

Career Fair 2008 Summary
Spring 2008

141 Respondents
140 Completed (99.29%)

Sex:

70.00% Male
30.00% Female

Ethnicity:

0.71% American Indian/Native-American
17.86% Asian/Asian-American
0.00% African/African-American/Black
70.71% European/European-American/White
3.57% Latino(a)/Latino(a)-American
4.29% Bi-ethnic/Multi-ethnic
5.00% Prefer not to answer

70.21% Undergraduates
 37.59% Seniors
 14.89% Juniors
 12.06% Sophomores
 5.67% Freshmen
27.66% Graduate Students
2.13% Alumni
0.00% Other

When asked to identify the college(s) in which they are currently enrolled, responses were as follows:

0.71% Architecture & Planning
17.73% Business
1.42% Education
42.55% Engineering
0.71% Fine Arts
4.96% Health
0.00% Honors College
11.35% Humanities
0.00% Law
0.00% Medicine
3.55% Mines & Earth Science
0.71% Nursing
1.42% Pharmacy
8.51% Science
11.35% Social & Behavioral Science
0.71% Social Work

2.13% Undergraduate Studies

42.55% of respondents identify themselves as a current job seeker.

39.01% of respondents identify themselves as exploring employers for future opportunities.

18.44% of respondents identify themselves as investigating career options.

When asked which year they expect to graduate responses were as follows:

2008	51.06%
2009	19.86%
2010	14.89%
2011	8.51%
2012	3.55%
N/A	2.13%

When asked which semester they expect to graduate responses were as follows:

Fall	14.18%
Spring	73.76%
Summer	9.22%
N/A	2.84%

When asked how they heard about the Career Fair, respondents reported as follows:

60.71%	Campus signage
14.29%	Chronicle advertisement
40.00%	Career Services website
15.00%	Counselor referral
10.00%	Academic advisor
17.86%	Other
	Business newsletter (1)
	Careers website (1)
	Department e-mail (2)
	E-mail (10)
	E-mail from Career Services (2)
	Friend (6)
	Husband (1)
	Saw it passing by (1)
	Students & interview workshop (AIChE)

When asked how they primarily hear about campus events, respondents reported as follows:

29.29%	Campus signage
3.57%	Daily Utah Chronicle
44.29%	E-mail
0.71%	Facebook
19.29%	University of Utah website
2.86%	Other

Business newsletter (1)
E-mails from department (1)
Friends (1)
Union Services desk (1)

22.14% of respondents reported their primary motivation for attending the Career Fair was to target a specific employer/group of employers.

18.57% reported their primary motivation for attending was to network and discover all employers.

21.43% reported their primary motivation for attending was to obtain an interview with a potential employer.

19.29% reported their primary motivation for attending was to learn more about careers in their field of study.

15.00% reported their primary motivation for attending was to obtain an internship.

18.57% reported their primary motivation for attending was other:

Free Food (disappointed) (1)
Free Stuff (1)
Friends (1)
Had to go for class (1)
Learn about other careers (1)

80.00% of respondents reported *not* having attended a Career Services workshop.

35.71% of respondents reported meeting with a Career Services Counselor within the past 2 semesters.

40.71% of respondents reported the Career Fair Information Booklet was a helpful resource.

When asked what they did to prepare for the Career Fair, respondents reported as follows:

51.43%	Research companies attending the fair
60.71%	Develop a list of targeted companies in advance
14.29%	Create introductory statement
59.29%	Bring updated resume
1.43%	Other
	Dressed up (1)
	Shine shoes (1)
22.86%	None of the above

While at the Career Fair, respondents reported doing the following:

9.29%	Scheduled an interview
75.71%	Spoke to a representative from a targeted company list
55.71%	Left a resume
74.29%	Picked up a business card
7.86%	Received a job offer

9.29% None of the above

Respondents reported getting the following instructions from employers to follow-up on:

20.00% Sign up for an interview with Career Services online system

35.00% Attend an upcoming information session

66.43% Complete an online application

70.71% Visit the company web site to read detailed job
descriptions/employment information

13.57% None of the above

77.86% of respondents reported being satisfied with the quality of employers at the Career Fair.

65.00% reported being satisfied with the type of employers and industries represented.

64.29% of respondents reported they would be more likely to attend an industry-specific career fair.

4.29% reported they would be more likely to attend a general career fair.

31.43% of respondents reported they would be more likely to attend both.