EXTERNAL EVENTS & SKILLS SESSIONS
HANDLING POLICY

The University of Cambridge Careers Service is proactive in working with employers and external organisations to provide a range of engagement opportunities to Cambridge students, alumni and our postdoctoral research community. Whilst this policy sets out core guidelines on how to work with us, it isn't an exhaustive guide to engagement and we welcome conversation on how to diversify our programme of events to the benefit of our community and those that provide opportunities to them.

The Careers Service uses Handshake to provide employers with a platform to promote their engagement activities through a streamlined portal, increasing engagement and offering a tailored client experience for all parties, pre- and post-event.

Whilst we encourage you to discuss your recruitment needs with us, this document provides guidance on which events and skills sessions we are, and aren't, able to advertise. We also offer supporting documents on how to best set-up your event for engagement with the Cambridge user community.

If you have any questions or would like assistance in promoting your opportunities at Cambridge, please don't hesitate to get in touch via employers@careers.cam.ac.uk.

All events and skills sessions should be posted via Handshake. Guidance for employers on how to access and utilise the platform is available here. All events and skills sessions posted on the Cambridge Handshake platform are subject to screening by a member of the Careers Service team.

Student Societies, Sports Clubs and Student-led initiatives

This policy also recognises the events run by University of Cambridge Student Societies and Sports Clubs, as well as Student-led initiatives, such as charities and entrepreneurial groups and is suitable for any of these groups looking to run events.

Student societies and sports clubs should follow the guidance set out in the section 'Sessions we do and do not advertise' in particular and will find useful information set out in section 7 'Third-party hosts (including student-led organisations)'.

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Engaging with the Careers Service: events and careers fairs

Policy guidelines

1. <u>**Definitions**</u>
   a. 'Careers fairs' 'skills sessions', 'events', 'presentations' and 'talks' are terms used in this policy to describe any engagement with Cambridge students, alumni and our postdoctoral research community:
      i. in pre-arranged opportunities, advertised through Handshake that do or do not require registration and promotion.
      ii. that involves an audience of 1 person and above.
   b. The term 'our community' or 'our Cambridge community' refers to Cambridge students, alumni and postdoctoral researchers.

2. <u>**Covid-19**</u>
   a. The health and safety of our community is paramount. Any reference to in-person events and their involvement of our community does not come into effect until:
      i. Government advice deems it safe for proposed gatherings to take place ***and***
      ii. Events have appropriate safety measures in place ***and***
      iii. The Careers Service is taking bookings and facilitating such events as a part of our programme
      Until this time all employers are advised to run and attend virtual events

3. <u>**Requesting to run an event**</u>
   a. All users must be registered and approved by Cambridge University as an employer, recruiter or organisation (including student societies) on Handshake. For organisations not currently registered please see these useful documents and policies to get started.
   b. Events are only to be created via the Handshake portal. Once the event has been created, it will be submitted to the Careers Service for approval.
   c. The Careers Service has the right to only approve events, skills sessions and talks that it feels are suitable for our audience and in the interest of their career development and future employment.

Sessions we can and cannot advertise

4. <u>**Sessions we can advertise**</u>
   a. **Event types**
      i. You can read more detail on the types of events you can run in our employer pack
   b. **Recruitment events**
      i. Recruitment events are defined as an event informing the audience about your organisation and the opportunities available. There are two core types of recruitment events employers can engage with:
         a. Recruitment presentations
         b. Careers fairs
      ii. Employers or other parties that are deemed to be promoting opportunities that do not meet our vacancies & opportunities handling policy, whether they have a live vacancy or not, will be declined.
      iii. Recruitment events that are held by recruitment agencies will be expected to be clear and transparent about the employers they are recruiting to, inline with the vacancies & opportunities handling policy.
   c. **Skills development sessions**
      i. Skills development sessions are defined as a session that helps the audience develop a skill in the recruitment process, for example: interviewing, assessment centres, commercial awareness, coding
      ii. Your session should have a clear purpose to develop the skills of the participant, have clear training outcomes and utilise the expertise of your organisation
      iii. Skills development sessions can be run at incremental skill level (beginner, intermediate and advanced)
   d. **Sector knowledge talks**
      i. Sector knowledge talks are defined as a talk or presentation sharing expertise and insight about the current, future and emerging trends in your sector

5. <u>**Sessions we do not advertise**</u>
   a. **Dates, times, location**
      i. We do not advertise events which take undergraduate students outside of Cambridge during term-time. For a list of term dates, see https://www.cam.ac.uk/about-the-university/term-dates-and-calendars.
      ii. We do not advertise events that take place between 9am and noon in term-time and we advise that events are run in the afternoon.
      iii. We do not advertise events that occur in busy exam periods. You can view a full list of exam timetables here: https://www.cambridgestudents.cam.ac.uk/your-course/examinations/all-students-timetable

iv. We do not advertise events or skills sessions that run across a whole day (starting before 12 noon) or more on our diary during term time. If you have an event, such as an 'Open Day' or 'Insight Day' that forms part of your recruitment process (and needs a formal application) this can be submitted as a vacancy under 'Experiential Learning'.

v. If you would like to advertise a competition, please be in touch to have it added to our competitions page on the service website via employers@careers.cam.ac.uk. Any competitions that are submitted to our events team will be vetted for suitability and put on to our competitions webpage: https://www.careers.cam.ac.uk/student-competitions-and-surveys.

b. **In all cases we are unable to approve and advertise any events or skills sessions that, to our knowledge:**

vi. are not of graduate calibre

vii. discriminate on the basis of race, gender, disability, socio-economic status, age or sexual preference

viii. promote or endorse illegal activity

ix. promote services to our students and graduates at a cost and/or the university already offers the equivalent service free of charge

x. are based in a private household

xi. require a student to pay an upfront fee

xii. risk reputational damage to the University of Cambridge

xiii. are not relevant to programmes and courses offered by the University of Cambridge

xiv. are targeting students or graduates to practice as medics or veterinarians. Employers seeking graduates to practice in these fields should contact the appropriate Faculty

xv. offer legal advice on rights to work or immigration visas

xvi. are run for the purpose of data collection for a recruitment agency to contact participants for recruitment opportunities without making this clear on the event description

Recruitment agencies, student societies and other third-party hosts

6. **Recruitment agencies**

   a. **Employer affiliation and data collection**

      i. Recruitment firms acting on behalf of a client should request access from the relevant employer to be added as contacts to their Handshake account, allowing them to post events and skills sessions on the employer's behalf

      ii. The Careers Service will not approve any event or skills session we believe to be run for the purpose of data collection for future contact with participants for recruitment opportunities without making this clear on the event description

7. **Third-party hosts (including student-led organisations)**

   a. **Classification of Third-Party Hosts (including student-led initiatives)**

      i. Third-party hosts are defined as platforms that offer employment or engage with, employers to promote opportunities, events to support career planning or collaborative projects with employers – including entrepreneurship - to better inform the Cambridge community of opportunities and developments within a particular sector, graduate labour market or industry. These include:

         1. University of Cambridge student-led charity initiatives and entrepreneurial groups, or other groups not classed as a society or sports club.
         2. Learned societies,
         3. Professional bodies,
         4. Graduate recruitment advice platforms

      ii. Third-party hosts also include organisations and recruitment organisations whose primary mission it is to increase the recruitment of candidates from underrepresented backgrounds.

      iii. If a third-party host would like to advertise an event, presentation or skills session that is run in collaboration with an employer, this can be done through the third-party platform account, but the employer must, in all cases, be registered on Handshake

   b. **Student Societies and Sports clubs**

      iv. Societies wishing to list an event on Handshake should register as 'Employers' using the official society name as registered with the Proctors or the Sports Department and the published society contact details e.g. president@society, events@society to ensure the account can be accessed and managed across changes of committee members and academic years.

      v. Student societies and sports clubs are able to post events that sit within the guidelines of this policy and can advertise up to 5 events per term.

   c. **Events run in collaboration between an employer, third party host and University of Cambridge Student Societies**

      i. We welcome events run in collaboration with student societies. Before listing an event, please ensure the society is registered with the Proctors or the Sports Department

ii. Events run in collaboration with a society can only be listed once, and the listing will be approved on a 'first come; first served' basis. We recommend that the society and employer or third party decide who will list the event prior to it being listed to avoid duplication. If you are an employer and would prefer your listing featuring company branding to be used, then please discuss this with the society directly

Event particulars

8. **Volume of events, skills sessions and presentations**
   a. **Number of events**
      i. Employers and student societies are able to list 5 skills sessions, recruitment presentations or talks in Michaelmas and Lent Term. For a list of term dates, see https://www.cam.ac.uk/about-the-university/term-dates-and-calendars
      ii. Employers with separate offices or departments recruiting for unique functions can host an additional recruitment presentation per office or department
      iii. Employers and societies who have more than 5 sessions to offer per term are encouraged to be in touch with employers@careers.cam.ac.uk to discuss the curation of their programme
      iv. Third-party hosts that are promoting inclusion, equality and diversity events are not restricted to 5 events, providing each event hosts a unique employer. They are not exempt from the limitation on skills sessions without an employer present. If an employer is present they will be treated as an individual host promoting their own services and a limit of 5 sessions will apply.

9. **Approval process**
   a. **Event and session descriptions**
      i. Events and skills sessions that do not have a description that meet the guidelines will be declined.
      ii. Acceptable descriptions include clear details on how a student should register for the event and that any external links to the event should land on a specific event page and not a generic website page.
      iii. All events must have a clear description, including, but not limited to:
         1. Title
         2. Target audience
         3. Intended purpose of the session
         4. Instructions on how to sign-up for the event, apply or register interest being explicit about any external registration process and a direct link to an event page
         5. A contact email for questions and enquiries
      iv. Full guidance on how to write a suitable event description can be found in our 'Guidelines for employers - Event title and text entry in Handshake' document.
   b. **Clashes**
      i. Events are approved in the order they are submitted. On reviewing the event, if a member of the team sees a clash that would be significantly detrimental to the attendance to your event, we will advise you of this clash so that you can consider another date. We consider a detrimental clash to be:
         - An event at the same time, date, subject **and** employer in the same sector
      ii. We do not reserve dates for sessions on your behalf and will not refuse a similar employer the same date or time of event unless we consider it a detrimental clash
      iii. The Careers Service reserves the right to refuse the listing or promotion of any careers fair (an organised recruitment fair with multiple employers present) that directly competes with the exact date of our own careers fairs, or within a 2-week promotional period directly before the Careers Service event date
   c. **Events that are not approved**
      i. In the first instance a member of the Careers Service team will be in touch to offer advice on amendments, it is then the employer's responsibility to make amendments, change the date, time, method of delivery or any other factor following the advice
      ii. The Careers Service will suggest alternative methods to engage with our community to maximise engagement
   d. **Promotion**
      i. When an event has been approved it will appear on the Handshake community events calendar or, if listed as a vacancy, the vacancy listing page. The event calendar is an event listing which is searchable and appears in date order to the community.
      ii. Regular newsletters are sent to the community by members of the Careers Service, promoting events, vacancies and fairs. Newsletters are sent to both subject and sector specific audiences, as well as general audiences as the content is fitting.

iii.   The Careers Service does not promote individual events for a fee nor organise specific mailouts

Feedback

10. <u>**Collection and use of feedback**</u>
    a.   The Careers Service collects feedback to improve our services and monitor the quality of interactions between employers and the Cambridge community. Feedback is used for internal monitoring but may be used for promotional purposes to support our community in making decisions about which events to attend on future occasions
    b.   The Careers Service may approach an employer following their event to gather feedback on their engagement with our community
    c.   The Careers Service may approach our community to gather feedback on their engagement with your event, to monitor quality and impact of the session on their career planning

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University of Cambridge Careers Service
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