

Career Fairs 2010 for Business & Humanities and Tech

Brief description of program:

Post Fall Career Fair survey to get student feedback on the effectiveness of career fairs, perceptions of the type and numbers of employers. Also the survey was a headcount of the students attending the Fall Career Fairs by class standing and program.

Who was asked to complete survey (e.g., “students who attended...”):

All students who attended the Fall Career Fairs (based on card swipe data)

Response Rate: Business and Humanities: 25.2% (98 of 389)

Tech: 22.9% (149 of 651)

Combined: 23.8% (247 of 1040)

Administration Type: StudentVoice e-mail

Summary of Key Findings:

It was Determined that students did want to continue to have two career fairs in the fall (Science and Engineering + Business, Humanities, and Social Science). Also student’s perception of employers

Actions Taken:

Review of Career Fair Employers based on student feedback.

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

Career Services - Strategic Objective # 3 “Develop quality representation of employers with increased global opportunities for students and graduates.

Which Student Affairs goals (http://www.sa.utah.edu/assessment/pdf/StrategicPlanBrochure-lettersize_000.pdf) does this survey align with?

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

Goal

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