

Tech Career Fair

Key Findings:

In Fall 2007, University of Utah Career Services reviewed services provided to students in the College of Science and the College of Engineering to determine areas for development. Each year Career Services coordinates several career fairs including a graduate school fair, an education fair and two general career fairs. As Career Services surveyed employers and peer institutions it became clear that many universities were hosting science and engineering specific career fairs in addition to fairs that targeted all majors. In order to measure University of Utah student interest in a more specialized fair and communicate the need for such a fair to staff and administration, Career Services conducted an assessment during the Spring 2008 Career Fair. Science and Engineering students represented seventy-seven of the one hundred and forty-one respondents. Of the total number of respondents, 64.29% indicated that they would be more likely to attend an industry specific fair. Other areas of interest for this survey included the ways in which students hear about the career fair, how they prepare for the career fair, their expectations of career fair outcomes and their level of engagement with Career Services.

Actions Taken:

Career Services hosted a Science and Engineering Career Fair in October 2008. In order to determine whether the event goals and outcomes were met, a satisfaction survey was sent to student attendees. Sixty-three responses were received. Areas of particular interest for this survey included determining effective marketing techniques, attendance at pre event workshops, engagement with Career Services, utilization of materials, and satisfaction with employer and industry representation. In addition, students were asked about their expectations of the fair and employment outcomes resulting from the event.

At the University of Utah the leadership role for the career fairs rotates each semester through Career Services professional staff. It is therefore critical to conduct assessment so that the incoming leader can have current quality data in order to make decisions regarding marketing, programming, budgeting and logistics.