. Add content for booth preview on Lobby page (keep it short and sweet)
  - b. Add content to booth Home tab\*:
    - i. Image. Recommended images include: student photos and career photos.
    - ii. Edit/add text to content to draw students in
    - iii. Click "Enable Opportunities Tab" to make things visible to the students
      1. Add content — calls to action for opportunities with the college
    - iv. Click "Enable Content Tab" to make "About Us" visible to students
      1. Enter any information you'd like to share with students
        - a. i.e., history, about us, etc.
        - b. You can also embed a video (recommended)
    - v. *\*Save changes to booth as you go and click Preview to see it from students' view*
- 5. Under Opportunities Tab:**
  - a. Add in opportunities/positions information
    - i. Position title
    - ii. Location
    - iii. Link to the position application
    - iv. For higher positions, add Smart Queue function
      1. Create question(s) to screen the candidates for key skills
      2. Brings qualified candidates to the front of the call line
- 6. Under Representatives Tab:**
  - a. Reps are the individuals who are working the booth and speaking with students
    - i. Must add reps information to booth
    - ii. Booth owners control the settings of the booth, but are not automatically set as reps
  - b. Students can also send in notes if they don't have time to chat:  
Leave an email address for these notes to go to

# Sample Booth Materials

As a part of the booth setup, it is important to spend time designing your online job fair. Increasingly, brands are finding success with immersive brand experiences that use engaging videos, intentional brand messaging, and thoughtful conversations to connect with candidates. Each aspect of your virtual job fair should be intentional and selected with your candidate personas in mind. This is why the Washington State Board for Community and Technical Colleges has created a Key Marketing and Language Messaging Guide and provided sample collaterals for individual colleges' use on Brazen.

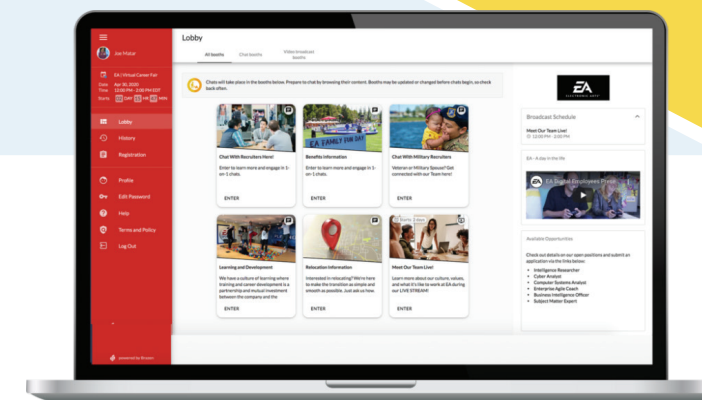
For overall promotion and messaging, please reference the **Key Marketing and Language Messaging Guide** developed by the Washington SBCTC with feedback from students who have received support from the colleges through (insert programs here).

In addition, Washington SBCTC has developed a toolkit containing the following documents:

- Talking points
- General flyer for displaced workers
- Financial aid flyer for displaced workers
- In-demand jobs for displaced workers
- Elevator pitch
- Video

Other recommended materials for the college to include are:

- Promotional videos on the college resources and industry need
- Collateral that outlines the steps to connect
- Promotional materials that highlight short-term certificates
- Materials that highlight the college student employment rate and resources



Of course, online job fairs are just one arm of your broader recruiting strategy. As you plan your virtual hiring event, make sure it ties to that larger strategy and look for ways to use your other tactics to continue building relationships with candidates once the career fair has ended. Much of that relies on using these best practices before, during, and after the online job fair for maximum return. In a nutshell, stick to these best practices:

1. Prepare, prepare, prepare
2. Use a personal touch to make a good first impression
3. Script your screening questions
4. Upload your college brand content like videos and articles
5. Be your (authentic) self
6. Think about the mobile users
7. Tell candidates about the next steps

# Job Fair Outreach and Promotion

Much of the success of an online job fair relies on what happens in the weeks leading up to the event. Spending the time to plan in advance—from the details of the event itself to follow-up strategies—helps colleges get the most out of virtual career fairs by helping students.

Tips to create buzz around your career fair:

- 1 Partner with local industry businesses and unemployment offices to promote your job fair booth.**
- 2 Share your job fair with clubs and organizations within the college.**
- 3 Leverage programmatic messaging.**

# Key Marketing and Language Messaging



## OVERVIEW

Following a comprehensive review of the survey responses from Washington State community college students, an internal kickoff call with Washington SBCTC members, and a thorough review of the state colleges' 2021 Media Preferences data, Interact Communications is pleased to present a messaging and marketing guide that will assist Washington State community colleges in increasing access to and visibility of the colleges' resources and programs available to displaced workers in the state of Washington.

The long-term goal of this plan is to provide Washington colleges with consistent collateral that promotes resources at virtual career fairs to displaced workers. Activities outlined in this document include:

- Messaging to unify the displaced worker campaign under one umbrella
- Messaging that accounts for reaching target audiences within WA State
- Messaging to guide colleges on promotion of resources to displaced workers

## TARGET AUDIENCES

Four target audiences will be targeted with the activities outlined in this plan:

- **Displaced Workers:** These are potential students who have recently lost a job (unemployed).
- **Adult Learners:** These are potential students between the ages of 20 and 55 who are underemployed or are currently in a job that does not pay a livable wage.
- **Potential Students:** These are students who have not yet enrolled in or taken classes toward a certificate.
- **Former Students:** These are former students who enrolled in at least one class in the last five years but who did not earn a degree or certificate.

## GENERAL MESSAGING RECOMMENDATIONS

For displaced workers and adult learners, the trend is to be cautious in pursuing a new career, and especially after COVID-19, many students have lost confidence or been forced to stretch themselves in ways unimaginable in the face of the pandemic.

Washington State community colleges' programs provide comprehensive and workforce-relevant training while also containing a support network that is persuasive to potential students looking for short-term programs that will help them "tool up" for promising careers.

Marketing to potential students who have lost their job or are looking for new work after the pandemic is more than simply "getting unemployed workers careers." These students are an increasingly diverse group, with vastly disparate motivations for pursuing a career education or finding a new field to work in. Through our marketing materials, it is important that prospective students, former students, displaced workers, and adult learners not only see the value in career programs, but see themselves enrolling in and graduating from these programs...and then finding a career in a lucrative field of study.

We recommend that marketing and communications focus on the outcome of your programs and use program graduates to showcase the central idea: "My community college prepared me for this fantastic career while providing me with the support I needed."





## MESSAGING PRIORITIES

The first two priorities are accomplished by employing real (or real-sounding) stories that depict success (or at least progress along a continuum on the way to success). Stories are customized to the target audience, addressing the key concerns of each student group.



# 1

Clear communication of the classroom-to-career pathway, focusing on value, efficacy, and real sector outlook statistics



# 2

A sense of connection, agency, and belonging—the idea these programs were “made for me,” and that “I will succeed here”



# 3

A clear and simple yet inspirational call to action, ideally built into the campaign slogan/wordmark, encouraging engagement and focusing on the “next click”

## MESSAGING RECOMMENDATIONS (BY AUDIENCE)

### Displaced Workers/Adult Learners:

*“Support is here for you to reach your future.”*

- Messaging that focuses on urgency, reminding prospects students that they are on the ground floor of something that is bound for incredible heights. They’re in the right place at the right time.
- Supportive messaging that looks on the bright side, and reminds students of the broad range of student services available
- Messaging that addresses specific reasons for non-persistence and student barriers (i.e. time, money, age, lack of support, cost, workload, lack of confidence, etc.), and offers suggestions for each, especially tied to taking the next right step
- Savvy messaging that acknowledges the barriers toward completion, but celebrates people for choosing a high road of grit and determination to rise above them and gain confidence in their new career
- Collateral to represent adult workers who are returning to college for a career change. Show their story and how they made it work while accomplishing their goals.
- Messaging should focus on support and be welcoming: clubs, financial aid, counselors, veteran centers, etc.
- Crystal clear call to action for next steps
- Help students see the dream through your messaging from landing pages to videos to flyers



### Potential Students (Prospects):

*“Welcome! You’ll Succeed Here!”*

- Real stories, featuring confident, likeable subjects and a clear point-A-to-point-B transition as a result of the program
- A warm, welcoming tone, evocative of a club environment where new students are accepted and where “we take care of our own”
- Messaging should give credit to the prospect for their courage and independence in setting down a bold higher education path
- Inspiring, uplifting headlines, with nitty-gritty (i.e. employment outlook statistics) presented in crisp, bullet-point style that bolsters the message rather than stepping on it
- Crystal clear call to action for next step (enrollment)

### Former Students (“Stop-Outs”):

*“Life is tough...but you’re tougher.”*

- Savvy messaging that acknowledges the barriers toward completing a certificate, but applauds people for choosing a high road of grit and determination to rise above them
- Stories of persistence and eventual success, with emphasis on the “inner fire” that carried the subject through
- Messaging that emphasizes the “right now,” urgently making the case with BLS job
- Outlook statistics (i.e. The national average job growth for all professions is about 6%... Information Security Analysts: +28%, Software Developers: +24%, Web Developers +15%, etc.)
- Messaging that addresses specific reasons for non-persistence (i.e. time, money, burnout, lack of support, lack of motivation, etc.), and offers suggestions for each
- Crystal clear call to action for next step (enrollment or reapplication)



## MESSAGING SAMPLES AND TAGLINES

### Sample Messages That Inspire

- Finding the place where you come first.
- Taking time for your dreams.
- Your future? At your fingertips. This is your moment.
- The comeback you've been waiting for.
- No such thing as too late. Your success = achievable.
- When I grow up 2.0. Your future isn't waiting, so why are you?
- Just go for it. Take the next right step towards your tomorrow.

### Sample Career-Focused Messaging

- Discovering a career you love, and getting the skills you need to do it.
- Learn more, earn more, and LIVE more.
- Unlock opportunity. Gain the skills to give you confidence in your next steps.
- Boost your earning power and take charge of your life.
- The key to your future career is here. Unlock your potential.
- Your future self will thank you. Take charge of your career today.

### Sample Messages of Support

- One class at a time. Y(our) success = Your time. Your terms.
- Y(our) journey. We're here to see you learn, earn, and live.
- Faith over fear, for a better career. We'll get you there.
- Impossible. Support. Resources. Connection.
- Legendary support for life-changing success: It's what we do best.

## SAMPLE MESSAGING TREATMENT (BY AUDIENCE)



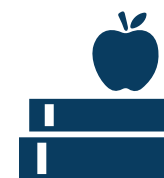
### Displaced Worker

**Mother. Ex-teacher (or other career). Lifelong learner.**

This is how Cathy started a new career at SBCTC.

**Father. Ex-(job). New confidence.**

This is how Richard moved to a new career at [insert community college name].



### Adult Learners/ Prospective Students

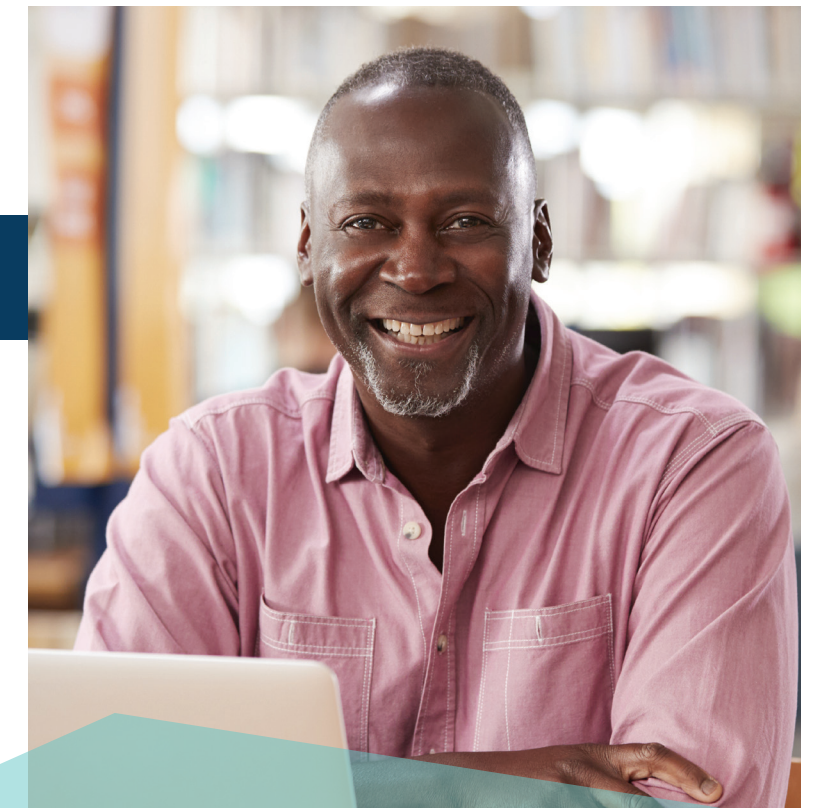
Supportive environment? **Check.**

Financial help? **Check.**

Necessary skills? **Check.**

Nothing to lose? **Check**

Everything to gain? **Check.**





# Brazen Platform Experience

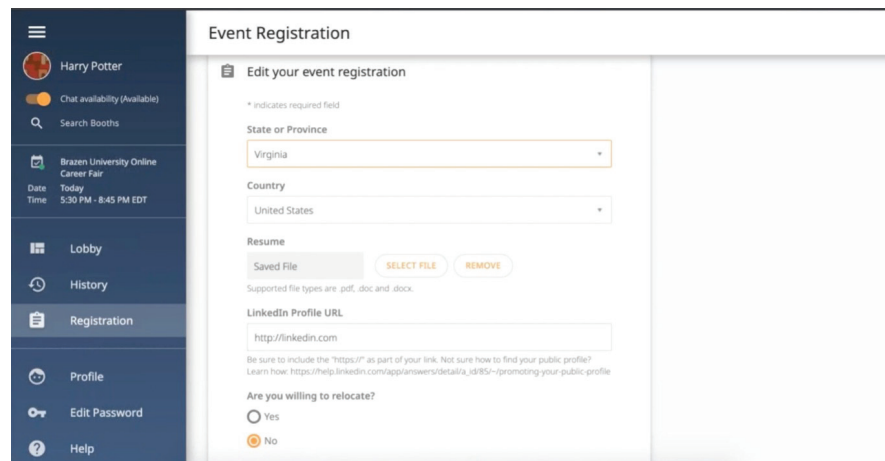


On the pages that follow, we will do a walk thru of Brazen through the student lens and through a representative lens so you have familiarity before entering the platform.

Initially, a student will visit an event landing page to register for a virtual career fair.

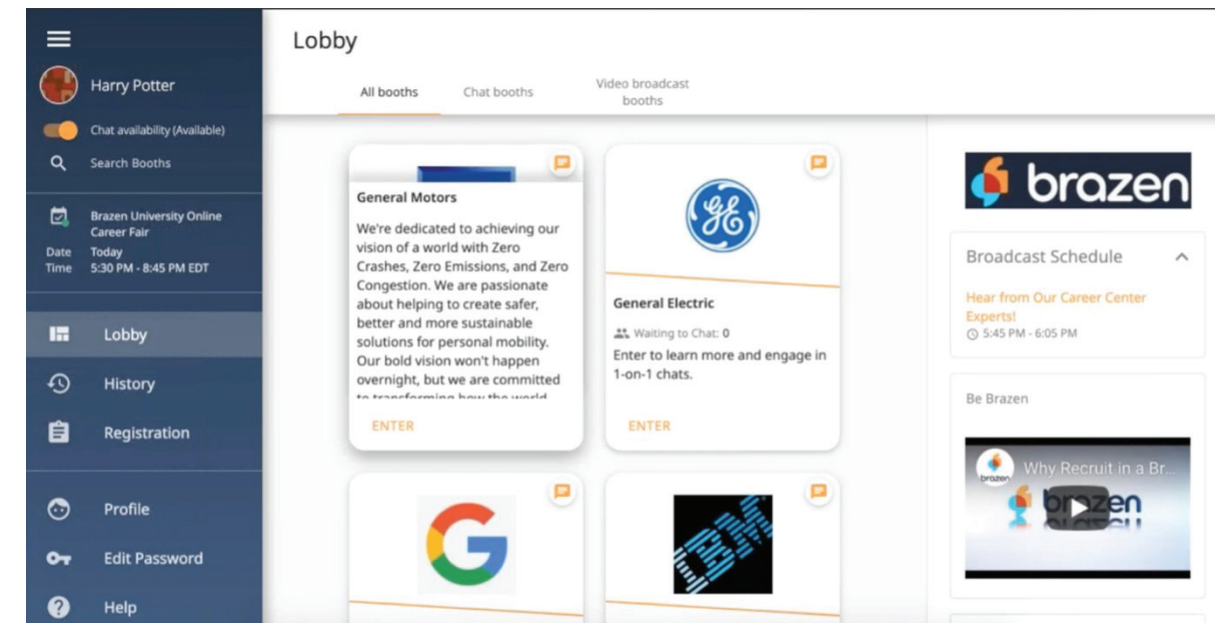


To register for an event, the job seeker will need to create an account or login to their existing account. If the jobseeker has already created an account, they can click to log in at the top right of the page. If the job seeker does not have an account, they will need to click "Enter Event" and use their first name, last name, and email address to create an account. For tips to share with students on how to register for a live event, please see this article: [Register/Enter a Live Event](#)

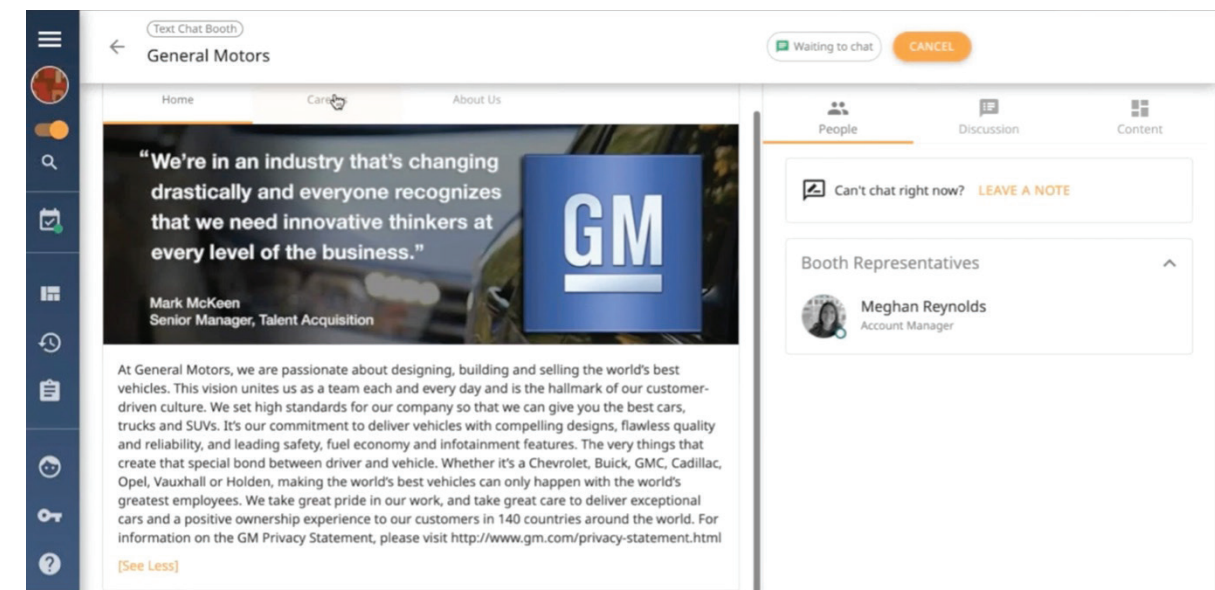


Once the job seekers logs in and clicks on the form to register, they are prompted to the event registration page. This is the page that collects the job seekers most recent information that will be shared with representatives and companies at the event. The event registration asks for location, resume, LinkedIn Profile, and willingness to relocate. For tips on how to prepare students to put their best foot or (neck and up) forward, please see the section "Job Candidates/Student Experience."

The day of the event, the student will login to their account to join the event they have registered for. Once they enter the events, the job seeker will be directed to the lobby. The lobby holds all the virtual booths for the career fair. To explore or engage with a booth, the job seeker can simply click on the booth.

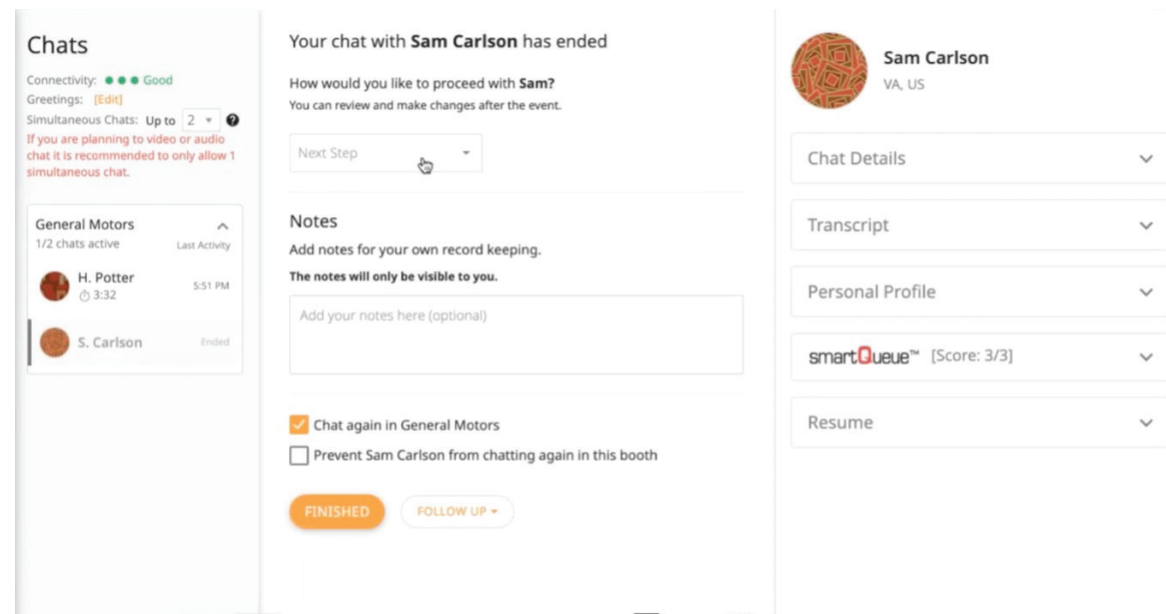
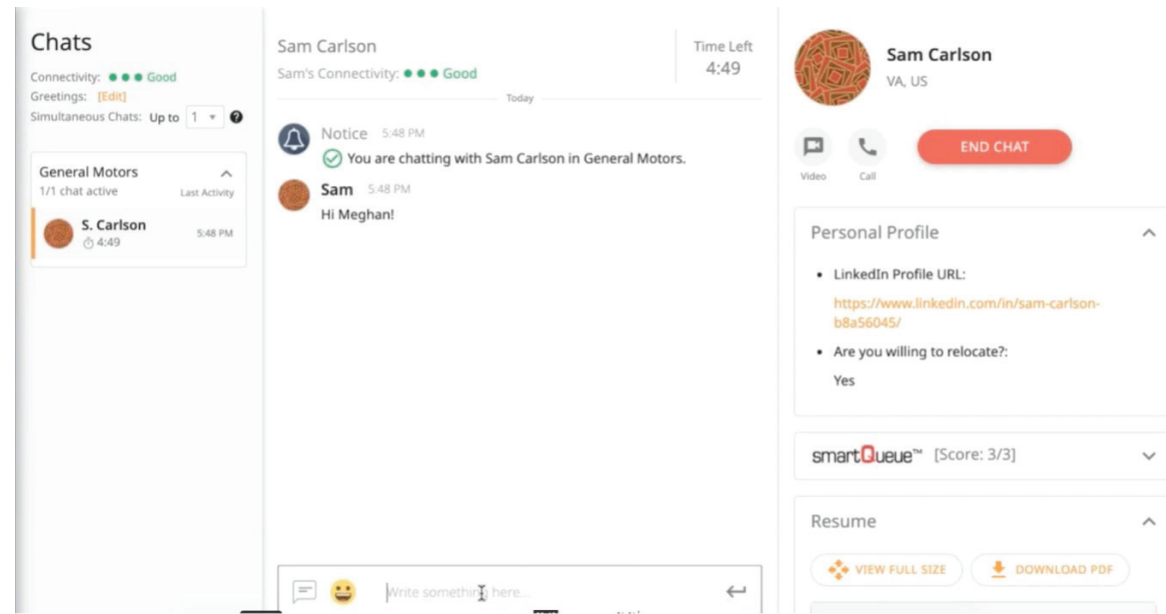


Once you are in an employer booth, the job seeker will see information about the company, company content, and booth representatives.





Once a job seeker has entered the booth, they can ask to chat with booth representatives. Chatting with potential employers does not require any additional technology to participate in chat. The job seeker will have a certain amount of minutes to chat with a booth representative that is reflected in the upper right portion of the chat screen. Once they enter the chat, the representative will have access to the student's resume and profile information. The representative can invite the job seeker to a video call or end the chat. At the end of the chat, the job seeker will have an opportunity to send a final thought or note after the chat has ended to the representative.



# Job Candidates/ Student Experience

Another key component is making sure that candidates have a frictionless experience.

Many candidates use mobile devices for job searching, so colleges need to ensure that their online job fairs are mobile-friendly. This consideration applies to the event platform itself, but also means recruiters should keep chat messages brief for easier readability on mobile devices.

Providing your students with easy materials and instructions on how to use Brazen will help with their virtual career fair experience. Feel free to use these step by step instructions to communicate with students as outlined in the Brazen walk thru above:

1. Complete the registration as required.
  - a. For the registration, feel free to use a photo that represents your best professional self.
2. Update your resume and upload it to your Brazen registration account at least two days before the live event.
  - a. If you need help crafting your resume, please reach out to schedule time to review your resume with your Career Center.
3. Make sure your LinkedIn profile is complete and accurately describes your skills and experience. Add your LinkedIn profile to your Brazen account so recruiters can pull that up when they are chatting with you.
4. Prepare a short introduction (an “elevator pitch”) targeted at each company that you can use when you first connect to a representative
5. Prepare 2-3 questions to ask each interviewer
6. Check your social media accounts and make sure your online presence is up-to-date and professional
7. Prepare a folder of information (paper or electronic) that you can refer to during the interviews; include your resume, answers to interview questions, questions you want to ask, and company research
8. Find a quiet space where you can focus on the interviews
9. Make sure your background and attire are appropriate for the event
10. Make sure your computer, microphone (if needed) and other equipment are working



## Post Event

Job Seekers and Representatives can access your chat history for at least 6 months by clicking “History” in the upper right-hand corner of your screen from the lobby. To access the lobby after the event, enter the event just as you would if it were live.

Note: It's important to add notes and rate your chat, especially **P. 1** if you participate in more than one conversation.

## APPENDIX

[Brazen for University and College Job Fairs](#)

## APPENDIX

[Video and Audio Chats](#)  
[How do I chat in an event?](#)  
[Register and Enter a Live Event](#)

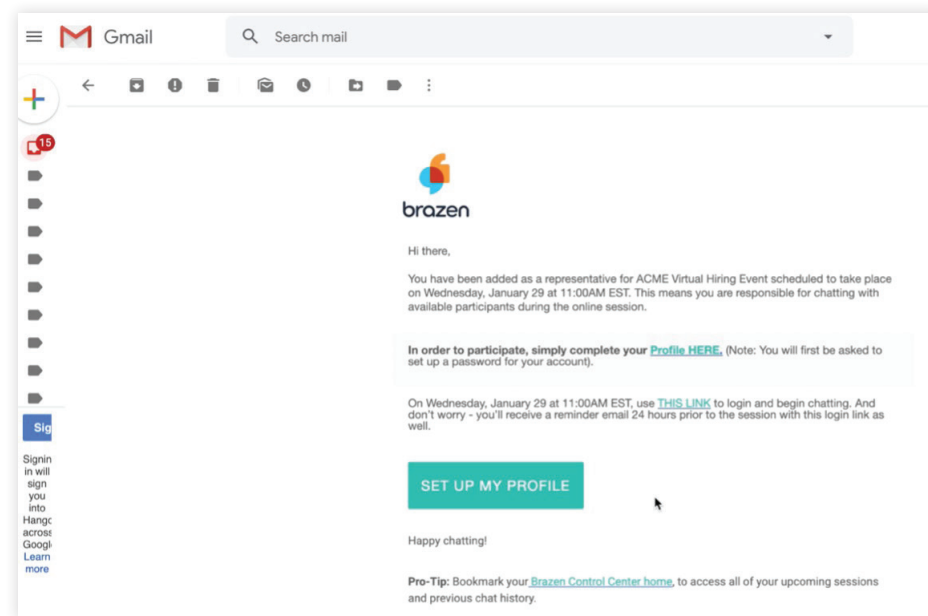
# Employers Experience and Communications



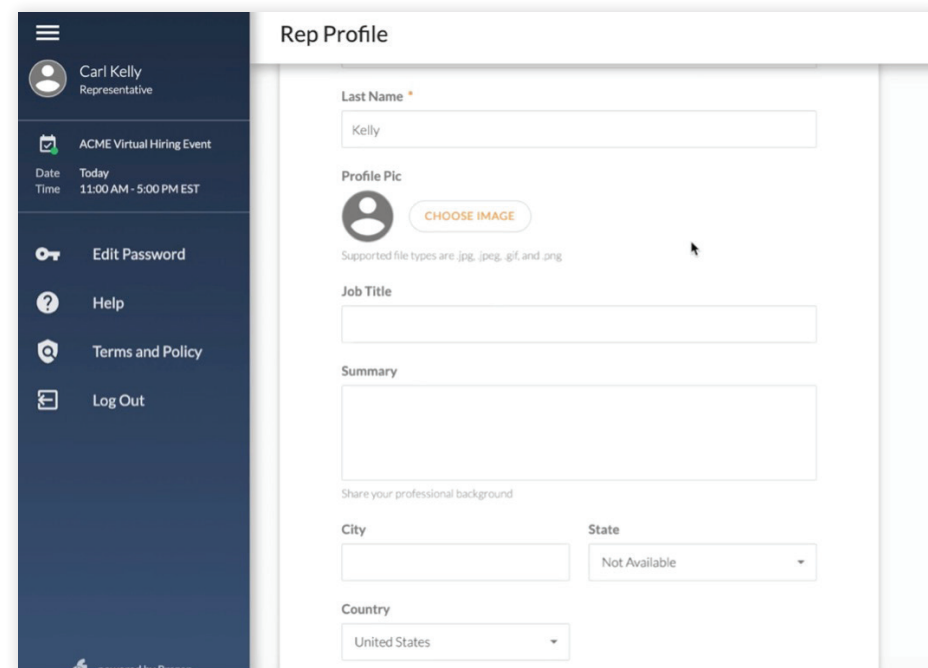
For communicating with employers on how to set up their booth, please reference: [Complete Your Booth in Six Easy Steps](#)

## REPRESENTATIVES SET-UP

Once you are added as a representative, you will receive a link to your email to set up your profile, where you will be prompted to create a password for login purposes.

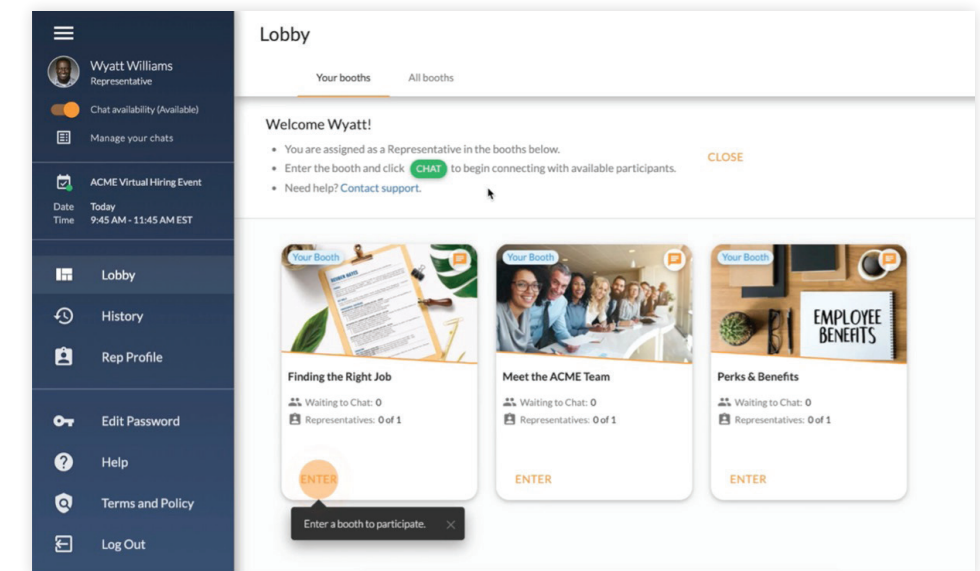


After your account information is set up, you will be prompted to fill in information about your profile that will be displayed to attendees. Once this is completed, click save, and representatives can attend the event.

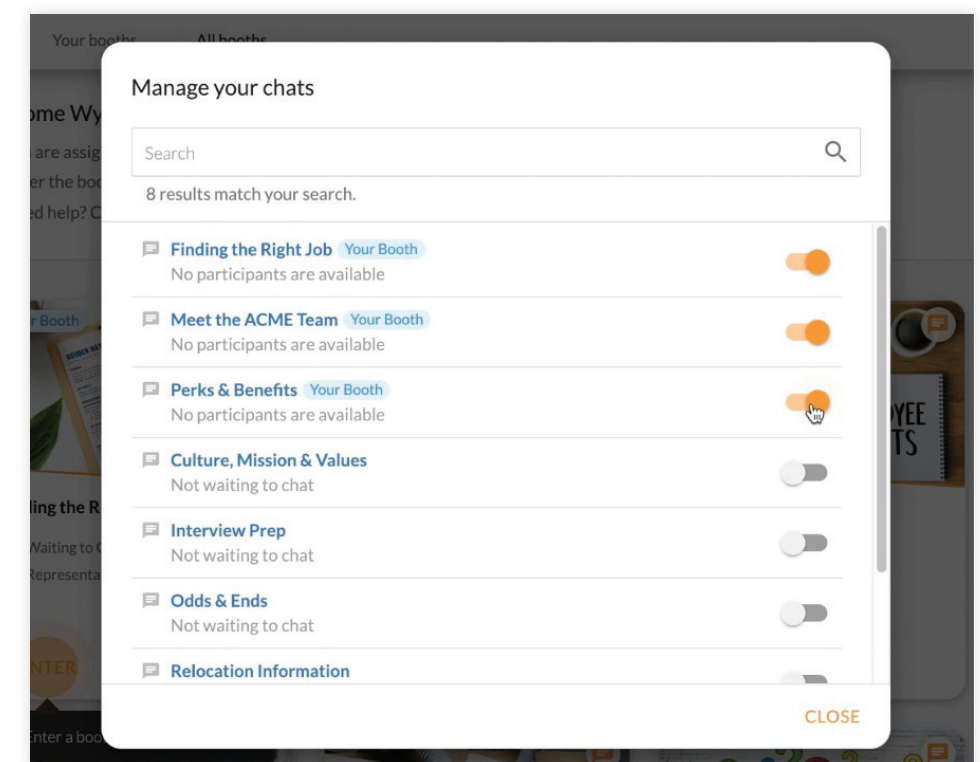


## REPRESENTATIVES AT EVENTS

Once you have logged in, you will be directed to the lobby, where you will see instructions and the option to view your booth or “all booths” tab.



Once you're ready to start chatting, enter the booth and click the green chat button on the left hand navigation.

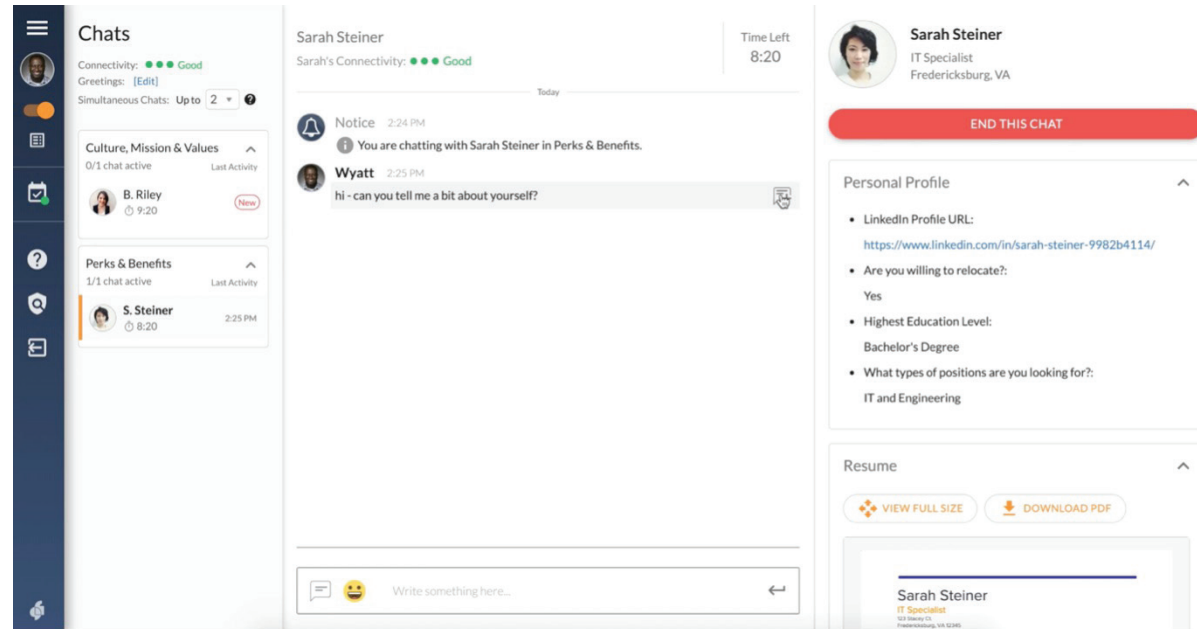




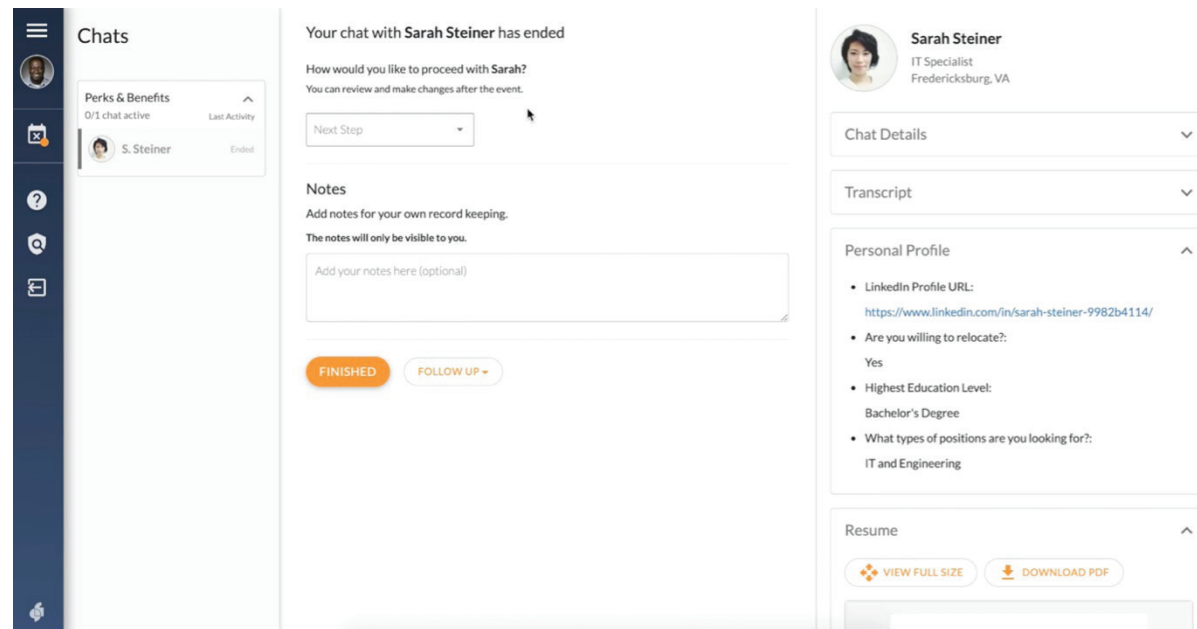
You are now ready to chat in the booths and will be connected with the next participant.

Once connected in a chat, you will see the candidate's information on the right hand side, including a resume. Within the chat, you will see a timer for when the chat will end, but you do have the option to extend the time.

You can navigate between chats using the left hand panel and will be notified each time someone sends a new message.



To close out the chat, click the end chat button where you will be taken to the end ratings screen. This allows you to identify candidate next steps and add notes. On the right hand side, you will see transcript and profile information of the candidate you spoke with. To follow-up, you can email the candidate directly, schedule a follow-up or forward their information to another recruiter.



## WHAT TO DO DURING THE JOB FAIR

- 1. Staffing:** The first thing you'll want to consider is how many recruiters you will need to staff your booth. Our rule of thumb is that for every 10 candidates you expect to show up to your booth, you should have one recruiter. So if there are 30 candidates signed up for your event, and your event is one hour, you'll likely want three members of your team at the event, ready to chat.
- 2. Consider your surroundings:** Since most online job fair platforms now offer video, you will want to make sure you are situated in a place that is professional. Turn on your camera before the event starts and look behind you to see what the candidate will see.
- 3. Plan your questions and responses ahead of time:** Since many virtual chats are timed, you'll want to have your list of questions typed out ahead of time so you can easily paste them into the chat window when your conversation begins. You'll also want to have a typed-out list of responses to common questions candidates ask you so you can respond quickly as well as accurately. This will also help you stay consistent. A good reference is the program materials provided by Washington SBCTC.
- 4. Use rating features:** After your chat ends with the candidate, you'll want to make a determination about what's next for the candidate. Are they ready to move to receive a follow-up from a college recruiter, or should you pipeline them for later? Using rating tools like those found in the Brazen platform will help you stay organized and ensure the best candidates get your immediate attention with built-in follow-up features.
- 5. Follow up:** After you've rated a candidate, leverage the follow-up features that are commonplace in online job fair platforms like email, forwarding a contact to the recruiting office so they can follow up with this lead through additional materials.

# ADA Accessibility

As we offer access to this great platform, we are educating employers to engage, hire, and partner using ADA access standards. The following accessibility considerations may be new to many employers and will provide the best experience for students. We recommend the colleges and employers include these in materials for promotion and train their representatives on accessibility.



## Navigation Access and Communication technology options for all participants

We recognize that everyone has varying degrees of experience with technology. That's why Brazen has made their software is extremely intuitive and easy to use.

People of all ages and different backgrounds have found Brazen very user-friendly. Brazen guides users through each action with step by step guidance and include links to instructional text where appropriate. Additionally, they have a dedicated support team for all users of our platform including customers, attendees, or third-party users (end-users), including user support documentation and videos available on the [Brazen website](#).



## If I am dyslexic, or blind, do I find an audio option for printed data Immersive Reader, or Access buttons on Brazen to create access for me?

Brazen is committed to maintaining accessibility on core chat features via screen readers (specifically JAWS) and keyboard navigation. While there are many combinations of operating systems, browsers and screen readers (all of which affect accessibility performance), Brazen has specifically targeted the most common set up. For more details on Brazen screen readers and keyboard navigation integrations and which features that can be used in a Brazen event, see the [Brazen Accessibility Guide](#).

To accommodate individuals with color blindness, Brazen gives the hosts the ability to customize the colors in the events to be set to contrasting colors.



## If I am hearing impaired, do I find Closed Captioning on videos?

All of Brazen chats can be text-based, which doesn't require audio. If a user is invited to video chat, they have the option to continue via a text-based chat.

For events featuring a live video broadcast, users can enable closed captions. While BrazenLive does not produce closed captions itself, users can enable closed captions during a broadcast by using Microsoft PowerPoint, Google Chrome or Google Slides. More information on how to do this has been documented in [this article](#).



## Where would I find information to request a sign-language interpreter for the career fair?

For more information or to request a sign-language interpreter for the career fair, please contact your college's Disabled Students Programs and Services.



## Website/Print Access

For all web pages used in Brazen, it is recommended that colleges and employers offer translation services such as Google translate on their website.

The Brazen platform itself is not accessible in multiple languages, Chat communications will need to be translated by specific representatives.



## Collateral

All videos should have closed captioning. For live video broadcasting, closed captioning is offered through tools such as Microsoft Powerpoint, Google Slides, and Google Chrome. These captions will show at the bottom of the participant's screen.

In all promotions, we recommend the promoters offer guides to ADA accessible materials or to request materials so all job seekers can access the job fair.





**WASHINGTON COMMUNITY  
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