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Arkansas Division of
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DIVISION OF WORKFORCE SERVICES
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Charisse Childers, Ph.D., Director   **October 30, 2020**

TO: ADWS Local Office Managers

SUBJECT: Arkansas Virtual Job Fairs Policy and Procedures

Purpose: To issue the policy and procedure for Arkansas Virtual Job Fairs. The primary purpose of Virtual Job Fairs (VJFs) is to increase access to job fairs for job seekers and employers and to enhance the reach of the events by offering a virtual option that can be accessed by anyone from anywhere at no cost; to connect job seekers with employment and training opportunities and other resources to increase the likelihood of their success; to respond to employer needs while raising awareness of other business services available through the AWCs.

General Information: A virtual job fair is an online version of a traditional job fair and hosted by DWS/Arkansas Workforce Centers. The virtual job fair will allow employers and job seekers to meet and discuss employment opportunities by way of the website you create using the templates in the VJF platform. Like a traditional job fair, online job fairs are live, fully interactive, and held at specific times. Job seekers will be able to search for a job and talk with an employer. Both groups can use various tools such as: chat rooms, webcasts, training/workshop videos, webinars and employer online hiring sites.

Providing a VJF eliminates geographical barriers and enables more accessibility to the event for the job seekers and employers (customers can connect at any location with internet, without transportation and distance issues). A virtual job fair also reduces the cost & number of staff needed as opposed to a job fair at a physical location. VJF was developed in conjunction with an outside vendor who also maintains the application.

Request Form and Excel Sheets used to facilitate a VJF:

VIRTUAL JOB FAIR FORMS & TEMPLATES
- Virtual Job Fair Request Form
- Open Positions Template (Excel)
- Employer Chat Availability Template (Excel)
- Available Resources Template (Excel)

Roles and Responsibilities:

- **Local Office Managers (or designees):**
    - When possible, VJFs should be initiated by the employers/training providers <u>through the LOM</u> to ensure the activity is properly captured, reported in AJL, and supported locally.
        - The LOM is only required to complete the request on the VJF website. Central Office Staff can help employers complete the excel templates.
    - Local Office Managers or designees should work with employers/training providers who request VJFs to get their job openings posted in AJL.
- **<u>Employers:</u>**
    - May submit applications on their own behalf but may also work directly with the local office to request a VJF
    - Commits to using the state's job link system (AJL)
    - Employers/training providers will also submit the information and data required to populate their VJF webpage to the Central Office Staff including not limited to:
        - Job postings;
        - Basic information for an "About" page (at least one paragraph);
        - Employer chat availability/ schedule;
            - Employer must establish Zoom or other meeting rooms for interviews, chats, or presentations; and,
        - Optional- Other resources that can be included on the Resources page of the VJF website, such as, company videos, company policies, forms, disclosures, etc.
    - Accept the template design of the VJF webpages to ensure compliance with federal regulations.
    - Review and approve the website before it is published.
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- **<u>DWS Central Office Staff:</u>**
    - Receive requests for VJFs that are submitted by either an employer/training provider or, preferably, a Local Office. If the request is made directly by an employer/training provider rather than through the Local Office, Central Office Staff will notify the appropriate LOM(s).
    - Will work with employers/training providers to complete the Excel spreadsheets used to collect the following information for the VJF website:
        - Job postings;
        - Basic information for an "About" page;
            - If local office referral services are required by the employer, this should be explained on the "About" page for the business with a Hyperlink to AJL.
        - Employer chat availability/ schedule;
        - Zoom or other meeting rooms for interviews, chats, or presentations; and,
        - Other resources that can be included on the Resources page of the VJF website, such as, company videos, company policies, forms, disclosures, etc.

- Upload the spreadsheets provided by employers/training providers to fill in the requested VJF webpage with information.
- Estimate lag-times needed for processing (see below)
- Works with contractor to develop templates and make improvements to template designs
- Post job fair on the ARVirtualJobFair@arkansas.gov calendar and Notify
  - AJLA Help Desk for posting to AJLA Calendar landing page
  - Place a work request to add the job fair to the ADWS calendar at https://www.dws.arkansas.gov/news-info/calendar/
- Creates an IT work request for each VJF to notify IT of a pending event, including the date and time and the URL that will be used to publish the site.

Communicating with the employer/ requester:
- Please check the Employer Services website to inform the employer of the wait times.
- A VJF request will not be processed until the employer/training provider provides job opening information to post in AJL. An LOM or local designee should not key a request in the VJF Form until the information needed for AJL is gathered.
- Employers should be informed that their job fair will be posted on the ADWS website and AJL. There will be no paid advertising for the VJF and the employer is encouraged to help with marketing efforts.
- If local office referral services are required by the employer, this should be explained on the "About" page for the business with a Hyperlink to AJL. (Need to come up with standard language.)

Lag-time for Central Office Processing:
- Central Office will need a minimum of 5 business days following the request submission to setup a VJF, but this lag-time may be extended due to demand. Central Office will post the expected lag-time on the Business Services webpage each week. Local Offices should check the webpage to inform the business.

Template Job Fairs

- There are four types of fairs that can be managed by templates available through the VJF websites:
  - Single-Employer
  - Multiple-Employer
  - Training Provider Facilitated Multiple Employer
  - Statewide/Regional (If there is no local marketing effort)
- Local office staff can make recommendations to improve the templates at: ARVirtualJobFair@arkansas.gov