

Career Fair Surveys Fall 2013

Brief description of project:

The Career Fair surveys were sent to students and employers who attended one or both of the Science & Engineering and the Business & Humanities Career Fairs in September and October of 2013. Surveys were sent to students to obtain feedback on how they found out about the event(s), their motivations for attending, and their satisfaction. A different survey was sent to participating employers to obtain feedback on the quality and preparation of students and overall organization of the event(s).

Who was asked to complete the survey:

Students and employers who attended the Science & Engineering Career Fair and Career Fair

Response Rate: Student Survey: 12.76% (209 of 1638)
Employer Survey: 18.36% (54 out of 294)

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

Summary of Key Findings:

More Science & Engineering students completed the survey than other majors, however, the Sci/Eng Fair had higher student attendance than the regular Career Fair. Not surprisingly, most students who responded to the survey were majoring in Business (18%) or Engineering (47%).

Most students indicated that they found out about the fair through signs and banners, which validated Career Services use of funds on print advertising.

Men outnumbered women by over 50% for Sci/Eng, and more than 20% for the Career Fair, indicating a major gender gap.

While Sci/Eng students mostly attended the Sci/Eng Fair to obtain an internship, other majors attended the regular Career Fair to obtain a job. This may speak to the common assumption that Sci/Eng students realize they need internships in order to obtain a career job. While a little less than half of Sci/Eng students were seniors or about to graduate in 2013 or 2014, more than 64% of Career Fair attendees were seniors about to graduate which may explain their focus on obtaining a career job.

71% of students responded that they had not met with a Career Counselor within the last year.

Only around 1 out of 10 students said they had an interview following the Career Fair, which is a little lower than expected.

In terms of qualitative feedback, students appreciated the quick, new nametag system. However, many students mentioned the need for more companies to be represented at the Career Fair.

As for the employer survey, participating employers were mostly happy with the event check-in, but commented on parking issues and organization/efficiency of nametag printing. Employers also mentioned that spacing was too tight, and suggested decreasing the length of time of the career fair. Some employers suggested grouping companies by major/area of interest as well.

Some employers commented that many students were not well dressed and did not prepare ahead of time to speak with their specific company. However, more than 80% of employers selected Strongly Agree or Agree when asked if their overall experience was a good one.

Actions Taken:

The survey results will be presented to the Career Services team in the form of a PowerPoint presentation this November/December. Survey results (with open-ended qualitative responses) were also provided to the Career Fair event leads, Kelly Dries and Joe Sindad, for their follow-up meeting to discuss strategies for next year. Due to the feedback, the Career fair committee had discussed possibly decreasing the number of hours of the events and providing more assistance/preparation for students in terms of how to dress professionally.

Which department goals does this program align with?

Career Services, Strategic Goals:

2. Increase awareness of career development process.
3. Develop quality representation of employers with increased global opportunities.

Which Student Affairs goals does this program align with?

Strategic Objective

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