

Take A Look Virtual Job Fairs

Program Overview

The Take A Look Virtual Job Fairs were a recruitment initiative led by the Iroquois Healthcare Association (IHA) to help address persistent healthcare workforce shortages across Upstate New York. Building on the long-standing Take A Look program, the virtual job fairs provided hospitals and job seekers with a safe, accessible, and cost-free way to connect online during a period of heightened staffing challenges

The initiative consisted of a series of regionally focused virtual events that allowed healthcare employers to showcase their organizations, culture, and open positions through interactive online booths. Job seekers were able to engage directly with recruiters through live text and video chat, creating opportunities for real-time conversations and on-the-spot screening.

Core Program Components

The Take A Look Virtual Job Fairs offered a structured yet flexible recruitment experience for both employers and job seekers. Core components included:

- **Interactive Virtual Job Fair Platform:** IHA contracted with the Brazen virtual event platform, which enabled participating organizations to design branded virtual booths and connect with candidates through live text and video chat.
- **Regionally Focused Events:** The job fair series included multiple events focused on regions across Upstate New York, including the Capital District, Southern Tier, North Country, Mohawk Valley, Central New York, Hudson Valley, Long Island, New York City, and Western New York.
- **Clinical and Non-Clinical Recruitment:** Participating employers recruited for a wide range of roles, including nursing assistants, RNs, LPNs, and non-clinical positions such as housekeeping, food service, maintenance, and administrative support.
- **No-Cost Participation:** There was no cost for employers or job seekers to participate, removing financial barriers to recruitment and job exploration.
- **Employer Training and Technical Support:** IHA provided one-on-one training and technical assistance to participating organizations to ensure they were comfortable using the platform and maximizing engagement with candidates.

Program Goals

The Take A Look Virtual Job Fairs were designed to:

- Help ease severe healthcare staffing shortages across Upstate New York
- Provide hospitals with an efficient, accessible recruitment tool during and following the COVID-19 pandemic
- Increase exposure to healthcare career opportunities in rural and underserved communities
- Create meaningful connections between healthcare employers and job seekers in a virtual environment
- Support both clinical and non-clinical workforce recruitment needs

Program Impact

The Take A Look Virtual Job Fairs produced measurable recruitment activity and engagement across multiple regions:

- Five regional virtual job fairs were hosted as part of the series, with additional region-specific events held throughout Fall 2021
- Across the Fall 2021 events, more than 650 job seekers registered, with over 450 attendees participating live in the virtual fairs
- Employers hosted 28 virtual booths and engaged in more than 80 live chats with job seekers
- Multiple interviews were scheduled during or immediately following the events, with candidates advancing into screening and hiring pipelines
- Post-event surveys showed strong satisfaction among both job seekers and employers, with many participants indicating they would recommend the virtual job fair format and participate in future online recruitment events

Through this initiative, IHA helped hospitals expand their recruitment reach, maintain momentum during a period of unprecedented workforce strain, and continue connecting job seekers with meaningful healthcare employment opportunities across New York State.

