

Eastern Michigan U - DivComm | Career Corner Podcast - Episode 4

This is Eastern Michigan University's Career Corner. Here are your hosts, Brad Minton and Logann Dolan.

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Welcome back to the Career Corner podcast. This is Logann Dolan, career coach in the University Advising and Career Development Center here at Eastern Michigan University. I'm back with my awesome co-host and fellow career coach Brad Minton.

It's great to be back. And we are very excited for today's episode. And here today we have a special guest, Cara Newby.

Cara is a talent recruiter for Yeo & Yeo CPAs and business consultants. And for those of you who may not be aware, Yeo & Yeo a leading accounting, tax, technology, medical billing, wealth management, and advisory firm with more than 200 employees and offices throughout Michigan. We're so excited have Cara come and talk to us today about the challenge of COVID-19 from a recruiter standpoint.

But before we dive into that, thank you, Cara, for being with us. And I was hoping that you could give our listeners a little quick background on your role with Yeo & Yeo.

Absolutely. Logann, Brad, thank you so much for having me. It's a pleasure to be able to speak with you guys today. My role with Yeo & Yeo is in recruiting and retention. So I do anything from interviewing, hiring, recruiting, performance development, performance management, performance improvement, and then soft skills training and development.

Wow. Thank you, Cara. That's a lot. So one of the major questions that some of our students have is, how has COVID-19 changed the way that some companies are doing business now?

Sure. So, as an essential business, we are very grateful to be considered essential and to be able to continue working. So all of our businesses have continued working. And that has been done in a remote environment. So I'd say 90% to 95% of our employees are working from home. We have been able to continue our business.

Obviously, with the tax extension, it's kind of given us a little bit of breathing room in that area of focus. So they were able to kind of extend that work over a longer period of time instead of having the traditional sprint of tax season.

And really the only other thing that's changed, I would say, is that we have been much more advisory to clients. It's something that we've always been. We've always seen those relationships as being very advisory, as being able to provide that consulting that they need. But certainly with everything that's going on, it's been 10-fold.

We are just getting a lot of calls from clients, questions, concerns. Certainly with the PPP and some of the other options that have been provided to them through the government. So definitely been talking more with them, a lot more touch bases, a lot more check-ins, really just making sure that they're all right and the health of their business is looking well.

And that's something that we can totally agree with our on our end, just being able to be that support during a time like this where everything's in a little bit of chaos is certainly appreciate. So thank you for providing light on that.

So another question that I have is, for you specifically as a recruiter trying to find talent now, how has COVID-19 impacted your role specifically?

Absolutely. So we've been really making a concerted effort to adjust to the environment and making it much more virtual. So phone interviews are pretty standard still. But we are doing virtual face-to-face interviews. So I'm setting those up with our hiring partners.

We created a Chat with a Recruiter requisitions so that students who would have previously been able to meet us at a career fair could now instead set up a 15-minute call where it can be very informal. They can ask questions, learn about the company, just as they would in an on-campus visit.

We're doing virtual BAP meetings and presentations to classrooms. So really taking what we were already doing face-to-face and just adjusting it to being in a virtual environment. So making sure that we're still getting in front of these students, just doing it virtually.

Thank you for the answer, Cara. It's definitely a challenging time for our students and for those looking for jobs. And the last question that we have for you is actually something that also comes up consistently. And that is, how can our students separate themselves as top talent, particularly during COVID-19? Do you have any advice for them?

Absolutely. Take advantage of the resources that we are providing to you virtually. Apply to the recruiter chat. We know other firms and other companies are doing that, as well.

They're giving an opportunity for you to meet with them virtually, either through virtual career fairs or through those discussions. Sign up for those. I love talking to the students. I love answering questions. Like I said, it's very informal. So we just want to be able to get in front of you. So definitely sign up for that.

Reach out to employers directly. Follow employers on their social media accounts and on their LinkedIn, as well. A lot of us are providing a lot of opportunities there. And we are giving updates. So what it looks like in our current environment, what we're doing, are we still recruiting. And we are providing those. Our marketing departments are putting out a lot of data and a lot of information specifically for students. So watch those. It gives you updates on what you can do to get in front of us.

We're all still here. The companies are still going to be looking for students and looking for employment for the future. So keep track of us and really keep following us and keep seeing what we're doing so that you can continue to stay engaged.

So, Cara, thank you so much. I really, really appreciate that insight. I think that's extremely important to know for our students that just a simple thing like following a company's social media pages, being able to network, being able to connect with them to see those updates and to constantly stay monitored on that is what's going to keep them up to date in the discussion and being able to connect with you and be able to locate those opportunities. So thank you so much for that insight.

So before we go, we want to remind you all that our career coaches and corporate relations managers can work with you on preparing your resume, cover letter, practice your interviewing skills, and definitely work on your networking and job search strategies.

So as we close out today, thank you, Cara, for being here. And stay safe, stay healthy, and remember-

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We're here for you, and we support your goals.

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