Coded for success: QR Codes make Career Gallery greener and quicker

September 30, 2013

When the Michigan State University College of Engineering hosts a co-op/intern career exchange on Tuesday, students will use QR Codes to ease and speed their way into coveted new jobs.

Garth Motschenbacher, director of employer relations at MSU College of Engineering, said all the traditional resume information will be transferred during this fall’s Pre-Gallery Engineering Co-op/Intern Exchange using handy QR Codes.

“It allows students to store their credentials and resume on a unique QR code, that can be scanned by employers utilizing the RECSOLU technology at the fairs. This allows a complete data transfer utilizing green technology,” Motschenbacher said. “Students don’t have to keep entering and re-entering their information, making it easier and more efficient, and it eliminates paper resumes.”

See a video on how RECSOLU works: http://www.youtube.com/watch?v=OsOqn7fn0lQ

QR Code, or Quick Response Code, is the trademark for a type of matrix barcode. First designed for the automotive industry in Japan, it has become popular due to its fast readability and greater storage capacity compared to standard UPC barcodes.

MSU students using the QR Code have the advantage of it staying with them their entire college career, Motschenbacher explained. Students will be able to update their credentials while eliminating the burden of application redundancy. The database will speed things up for the employer, too, by making it easier to search by major and track their top candidates.

“The virtual age has arrived and it’s about time, Motschenbacher added. “Students have already been there for a long time.”

The MSU Engineering Pre-Gallery event is Tuesday, Oct. 1, from noon to 3 p.m. outdoors in the courtyard of the MSU Engineering Building.

Tuesday’s event in the College of Engineering is followed by the MSU Career Gallery -- the largest career fair in the Midwest -- on Wednesday, Oct. 2, and Thursday, Oct. 3, in the Breslin Center. More than 300 employers and 5,000 students are expected at the two-day job fair. A variety of industries will be seeking full-time workers, as well as offering internships and co-op opportunities for students in all majors.

New this year, all of the career events will use a RECSOLU software called RecPass. RecPass allows students to store their credentials and resume on a unique QR code that can be scanned by employers utilizing the RECSOLU technology at the fairs. This allows complete data transfer utilizing green technology.

Details on the three career events:
Tuesday, Oct. 1: The MSU Engineering Pre-Gallery event runs from noon to 3 p.m. outdoors in the courtyard of the Engineering Building, featuring around 50 employers

Wednesday, Oct. 2 – Science Engineering & Technology Exchange, 2-6 p.m., MSU Breslin Center

Thursday, Oct. 3 – Business Exchange, 2-6 p.m., Breslin Center, featuring 300 employers.

Related Website: Video of How RECSOLU works
Pre-Gallery Participating Companies

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List of 300 Employers Participating in Business Exchange
See more at MSU Today

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