

## **Business and Humanities Career Fair**

### **Key Findings:**

1. The campus newspaper was seldom looked at for campus news and we were spending about \$3,000 a year in advertising
2. Signage is very important around campus to catch the attention of students.
3. Email is definitely one of the most effective ways to connect with students and this costs nothing.
4. Our career fair booklet was another expensive item and yet over 46% of the students said that they didn't use it.
5. LCD screens, which were another expensive item, had no value.

### **Actions Taken:**

1. We have pulled back on our advertising budget for bus signage, advertising in the school paper, and our brochure for the career fair.
2. The brochure is online and students can print it off if needed.
3. We are targeting greater outreach to students in general because some 65% of the respondents indicated that they had NOT met with a career counselor in Career Services within the last two years.

The assessment helped us measure and understand how the career fair is perceived from the point of view of the students, not from the point of view of the counselors. It has been a boon and an asset to develop different metrics.