



## *From the Dean's Desk*

There is no doubt that the global COVID-19 pandemic did significant damage to the global hospitality economy. There is also no doubt that we here at UCF Rosen College of Hospitality Management are doing all we can to restore the industry. Not only do we continue to educate the future leaders of the hospitality industry via online classes, smaller in-person classes and in hybrid classes, partially in-person and partially online, but we are hosting our second virtual career fair. In this week's communique From the Dean's Desk, we take a look at the efforts being made through the career fair to get our students working again to help restore the economy.

For the second time in the history of hosting career fairs for its students and alumni, UCF Rosen College will host a virtual [Career Fair](#) on March 18, 2021, from 10 a.m.- 2 p.m. We also hosted a virtual career fair in the fall, as we could see a light at the end of the tunnel and wanted to start the process of getting our students back into the workplace in their chosen fields of study. The Career Fair is a course titled Event Operations and is planned and executed by the students in the class, under the supervision of Instructor Steven Brinkman, a seasoned event planner.



While our in-person career fairs of years past attracted almost 100 employers and around 1,000 students, the first virtual career fair saw 22 employers and about 500 students in attendance. We hope to have similar numbers for the spring virtual career fair, though we've already surpassed the employer industry participation. We are up to 34 employers now who will be interviewing and meeting students virtually. Among the employers scheduled to attend virtually are hoteliers like Marriott International, St Joe Club Hospitality, The Breakers Palm Beach, restaurant groups like Jason's Deli, as well as theme parks like Cedar Point and Hershey Entertainment & Resorts. And for the first time, in a nod to our newest undergrad degree program there will be employers from the Senior Living Management industry. Registration for hospitality and industry employer ends on Friday, March 11 at 5 p.m. Students and alumni have until Monday, March 15 at 5 p.m. to register to attend. Details about the career fair can be found on the [Rosen College website](#).

How are we managing this career fair in a virtual venue? With the assistance of UCF Career Services, we are using the Career Fair Plus app. Within the app, students and alumni can make appointments to meet with employers. Appointments may be one-on-one, or in a group depending on the employers preference. Some of the 30 employers are already fully-booked with appointments for the career fair. We are prepping our students for this virtual experience just as we would for in-person interviews. There have been coaching sessions on professional attire (even if it's just from the waist up). We also held a clothing drive to provide free professional attire for those students in need. We have workshops for writing resumes, workshops for how to deliver your elevator pitch, workshops on how to talk about your on-the-job experience, tips on sharing career goals. We are preparing our students, and have prepared our alumni for a life of service and management, and we want them to shine in the professional arena.

The theme for the spring virtual career fair is the Game of Life, very appropriate as this past year has been a significant life lesson for all of us. As vaccines help ease the threat of COVID-19 and people are eager to travel, eat in restaurants and have safe, physically distant experiences, the hospitality, tourism and travel industries will be restored. A full recovery may take several years, but we are on the road now with the career fair and industry engagement.

Charge On!

*Youcheng Wang*

[Youcheng Wang, Ph.D., Dean](#)

UCF Rosen College of Hospitality Management

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