



# SPRING CAREER FAIR 2017 REPORT

Alexandria Evans

THE USU CAREER SERVICES RESEARCH GROUP



# The Spring Career Fair Report

This report presents the data collected by the USU Career Services Research Group that were collected in order to better understand the needs of employers and students that attended.

## Employer Data

This section outlines the feedback collected from the employers.

### General Data

Total Employers Registered: 143

Cancellations: 5

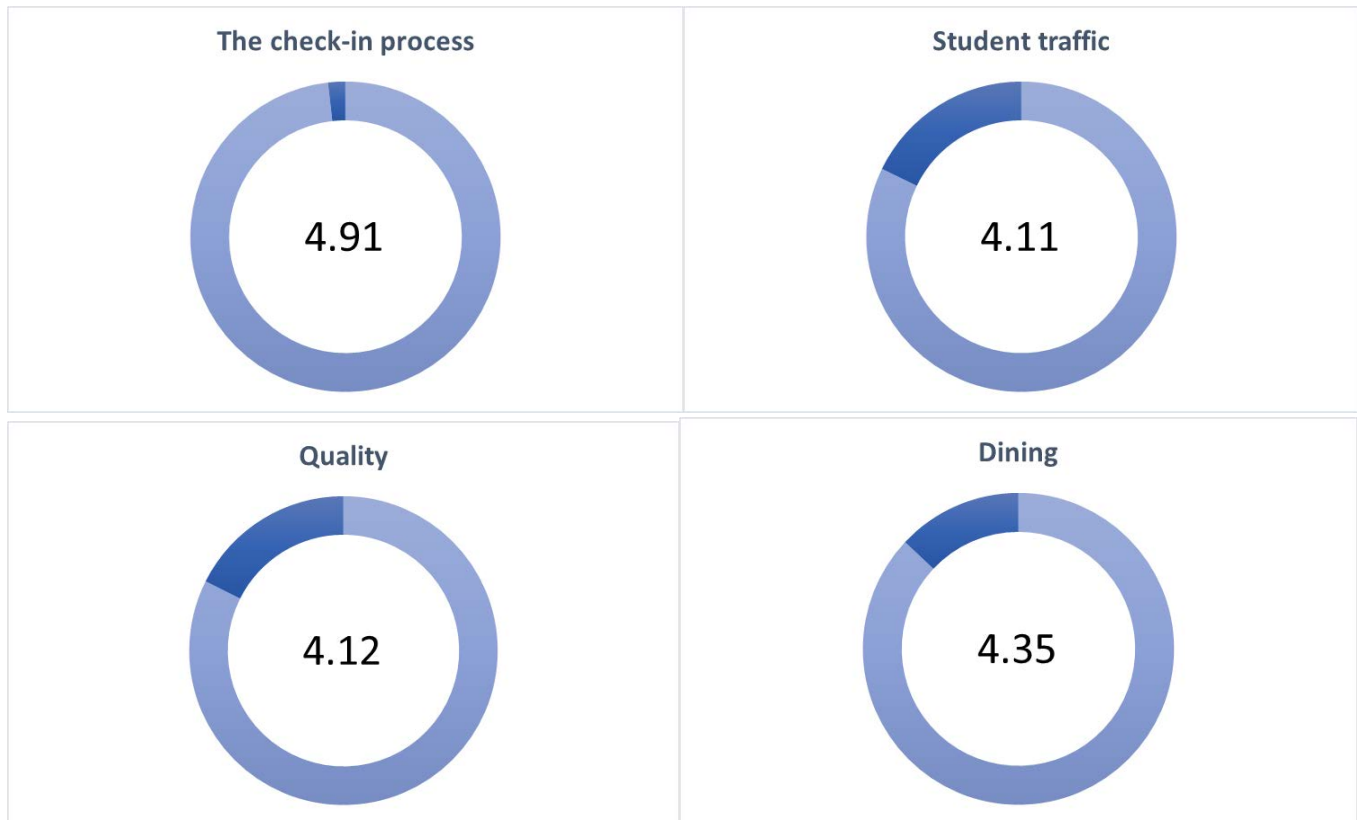
No Shows: 4

Responses Collected: 66

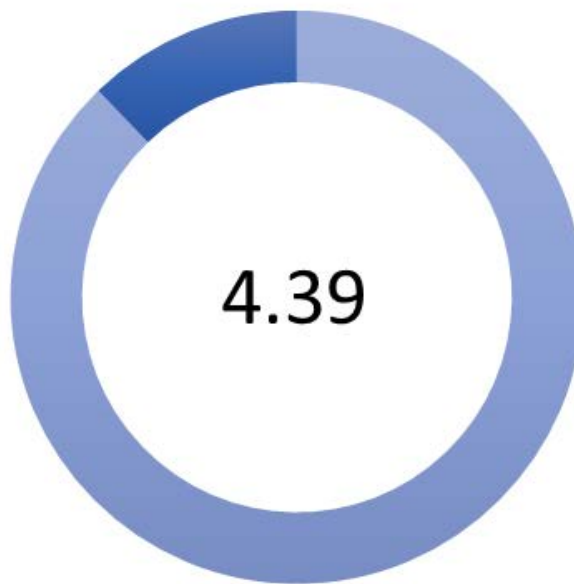
Response Rate: 49%

### Employer Feedback

The following chart shows the mean score for the check-in process, the quantity of students, the quality of students, the dining experience, and overall satisfaction with 5 as the max score possible and 1 being the lowest score possible.



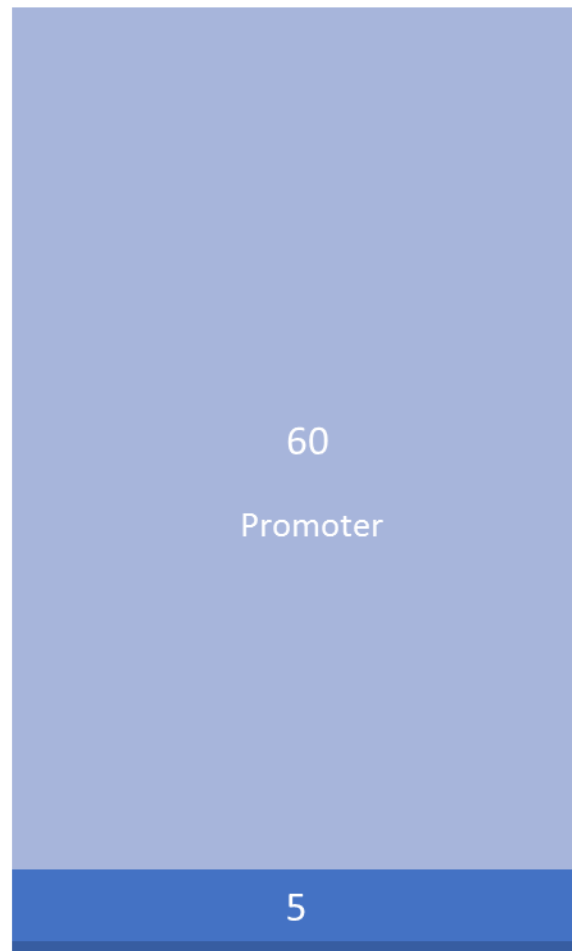
## Overall



### Key Employer Comments

- Event was very organized. Keep up the great work!
- Everyone is so kind and helpful
- More carts at cleanup time would be nice. Breakfast was only sweets- some alternatives would be preferred.
- Students who had pre-registered had similar nametags to actual company recruiters/representatives. Distinguishing between them at a glance was almost impossible-Sticking to the sticker on nametags would be exceptionally beneficial
- Lunch--too heavy, continental breakfast--healthier choices would be nice, Hold a separate college of engineering career fair- lots of engineering students clogging the flow
- I would suggest more student dress the part. It seemed many students didn't bother to dress in formal business attire. Dress is a very important first impression for employers and someone who doesn't dress the part communicates they're not serious about getting a job.
- Best prepared fair on the Wasatch front. Great student helper program
- This was a great experience. Lots of helpful support and a beautiful location!
- Lower traffic in ballroom compared to other areas.
- Very useful overall. Helpful in planting seeds for summer employment
- Everything was great about this career fair! Loved the student sitting at our table during lunch. This was a unique and much appreciated benefit.
- Some students were generally interested but didn't know anything about the company. Not that there is anything wrong with it but the students that really stood out at least knew a little about the company. Also, don't wear yoga pants/spandex to a career fair if you want to be taken seriously.
- The line waiting on a shuttle back to the parking lot after the fair was very long. The process of checking in items and having them delivered was positive. Overall, the flow of students was fairly slow compared to previous fairs.
- We'd love to see more ProSales students at the fair. We also felt like there were a TON of computer science and MIS students stopping by even though we were focused on recruiting for sales. However, great fair and we love coming every year! Always top tier talent.
- First time we have participated in USU Career Fair. Very impressed with overall experience and the high quality of candidates we were able to have access too. Very well organized from start to finish. Great communication from registration up to actual job fair. Fantastic experience. Thank you
- Parking shuttle wasn't the best. Liked the terrace much better.

## Net Promotor Score



## Student Data

This section outlines the feedback collected from the students that attended and filled out an evaluation.

### General Data

Students Checked in: 606

Student Responses Collected: 10

Response Rate: 1.65%

Attendance by Class Rank:

Freshman: 1%

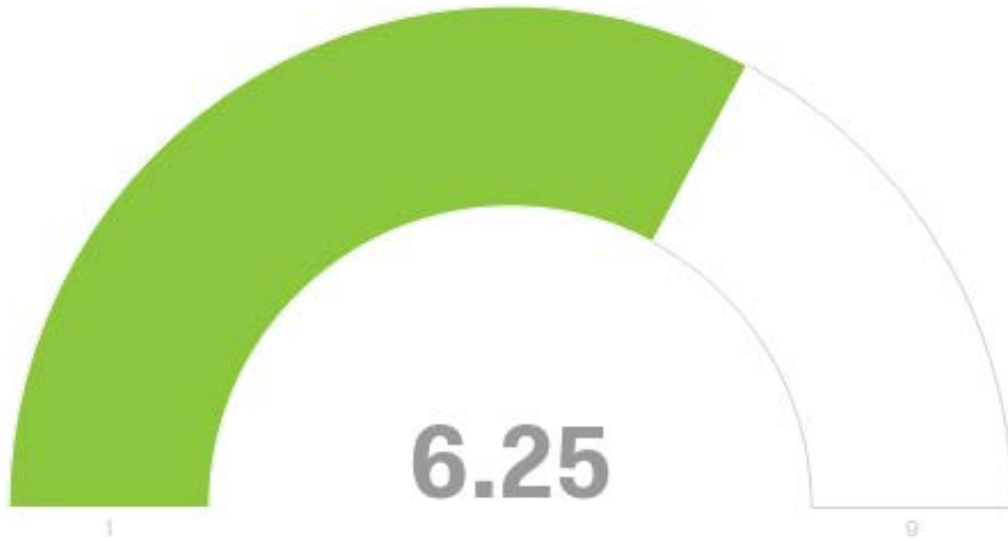
Sophomore: 1%

Junior: 2%

Senior: 4%

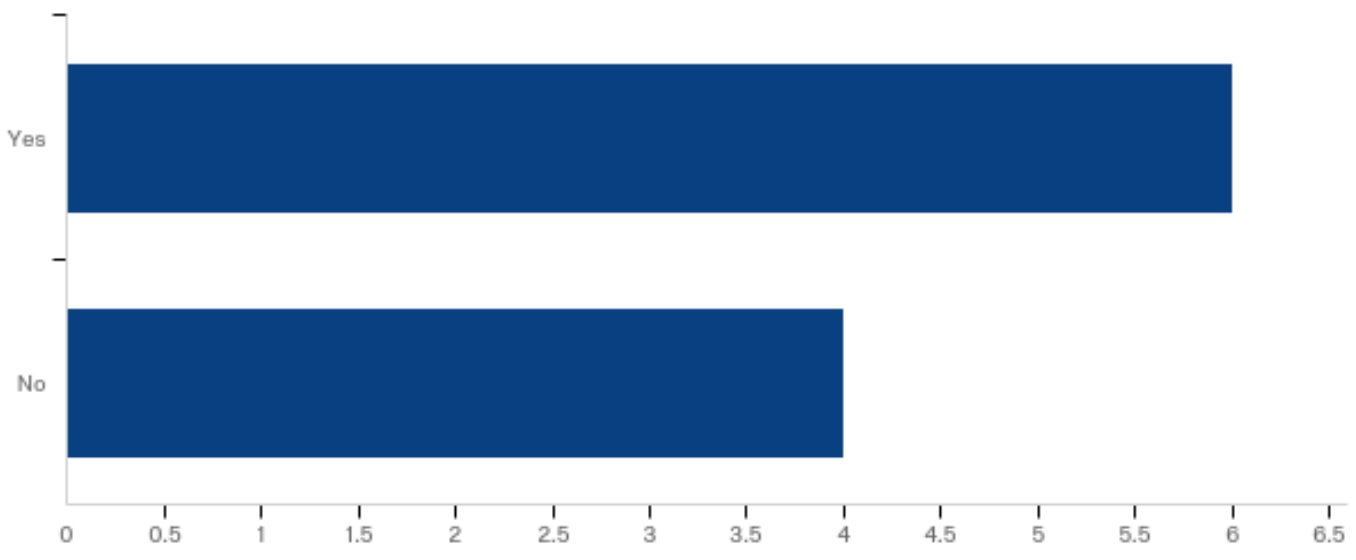
Grad Student: 2%

### How Many Employers did you visit?



Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
How many employers did you visit today?	2.00	9.00	6.25	2.44	5.94	8

### Did you view the Career Services web page to prepare for the fair?



## Overall Satisfaction

