



Beyond Barnard

BARNARD COLLEGE

Beyond Barnard Opportunities Conference: Employer Frequently Asked Questions

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What are some key contacts and links to help navigate the conference?

- Handshake Conference Site for Employers (linked [here](#))
- Full information about Opportunities Conference (linked [here](#))
- Barnard Campus Map (linked [here](#))
- Parking Advice Near Barnard (linked [here](#))
- Questions can always be directed to beyondbarnard@barnard.edu or 212-854-2033
- Day-of point of contact: Christine Shin (cshin@barnard.edu and 845-642-8435)
- Please follow us on Instagram [@beyondbarnard](#)

*What **distinguishes** the Beyond Barnard Opportunities Conference from other Career Fairs?*

- Above all, Barnard aims for its Opportunities Conferences to facilitate substantive interactions among employers, students, faculty, staff, and graduates of the College.
- We aim, not only to showcase the incredible diversity of Barnard's candidates, but also to distinguish Barnard as an institution that thinks deeply about issues that cut to the heart of conversations about recruitment and retention in the contemporary workplace.
- In addition to keynote discussions that put stakeholders together for discussions about important topics in the workplace, Barnard facilitates connections between students and Barnard alums throughout the day. To see successful graduates working in exciting roles at a range of organizations — many of which are recruiting at the Conference — helps students feel more confident when meeting with employer guests.
- Employer and student feedback has helped us rethink the way we run major career conferences at Barnard. In lieu of traditional fair tables (with long lines and short interactions), our **Career Conversations** aim to connect employers more meaningfully and effectively with Barnard and Columbia candidates. (See details below).

How will employers be able to connect with students?

- Barnard and Columbia students will have the opportunity to register for 25-minute conversations with participating employers.
- Up to 8 students can register per employer table during the allocated 25- minute session.
- Employers will receive a roster of pre-scheduled sessions the day of the conference. This will give employers better visibility on the range of candidates they'll meet; and it will allow students more time to prepare for conversations.
- Walk-ins will be allowed the day of the conference to ensure that slots are filled with interested candidates.
- This format improves the quality of interactions for employers and students alike! We learned a tremendous amount from COVID-era virtual fairs when employers and students both indicated that they got more out of pre-scheduled interactions. We are learning from those virtual fairs, but are excited to bring this effective model to in-person conferences.

What will Conversations with students look like?

- During the allocated time slot we recommend that employers allow for student and employer introductions, a short description of advertised positions and time for a brief Q&A.
- As always, Beyond Barnard will prepare students for conversations by encouraging them to research organizations, come with an elevator pitch, and prepare substantive questions.

What is the schedule for the Opportunities Conference?

- For all events, please enter the main Barnard College gates on the **west side of Broadway and W. 117th Street**. You will be directed to the event (please feel free to consult the [Barnard Campus Map](#) and recommendations for [parking](#))
- Employer Keynote Discussion (10AM-11:15AM, Light brunch Served)
 - Check-in will begin at 9:30 am at Barnard Hall in the James Room (4th Floor)
 - Participating employers will be guided from Barnard Hall to the Diana Center at 11:30AM
- Employer Conversations (12PM - 3PM, Refreshments Served)
 - Check-in will be the Diana Center Lobby.
 - Check-in will begin at 11:00AM; we recommend that employers arrive no later than 11:30AM

Can I ship Promotional Materials prior to the Conference?

- We ask that shipped displays, literature, and give-aways for the Opportunities Conference arrive on campus no later than Friday, September 22nd, 2024. If you cannot ship materials to reach Barnard College by September 22nd, we recommend that you bring the materials with you.
- Please clearly mark displays and boxes with "Beyond Barnard's Fall 2024 Opportunities Conference" and your organization's name. We use the information marked on the outside of your package to ensure that materials are delivered to the correct table location at the venue.
- Attendees are responsible for shipping their organization's displays and materials back to their offices. Please bring necessary shipping forms with you; these forms must include the weight of shipment and your account number.
- Ship materials to: 3009 Broadway, c/o Tiffany Camacho/ Beyond Barnard / Elliott Hall, 2nd Floor / New York, NY 10027

What is the Keynote Discussion and who will be attending?

- The Beyond Barnard Opportunities Conference will be featuring a Keynote Panel Discussion on AI, the liberal arts, and the changing career landscape. A light breakfast will be served.
- Employers will have the chance to connect directly with current undergraduates, faculty, staff, Barnard alums, and each other, to discuss the challenges and opportunities attendant to advancing organizational goals around diversity, equity, inclusion, and belonging.

How can I register for the Keynote Discussion?

- You can register [here](#) for the Keynote Discussion and there is no additional cost to attend

Where will the Keynote Discussion be held?

- Employer Check-In will begin at 9:30 am at Barnard Hall and will be held in the James Room from 10:00 am to 11:15 am. Please enter the main Barnard College gates on the west side of Broadway and W. 117th Street where you will be directed to the event ([campus map](#) and [recommended parking](#))

Will there be food provided for employers?

- A light buffet breakfast will be available for the Keynote Discussion
- Light lunch for registered employers starting at 11:30 am before the Employer/Student Conversations

Is there a day-of point of contact in case I have questions or concerns the day of the Conference?

- You can reach out to Christine Valenza Shin, Executive Director of Beyond Barnard (cshin@barnard.edu and 845-642-8435)

How does billing work?

- Beyond Barnard will send out an invoice on October 4th where you can pay by credit card or with information on how to send a check