

Career Fair Surveys Spring 2014

Brief description of program:

Post Fall Career Fair survey to get student feedback on the effectiveness of career fairs, perceptions of attending employers, and outcomes. The Employer Survey obtained feedback from attending employers on their satisfaction with the logistics of the event and perceptions of student preparedness.

Who was asked to complete the survey:

Students and employers who attended.

Response Rate: Student Survey: 12.46% (142 of 1140)
Employer Survey: 38% (44 of 114)

Administration Type: Student Survey: Email sent through Campus Labs
Employer Survey: generic link sent via department email

Summary of Key Findings:

Employer Survey: The employers were mostly satisfied with the check-in process. Some of the employers commented that no one was available to help them unload from the front of the Union, which has been a service provided to them in the past. Others commented that the check-in process took too long and was a little confusing because of multiple lines for name badges and checking in. As for the facility, several employers said they did not like the organization of the tables and would prefer a shorter fair. Employers also said students should be more prepared and not bring backpacks into the fair. Most of the employers desired a fair specific to their recruiting needs in the spring—a separate Business/Humanities Fair and separate Science/Engineering Fair instead of one fair encompassing all majors.

Student Survey: Most of the respondents heard about the Career Fair through campus signs/banners and email messages. Not surprisingly, almost 70% said they came to the fair to obtain an internship or post-graduation job. To prepare for the Career Fair, only about 18% (26 respondents) attended a Career Fair Prep Week workshop or event and only a quarter revised their resume. This may explain some of the employer comments regarding lack of preparation, especially in regards to resumes. Half of the respondents had met with a Career Counselor in the last 12 months, mostly for a resume review. About 44 (31.43%) students said they would be interviewing with an employer post-Career Fair. Several planned to research companies online (63.57%) and complete an online application (52.86%). Only 31.78% of students identified as a woman; 60.47% identified as a man.

Actions Taken:

The Career Fair Committee will incorporate survey results into programming and changes for the Fall 2014 Fairs. For example, the committee has already discussed changing the parking and unloading process for employers to provide more assistance and reduce any confusion. They will also be reviewing a product from RecPass that may cut down some of the frustration experienced by employers and students regarding the process of submitting resumes online. The new software allows students to

automatically upload their resumes to any participating employer via Ipad/QR code. Other ideas to improve the Career Fair will be discussed at subsequent meetings, starting this May.

Which department and/or program goals does this program align with?

Develop quality representation of employers with increased global opportunities.

Which Student Affairs goals does this program align with?

Develop students as a whole through the cultivation and enrichment of the body, mind and spirit.

c. Promote experiential learning opportunities (e.g. career development, internships, mentoring programs and part-time employment).

Which Learning Domain(s) does this program align with?

Practical Competence