

## At a Glance

**Date:** Wednesday, April 2, 2014

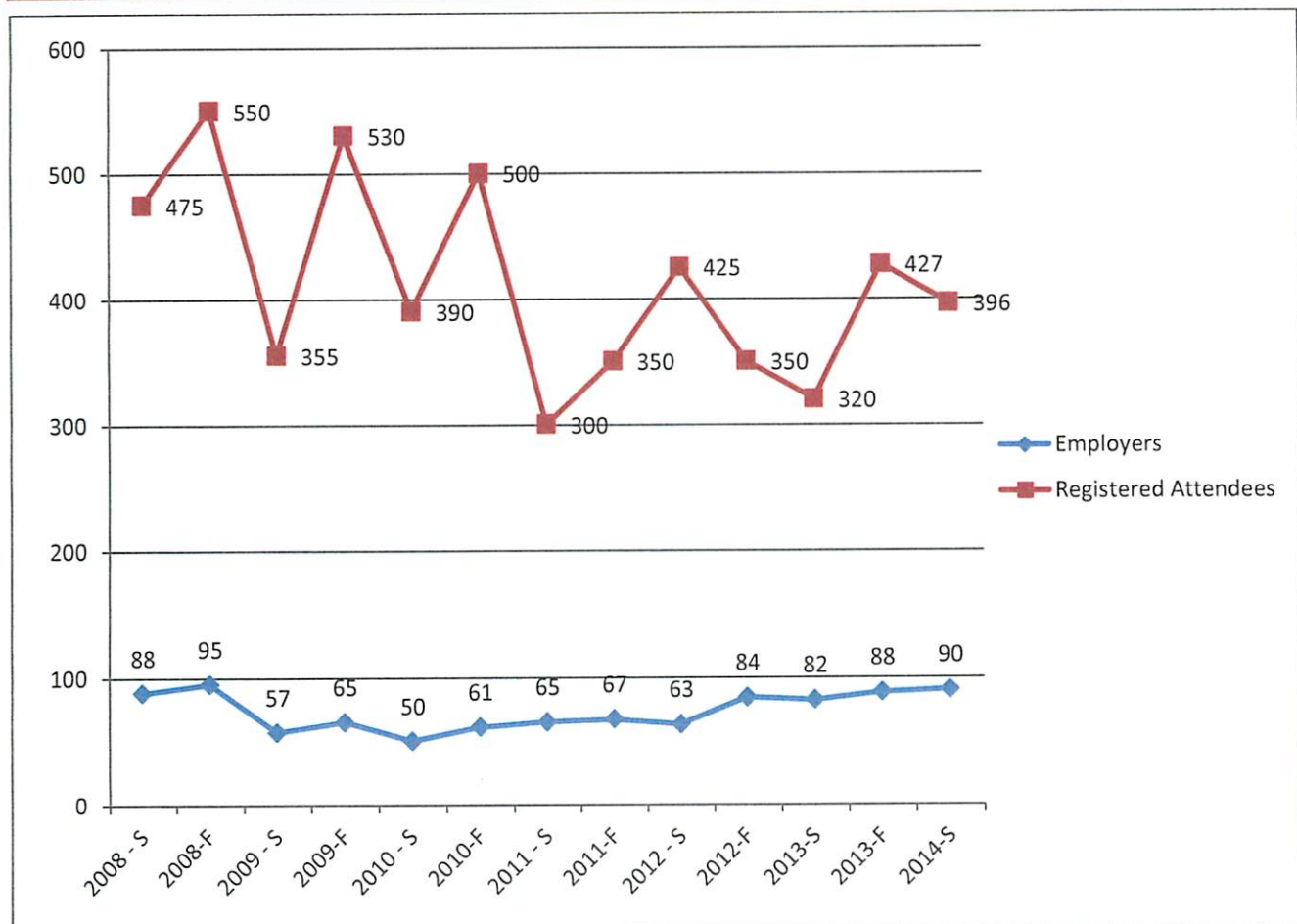
**Location:** Kilcawley Center – Chestnut Room

**Weather:** sunny, dry

**Registered Employers:** 90

**Registered Student/Alumni Attendees:** 396 (110 Pre-Registered/286 Registered at the door)

## Attendance Trends

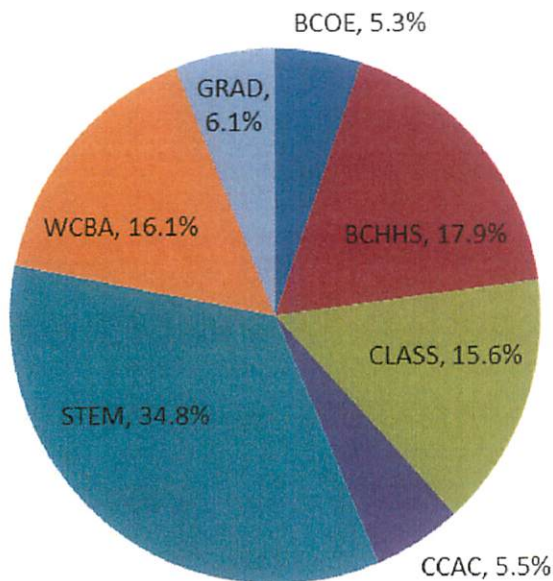


## Attendee Demographics

### Spring 2014 Career Fair Registration

	Response Percent	Response Count
Currently enrolled YSU student - undergraduate degree program	71.5%	279
Currently enrolled YSU student - graduate degree program	9.2%	36
YSU Alumni	16.7%	65
Community Member/Other	2.6%	10
	<b>answered question</b>	<b>390</b>
	<b>skipped question</b>	<b>6</b>

### By College

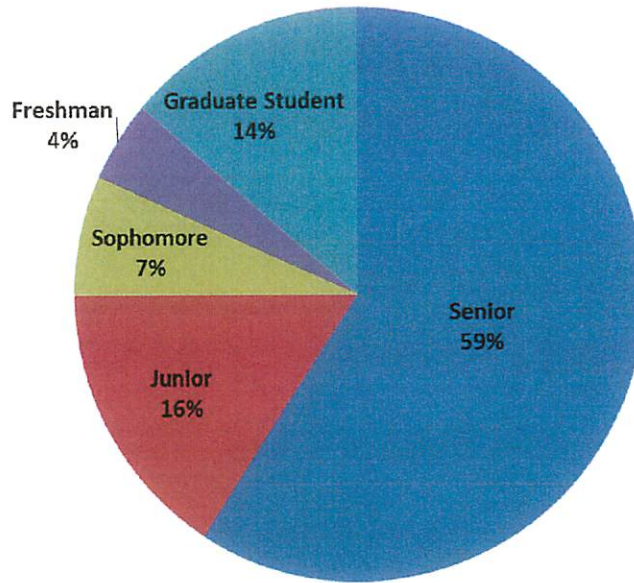


### By Major

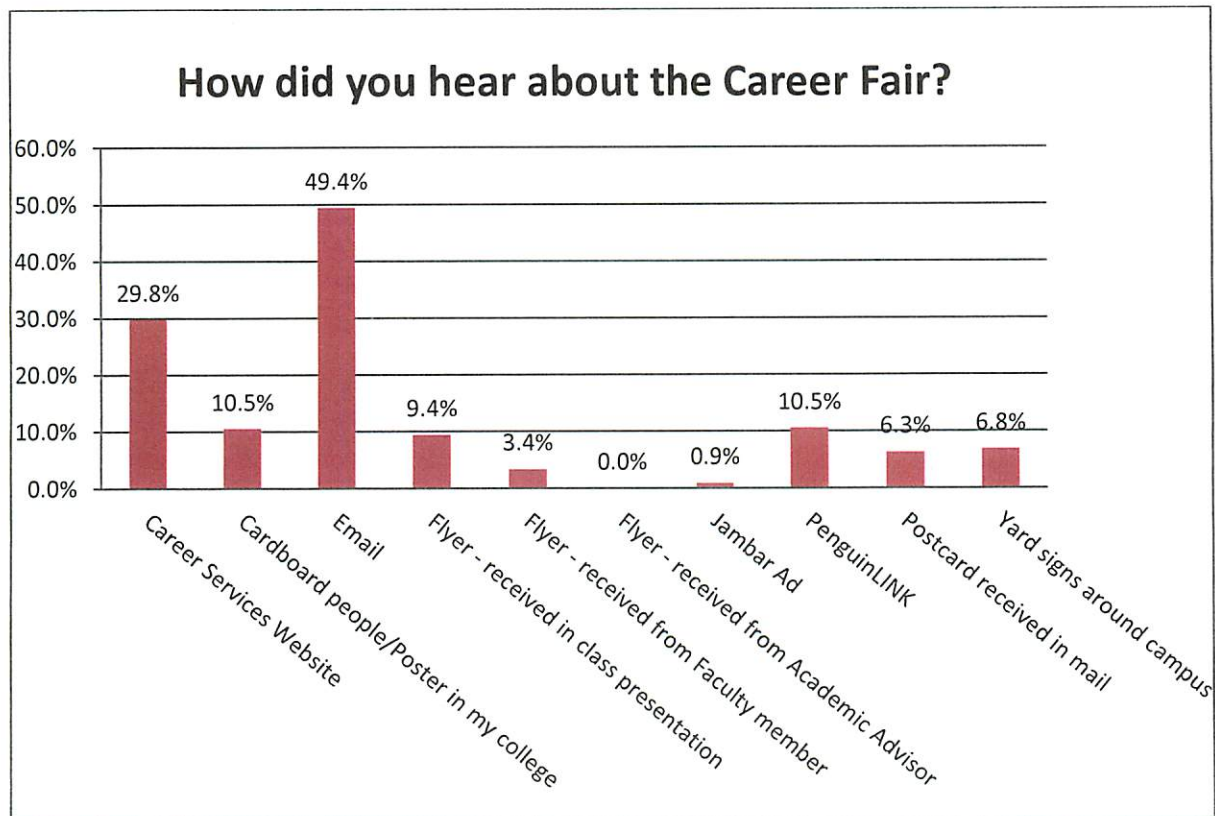
<b>BCOE</b>	<b>CCAC</b>	<b>STEM</b>	
Counseling	5	Communications/Telecom	17
Education	20	CCAC - Other	2
<b>TOTAL BCOE</b>	<b>25</b>	<b>TOTAL CCAC</b>	<b>19</b>
<b>BCHHS</b>	<b>CLASS</b>		
BCHHS Other	9	CLASS Other	22
Exercise Science	5	Economics	5
Fashion Merchandising	5	English/Journalism/PWE	8
Healthcare Professions	8	General Studies	10
Hospitality Mgmt	7	Psychology	16
Social Work	8	<b>TOTAL CLASS</b>	<b>61</b>
CJ/Forensic Sci	28		
<b>TOTAL BCHHS</b>	<b>70</b>		
		<b>TOTAL RESPONSES</b>	<b>371</b>
		<i>Skipped Question</i>	25
		<b>TOTAL ATTENDEES</b>	<b>396</b>

## Class Standing

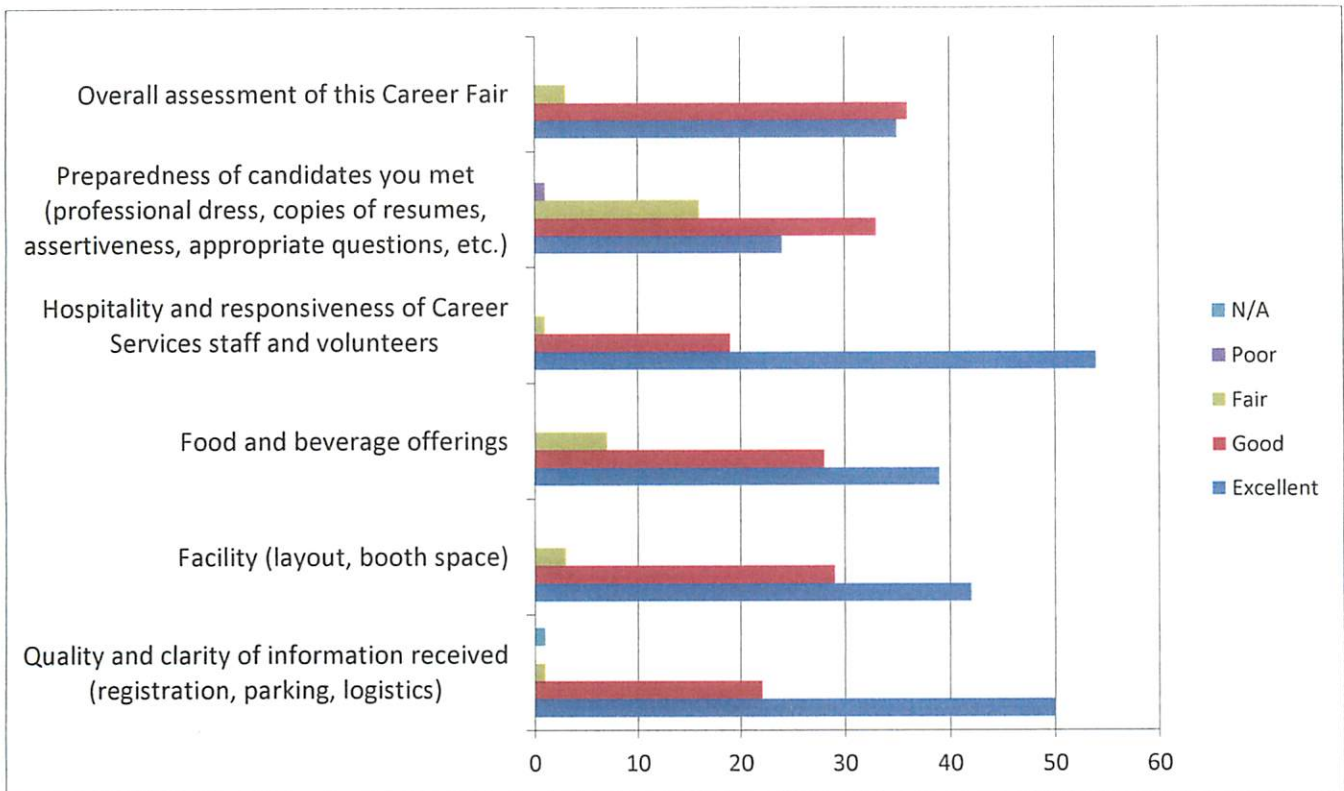
Freshman	15
Sophomore	22
Junior	52
Senior	194
Graduate Student	45
<b>TOTAL RESPONSES</b>	<b>328</b>
<i>Skipped Question</i>	<i>68</i>



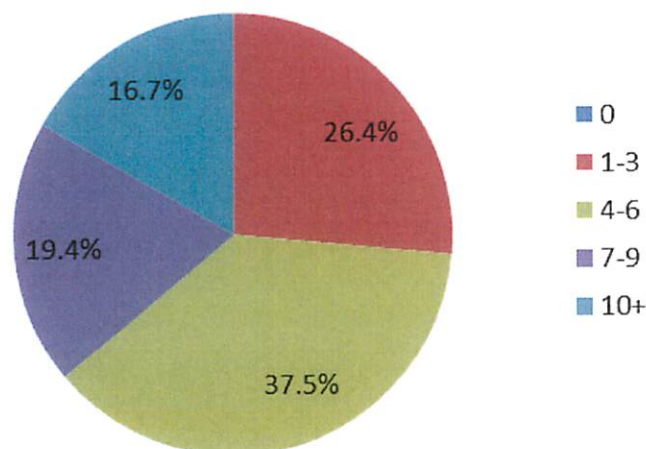
## Advertising (respondents asked to check all that apply)



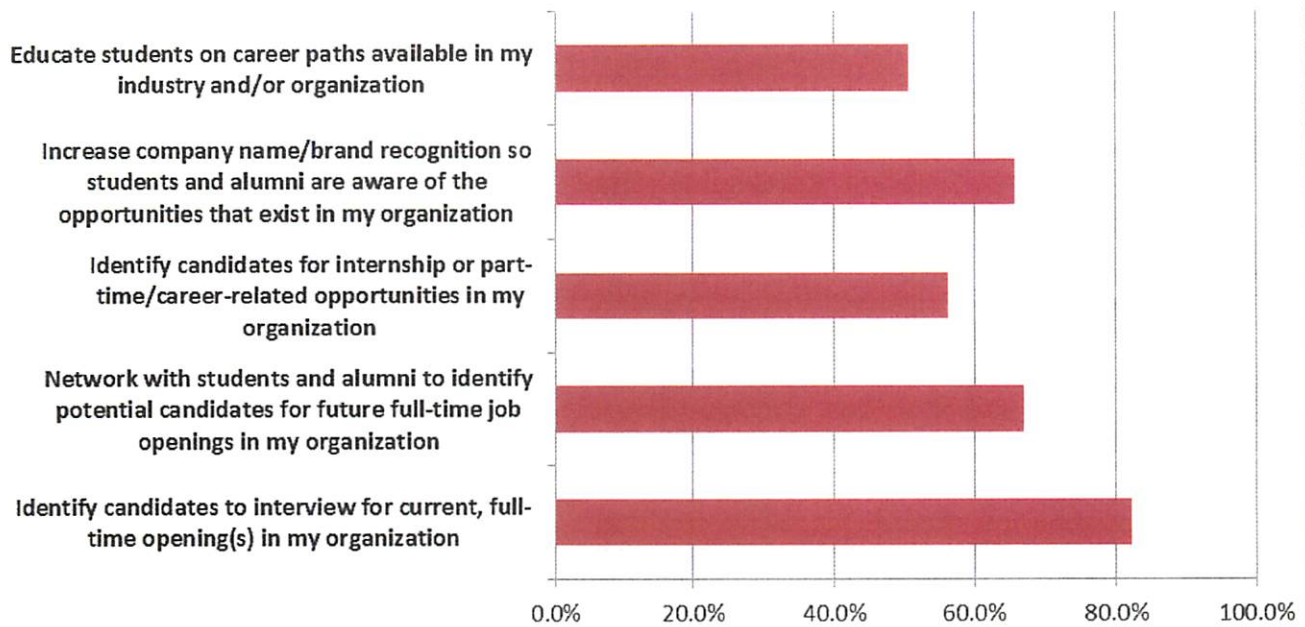
## Employer Feedback – 74 Surveys Completed



**Of the students/alumni you met today, approximately how many would you consider interviewing for a position in your organization (regardless of whether or not you have a current opening)?**



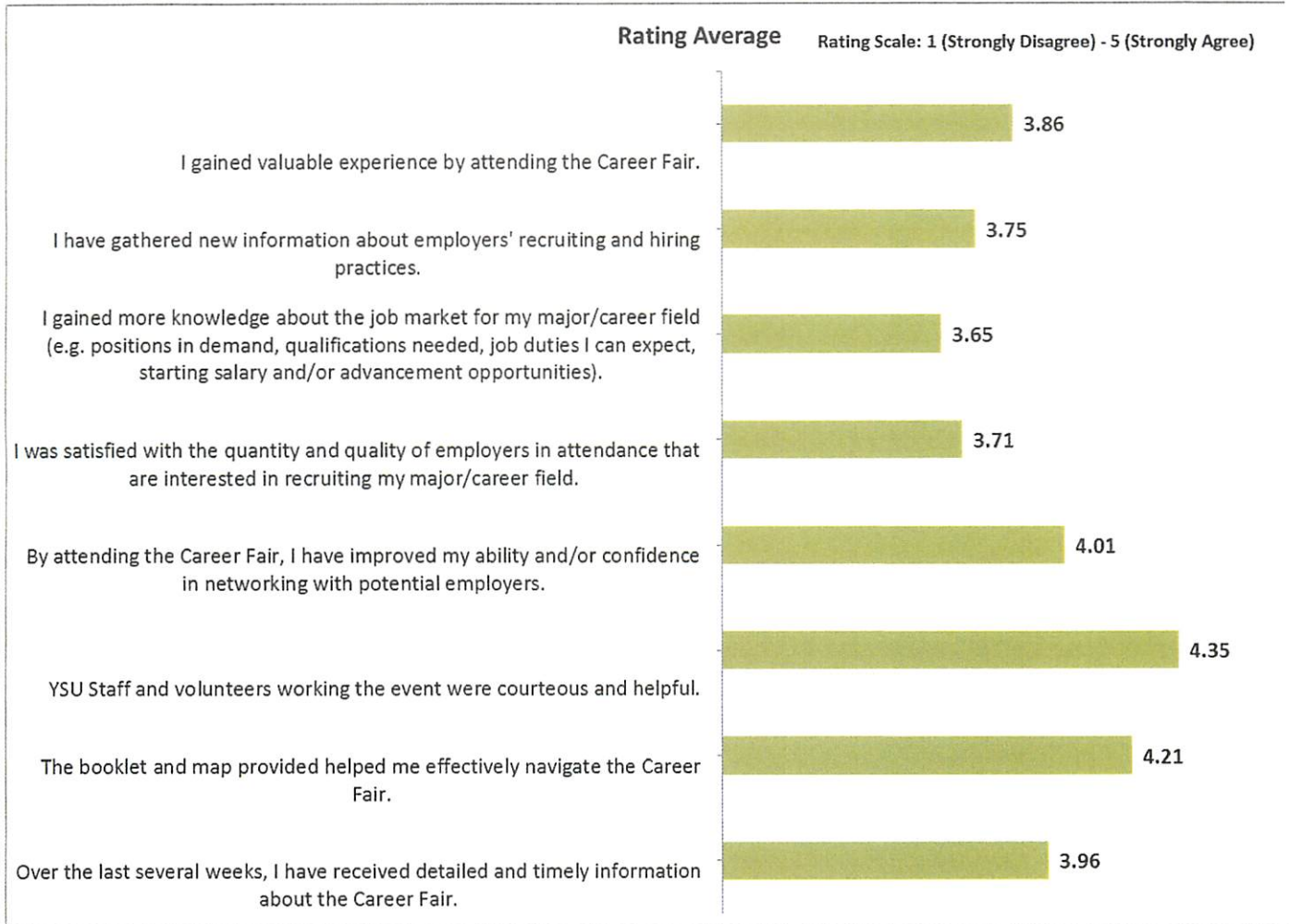
Choose the options that best describe your goals for attending this Career Fair  
(check all that apply).



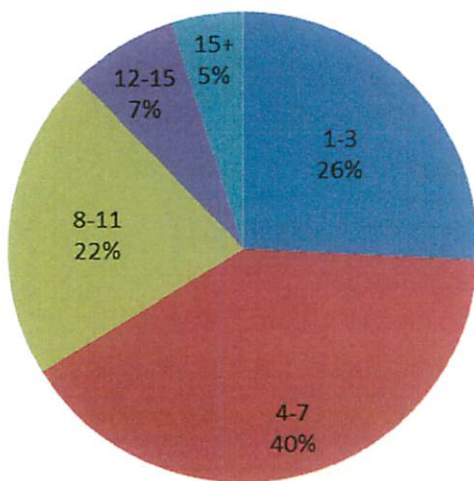
### Comments from Employers:

- “We have been to several career fairs this Spring. It was immediately apparent that YSU cares far more than others which was refreshing to see...and receive.” – U.S. Navy
- Many positive comments regarding employer lunch (*NOTE: We “upgraded” from cold cuts*).
- The students were prepared asked great questions and were appropriately dressed (*NOTE: Some comments suggest students were underprepared and not professionally dressed*).
- Received several suggestions to group tables by major, color-code student nametags by major and make major larger on nametag (*NOTE: coding student nametags and grouping employer tables by major is very challenging given the wide range of majors on campus, but consideration will be given to ideas to help better identify student majors for employers*).
- “The number of students in our field-Hospitality Management, was very slim. Hope to have more at our booth on a future visit.”
- “Thank you for having us. I had many students from several disciplines - engineering, CS, psych, CJ, foreign language, accounting, finance, environmental studies. Those are the backgrounds we seek. Greatly appreciate the invitation-it was a successful event!” – FBI
- An employer suggested that we encourage more faculty to attend – employers enjoy meeting them as a means to connecting with more students.

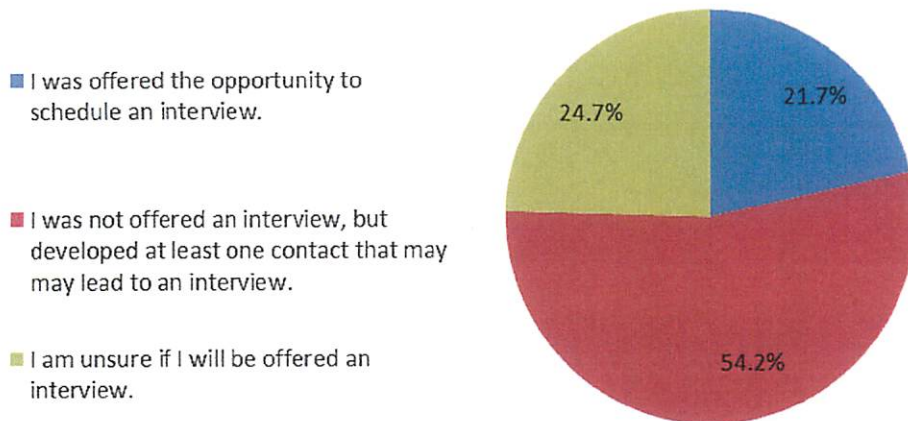
## Attendee Feedback – 172 Evaluations Completed



### How many employers did you speak with at the Career Fair?



**Which statement best describes your prospect for obtaining an interview as a result of a contact(s) made at the Career Fair?**



## Worth Noting

- Registered student/alumni attendance at the Spring 2014 Career Fair was up 24% over Spring 2013 Career Fair and down 7% from Fall 2013 Career Fair.
- Largest number of participating employers since Fall 2008 (95); largest Spring Career Fair in recent history.
- 171 students pre-registered, up 80% over number of students who pre-registered for Fall 2013 Career Fair. Interestingly, only 110 of the students who pre-registered for the Spring 2014 Career Fair attended.
- 100% of the employers who completed an evaluation indicated that they would consider interviewing at least one student/alumni they met at the Career Fair; 37.5% indicated they would consider interviewing 4-6; 19.4% said 7-9 and 16.7% of responding employers said they would consider interviewing 10+ candidates met at the Fair.
- Student evaluations indicate a strong satisfaction with the quantity and quality of employers in attendance interested in their major; 74% of students who completed an evaluation indicated that they spoke with 4 or more employers.
- Career Fair marketing highlights:
  - ✓ Presentations made to 14 senior-level classes (reach of over 300 students)
  - ✓ Postcard mailed to all undergraduate seniors
  - ✓ Information tables held in buildings across campus
  - ✓ Email announcements through PenguinLINK
  - ✓ Multiple communication to deans, department chairs and faculty
  - ✓ Promotion through Career Services Facebook page including a daily Career Fair tip “countdown”
  - ✓ Jambar advertisement
- E-mail (49.4%) and Career Services website (29.8% - *NOTE: suspect that students are confusing with PenguinLINK*) are the most cited source for Career Fair information.
- Students attending the Career Fair once again had the opportunity to get a free professional headshot for their LinkedIn profile; over 50 attendees had their photo taken and have to “like” the Career Services Facebook page to download their photo.