



Vault/Firsthand FAQ for Employers

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General Questions About Vault Rebrand

1. Why did you decide to rebrand Vault, and why now?
 - a. We are rebranding because we're now more than just a "vault" of valuable content. With the merger of Vault and Firsthand, we're combining Vault's "know-how" with the "know-who" of a mentoring platform to create a new career engagement platform powered by firsthand experiences that helps career seekers more broadly find their best next steps. As we developed the new platform, we wanted a name and a brand that could speak more broadly to what we did while capturing the imagination of a new generation of more diverse career-seekers. We'll be calling ourselves Firsthand going forward, while maintaining the Vault name for our rankings and Vault Law offerings.

2. How will Vault change as a result of the rebrand?
 - a. We're making it easier for university admins to add more student users and young alumni.
 - b. All students will be required to create profiles so that we can capture more information on students and the careers/employers they're interested in.
 - c. Employers will now have new ways to interact with students:
 - i. Via 1:1 video meetings as ambassadors/mentors.
 - ii. Via virtual career fairs.
 - iii. Via revamped employer profiles.
 - iv. By sharing events on their profiles (coming soon)

- d. We'll also be adding an employer dashboard that enables employers to see who is interacting with them and that allows employers to contact students directly. (Coming early 2022)
3. Will www.vault.com still exist? What will happen when users go to vault.com after the new site launches?
 - a. Once the Firsthand platform launches, anyone who visits vault.com will automatically be redirected to the Firsthand platform.
 - b. While the redirects will get you to the page you are looking for, we encourage you to use www.firsthand.co to make sure you have a seamless access experience.
 4. Where will I access your new platform?
 - a. The new platform can be accessed at www.firsthand.co.
 5. How will the new platform be organized?
 - a. The new platform navigation is covered in the webinar link provided in question 24.
 6. What are key aspects of the platform redesign?
 - a. The platform has been redesigned with three key principles in mind.
 - i. **Personalization:**
 - Each student gets a personalized welcome page where we match them algorithmically with employers, articles, mentors, and other content that matches their career goals.
 - Modernized for GenZ - Our new platform will incorporate the needs of Gen Z career-seekers. Gen Z student career-seekers are mobile-, digital-, and social-natives. Accordingly, the site is designed to include:
 - a. Quick information bites.
 - b. Visual engagement with more photos and short-form videos.
 - c. Content modules in place of large text blocks.
 - ii. **Diversity & Inclusion:**
 - Alumni - The new platform welcomes alumni as career-seekers and mentors.
 - Diverse Career Paths - Through mentoring, events, and profiles, we're now more holistically serving students beyond Vault's traditional law, banking, accounting, and accounting career paths.
 - iii. **ROI:** Ultimately, we've redesigned the site to give employers a better return on their investment with more ways to connect with students (e.g., mentoring, fairs, and events) and better targeting (matching the right students with the right employers).
 7. Will the relaunch affect your products and services?
 - a. Student/Job-Seeker Experience:
 - i. The Firsthand platform enables a personalized, curated student experience.
 - ii. The new platform offers expanded student engagement beyond Vault's current resources, including:
 - Mentoring & Advising.
 - Access to a Global Career Advisor Network.
 - Groups & Forums.
 - Job Boards.
 - Events.
 - Alumni Directory.
 - Career Fairs.

- New Library Module
 - a. Includes Vault resources like blog posts and career guides.
 - b. Upskilling Courseware.
 - c. Ability for Colleges to upload their own content.
 - Careers - Includes Vault resources like Rankings, Employer profiles, Practice Area Q&As, and more.
- b. Career Services Administration Teams
 - i. Custom Dashboard - Set your own student community segmentation.
 - ii. Student Engagement Analytics.
 - iii. Reporting.
 - iv. Email Campaign Deployment.
 - c. Corporate Partner Experience
 - i. Modernized profile layout.
 - ii. Ability to participate in Firsthand-hosted career fairs and meet students directly.
 - iii. Ability to find and message students/job-seekers. (Coming early 2022)
 - iv. Ability to edit your own profile and self-service upload jobs, events, and ambassadors. (Coming early 2022)
 - v. Profile dashboard with reporting on visitors and their demographics. (Coming early 2022)
8. Will my login credentials for your platform change?
- a. You will be able to log in with the same credentials that you use to access the Vault platform now. You may be prompted to answer a few simple profile questions to help personalize your Firsthand experience.

What Does the Rebrand Mean for My Firm/Organization?

9. How will the rebrand affect my existing contract?
 - a. The rebrand does not affect your contract terms. The parent company for Vault and for the new Firsthand remains Infobase Holdings, Inc.
10. Is there anything my firm/organization needs to do in response to this relaunch?
 - a. Recently, we requested additional marketing assets (creatives) from you to update or further build out your company profile for this exciting change. Please see question 11 for more specific details on this.
 - b. If you are promoting your profile anywhere (social media, on your website, etc.), please update the URL once we have launched the new firsthand.co site. Be assured that the URLs will automatically redirect to your profile on the new site, so there won't be any lag in reaching your content.
 - c. If needed, whitelist our email domains of @firsthand.co and @email.firsthand.co to ensure that you continue to receive all of our communications after we update our email domains.
11. What creatives do you need from my firm for the new employer profiles on Firsthand?
 - a. If you haven't already received your Profile Transition Checklist, please reach out to your Customer Success Manager and request it.
 - b. You have the ability to provide new creatives or to give us permission to use your current creatives.
12. How will the profiles on your new platform offer more built-in branding opportunities for my firm?

- a. Profiles have been updated with our new company branding. In addition, the pages are:
 - i. Optimized for mobile devices to ensure a seamless user experience across screens.
 - ii. Reformatted in a single browser window (rather than tabs)—a “one-page scroll experience” in sync with the user experience in mobile apps and social media sites.
 - iii. Integrated for brand storytelling throughout the entire page.
- b. Below please find an overview of the new Profiles and Profile Modules:
 - i. [Profile Module Guide - LAW](#)
 - ii. [Profile Module Guide - Non-Law](#)

13. What will happen to my organization’s banner ads on the new platform?

- a. The banner ads will run as before and as planned.

Contact & Billing Questions

14. Will my point(s) of contact change as a result of the rebrand?

- a. Great news! The trusted individuals that you have been working with will continue to be your contacts going forward. You still have access to your dedicated Account Executive and your Client Success Manager to help you ensure you have everything you need to be successful as our partner.

15. Will your team have new email addresses? Will they have new phone numbers?

- a. In the near future, the team will be updating their email domains to match the platform. Please make sure that you have the “@firsthand.co” (employees) and “@email.firsthand.co” (marketing) domains whitelisted to ensure you continue to receive all of our relevant and important communications. Phone numbers will not be changing, so no updates necessary there!

16. Who should I contact if I have any questions?

- a. While anyone you work with is more than happy to help answer your questions, your best option is to connect with your Client Success Manager or your Account Executive. They have in-depth knowledge of your partnership and are best suited to assist with your needs.

17. Will your invoicing practices change?

- a. Invoicing practices will stay the same, and all invoices will come from our parent company Infobase Holdings, Inc.

Timing & Rollout of New Firsthand Platform

18. When will the new platform launch?

- a. The initial platform launch will occur in August 2021, with a rolling schedule of features continuing to be released throughout 2021 and beyond.

19. How will I know when the new platform is live?

- a. There will be an official announcement to all of our partners once the new platform is live.

Marketing & Communications

20. Will you have a new logo?

- a. Yes, and we are excited to unveil our new logos and branding to better represent the new user experience for career seekers.

21. What will happen to your social media accounts after the relaunch?
- The current Firsthand and Vault social media accounts will combine under the name Firsthand with the exception of Vault Law, which will maintain its current separate social media accounts.
22. How will the rebrand affect my Vault-branded Seal and Reprints?
- We are transitioning to an updated seal and reprint design that will appeal to both students and corporate partners. When available, the new seals will be distributed to you in conjunction with updating them on the site. You may continue to use the existing materials you have been provided or use the new seals as you see fit through the end of 2021.

Communication with Colleges and Universities

23. Have the College and Universities been notified of the rebrand?
- Yes. The Vault/Firsthand College Team has been meeting with current College partners since May 2021, walking them through the new platform capabilities.
 - In July 2021, we conducted a Webinar for our College partners giving them a sneak peak of the new platform.
 - Vault/Firsthand Marketing has been messaging our partners since June about the new platform.
24. Can you describe the student experience on the new platform?
- Please check out the below Webinar, taking you through the NEW Student Experience:
Discover the Power Behind the New Vault/Firsthand Experience
<http://www.kaltura.com/tiny/mbwc0>

Vault Law & Law-Related Content

25. What will happen to Vault Law when Vault becomes Firsthand?
- Vault Law will continue as a sub-brand of Firsthand, retaining its name and continuing to provide the same reputable rankings, in-depth law firm profiles, valuable practice area Q&As, and expert legal industry advice. As a part of Firsthand, Vault Law will connect legal jobseekers with a community of mentors and industry experts to help them find legal employers and career paths that best fit their values and goals.
 - Vault/Firsthand sent Employer profile transition checklists to our partners and conducted profile transition training webinars in July 2021. Please see the links below to view the webinar and learn more about our new profiles.
 - Profile Training Webinars—Discover the expanded capabilities of your new robust Firsthand profile experience!
[Vault Law Firsthand Profile Training Webinar](#)
 - Overview of the New Profiles and Profile Modules:
[Profile Module Guide - LAW](#)
26. Where will the Vault Law content be located on the site?
- Vault Law content can be accessed at www.firsthand.co.
 - Law Firm Profiles, Law Firm Rankings, and Practice Area Q&As and Overviews will be available in the Careers section of the site.

- c. Vault Law blog posts, career guides, and expert career advice can be accessed via the “Vault Law” option in the top navigation or via The Library (or directly at <https://firsthand.co/library/themes/vault-law>).
27. Will the rebrand affect the Vault Law rankings?
- a. No. The Vault Law rankings will continue as usual.
 - b. You can locate the Vault rankings by:
 - i. Selecting “Careers” from the top navigation and
 - ii. Selecting “Rankings” from the dropdown.
 - c. Law firm profiles will continue to feature each firm’s rankings.
 - d. The rankings landing pages have been updated for mobile and user-interface best practices.
28. Will the rebrand affect Vault’s Annual Law Firm Associate Survey?
- a. No. Our surveys will continue as usual.
29. How will the rebrand affect my firm’s profile and Why Work Here Page
- a. Law Firm Profile and Why Work Here pages have been updated with our new company branding.
 - b. In addition the pages are:
 - i. Optimized for mobile devices to ensure a seamless user experience across screens.
 - ii. Reformatted in a single browser window (rather than tabs)—a “one-page scroll experience” in sync with user experience in mobile apps and social media sites.
 - iii. Integrated for brand storytelling throughout the entire page.
 - c. Please see the Profile Module Guide under question 25 for more information.
30. Will you continue to produce legal Practice Area Q&As?
- a. Yes. Our practice area Q&As are in the Careers section.
31. Will you continue to publish Vault Law career guides?
- a. Yes. Our career guides are in The Library.
32. Will you still publish sponsored blog posts?
- a. Yes. Vault Law blog posts can be accessed via the “Vault Law” option in the top navigation or via The Library (or directly at <https://firsthand.co/library/themes/vault-law>).
33. Will you continue to publish law firm diversity profiles?
- a. Yes.
34. What is happening to the Vault Law Social Media Accounts?
- a. The Vault Law Twitter and Instagram accounts will continue under the name Vault Law.

Banking, Accounting, and Consulting Products & Content

35. What will happen to my organization’s Profile content when Vault becomes Firsthand?
- a. Vault/Firsthand sent Employer profile transition checklists to our partners and conducted profile transition training webinars in July 2021. Please see the links below to view the webinar and learn more about our new profiles.

- i. Profile Training Webinars—Discover the expanded capabilities of your new robust Firsthand profile experience!
[Vault/Firsthand Profile Training Webinar](#)
- ii. Overview of the New Profiles and Profile Modules:
[Profile Module Guide - Non-Law](#)

36. Where will the Banking, Accounting, and Consulting content be located on the site?
- a. Company profiles are located in the Careers section.
 - b. Banking, Accounting and Consulting blog posts, career guides, and expert career advice can be accessed via The Library.
37. Will the rebrand affect the Vault Consulting rankings, Banking rankings, and/or Accounting rankings?
- a. No. Our rankings will continue as usual and will still be called Vault Rankings for the time being.
 - b. You can locate the Vault rankings by:
 - i. Selecting “Careers” from the top navigation and
 - ii. Selecting “Rankings” from the dropdown.
38. Will the rebrand affect Vault’s surveys?
- a. No. Our surveys will continue as usual.
39. How will the rebrand affect my organization’s profile and Why Work Here Page?
- a. Employer Profile and Why Work Here pages have been updated with our new company branding.
 - b. In addition the pages are:
 - i. Optimized for mobile devices to ensure a seamless user experience across screens.
 - ii. Reformatted in a single browser window (rather than tabs)—a “one-page scroll experience” in sync with user experience in mobile apps and social media sites.
 - iii. Integrated for brand storytelling throughout the entire page.
 - c. Please see the Profile Module Guide under question 35 for more information.
40. Will you continue to produce consulting practice area Q&As?
- a. Yes. Our Practice Area Q&As are in the Careers section.
41. Will you continue to publish Vault career guides?
- a. Yes. Our career guides are in The Library.
42. Will you still publish sponsored blog posts?
- a. Yes. Blog posts can be accessed via the Library and via individual industry landing pages in The Library.

Internships Products & Content

43. Where will the internship content be located on the site?
- a. Internship profiles will be located in the Careers section.
 - b. There is an Internships landing page in The Library with related content.
44. Will the rebrand affect the Vault Internship rankings?
- a. No. Our rankings will continue as usual and will still be called Vault Rankings for the time being.

- b. You can locate the Vault rankings by:
 - i. Selecting “Careers” from the top navigation and
 - ii. Selecting “Rankings” from the dropdown.

45. Will the rebrand affect the Vault Internship Survey?

- a. No. Our surveys will continue as usual.

46. How will the rebrand affect my firm’s Internship Profile & Why Intern Here page?

- a. The Internship Profiles and Why Intern Here pages will follow similar updates as outlined above for the Banking, Accounting, and Consulting Profiles and Why Work Here pages.

47. Will you still publish sponsored blog posts?

- a. Yes. blog posts can be accessed via The Library.

About Firsthand

48. When did Vault acquire Firsthand?

- a. Vault acquired Firsthand in January 2021. You can learn more here: [Vault/Firsthand Acquisition Press Release](#).

49. How do Firsthand’s mentoring/ambassador meetings work?

- a. Employer Experience
 - i. With the new platform, companies can add representatives (mentors or ambassadors) to the platform who are available for chat and virtual 1:1 meetings with career-seekers (mentees). For now, these reps will be available in the platform’s directory and will be eligible to be matched with career-seekers. Starting later in 2021, company representatives will show up on the profiles of the companies they work for.
 - ii. If an employee would like to sign up as a representative and make themselves available for 1:1 chats and virtual meetings with career-seekers, they must click “Register” on Firsthand.co and complete the “mentor” registration questionnaire.
 - iii. Once registered, company representatives can define what topics they’d like to speak to, when they are available, and how many meetings a month they’d like to take. The platform will start matching representatives with career-seekers on the platform, and it will be the career-seeker’s responsibility to take action and request a meeting or initiate a chat. Depending on career-seeker demand, some reps/ambassadors will see a lot of chats and meeting requests, and some will see fewer.
 - iv. The interaction with the career-seekers are hosted on the Firsthand platform, which has a built-in virtual meeting room that supports video, dial-in, computer audio, file sharing, and chat.
- b. Career-Seekers (mentees)
 - i. Career-seekers coming in directly through firsthand.co or through a Firsthand university platform that includes the mentoring module will be matched with mentors/ambassadors when they sign up based on their career goals and needs—e.g., a student interested in working in consulting and preparing for case interviews will be matched with current or former consultants offering case interviews. Career-seekers can also search the platform’s directory freely to find a mentor or ambassador.
 - ii. Once they’ve found a match, they can request available times on the mentor’s/ambassador’s calendar and include a message. The career-seeker can also

message the mentor or ambassador through the platform's messaging feature (similar to Facebook Messenger) if the career-seeker doesn't want to set up a 1:1 meeting.

- iii. If the career-seeker requests a meeting, however, and the mentor/ambassador accepts a time, the platform creates a virtual meeting room (much like Zoom) where participants can chat; share files; and connect over video, phone, and/or computer audio at the scheduled time.