



GRAD FAIR 2017 REPORT

Alexandria Pugh

THE USU CAREER SERVICES RESEARCH GROUP



The Graduate 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: 105

Cancellations: 0

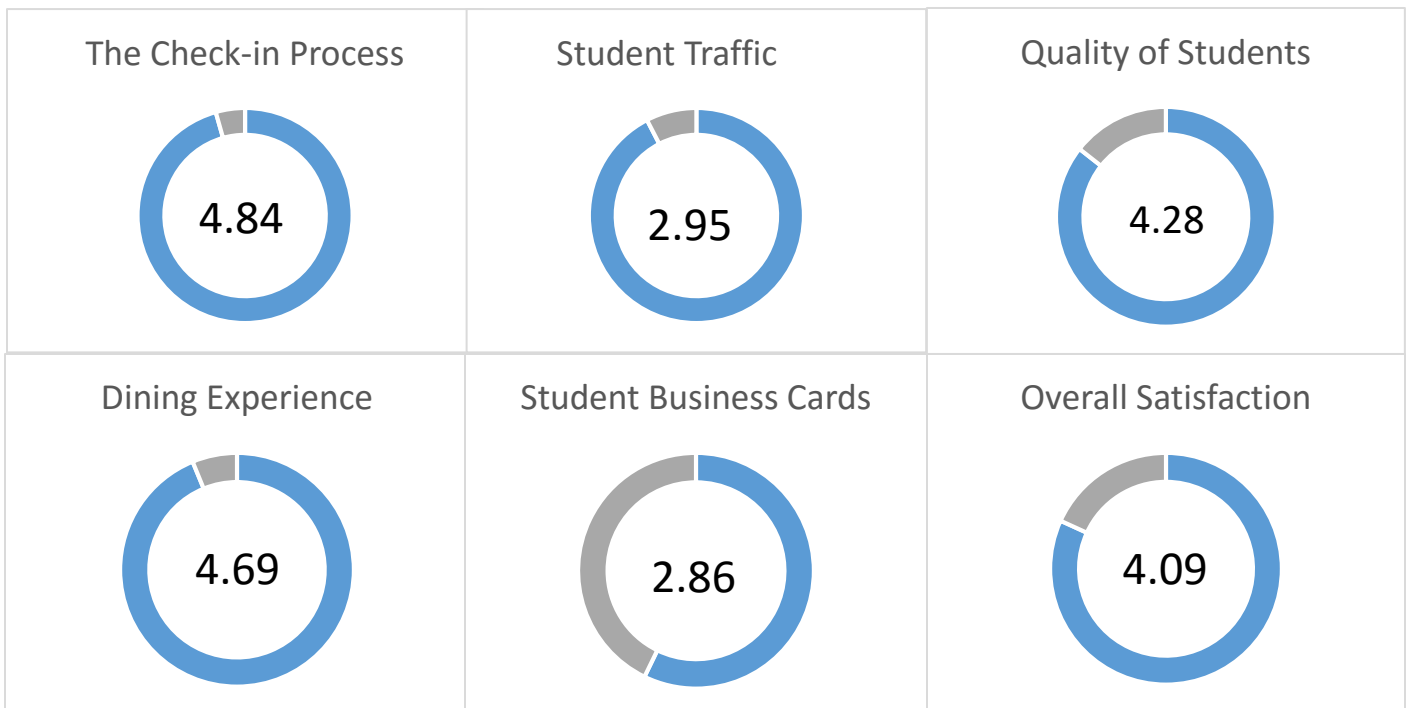
No Shows: 0

Responses Collected: 45

Response Rate: 42.86%

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. These responses were taken from the average of the 45 responses collected.



How likely are you to refer us to a friend or colleague to this fair?



Key Employer Comments

- Better signs for parking
- The organization and set up of the fair was awesome! Thank you! Just not a lot of students.
- Volunteers were very helpful
- I would recommend grouping programs together to make it easier for a student to talk to multiple programs in their area of interest without having to cover too much ground.
- I would recommend getting faculty involved. Offer extra credit if students attend! The number of students was very slow this year.
- Great quality of students.
- For lunch I got a salad and a small drink. The lunch card didn't cover it all. Not a huge deal, more of an inconvenience. Thank you!
- Wonderful fair. The students I spoke with were so well-prepared and professional! I just wish there were more of them!
- Student traffic seemed a little slow, but a well-organized fair! Thanks!
- Parking was confusing but the shuttle system was great!
- It would be great to have the universities in the same area instead of all spread out. We got a few questions on where the other University of Utah tables were.
- Not a ton of foot traffic, but the accommodations were great!
- Great food!
- Need better parking signs. I got lost because of the construction.
- Felt a little slow, especially earlier in the day.
- I was very sad at how few students stopped by. Maybe incentivize students. Have professors give extra credit or something.
- Just not enough traffic. Wish we all had answers for that!
- Almost no traffic at our table. Suggest professors have sheets the students need to get signed for extra credit.
- The foot traffic was very slow this year.
- Thank you for your hard work and organization! I heard from others how slow it was with students. At SUU and Dixie, they had the professors give extra credit for attending, and had a questionnaire the students brought to the booth for employers to sign off on. The questions they had to ask related to inquiries about the grad program I believe.

- A heads up about the construction 1000 north would have been appreciated. Great fair otherwise!
- It seemed that it wasn't advertised very well, so my only suggestion would be to increase marketing.
- Students were excellent! Very well prepared and great personalities. Saw about eight students, but all were all exceptional!
- I really like the students name tags with their undergraduate degree.
- Would have loved to see advisors visiting the tables. Very little student traffic.
- This was well run and organized. We had just a handful of students pass by our booth and just one stop to ask questions. I'm not sure there is anything that can be done. Just hoped for a little more interest.
- Very well organized. Nice venue. Helpful staff. Did not interact with as many students as I was hoping, but those I spoke with was time well spent.
- Offer info sessions or panels for specific subject areas, i.e. International Studies/ Relations
- The planning was great! Just needed a little more student traffic.
- Not as well attended like my past visits to your fair.

Key Takeaway

- Overall a very liked event although the student traffic was lower than expected. Recruiters liked the shuttle system and student volunteers. More signage on the main roads would be helpful, as well as information on the current construction. Many recommended Professors offer extra credit as incentive to attend the fair.

Student Data

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

General Data

Students Checked in: 229

Student Responses Collected: 44

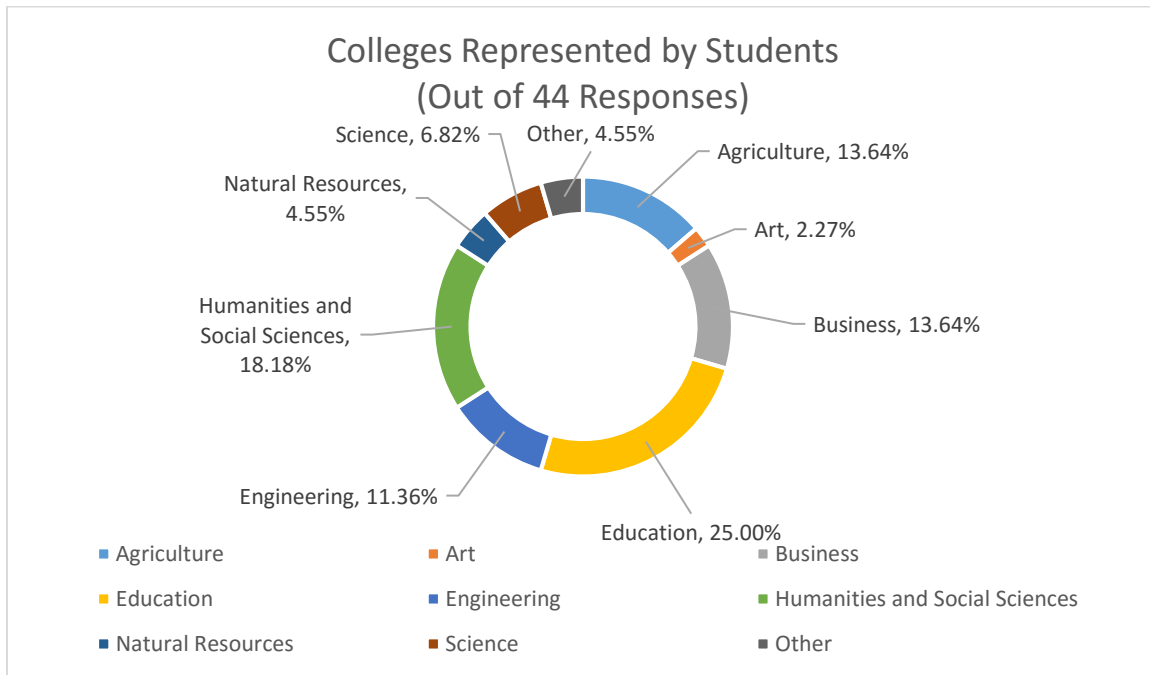
Response Rate: 19.21%

Attendance by Class Rank:

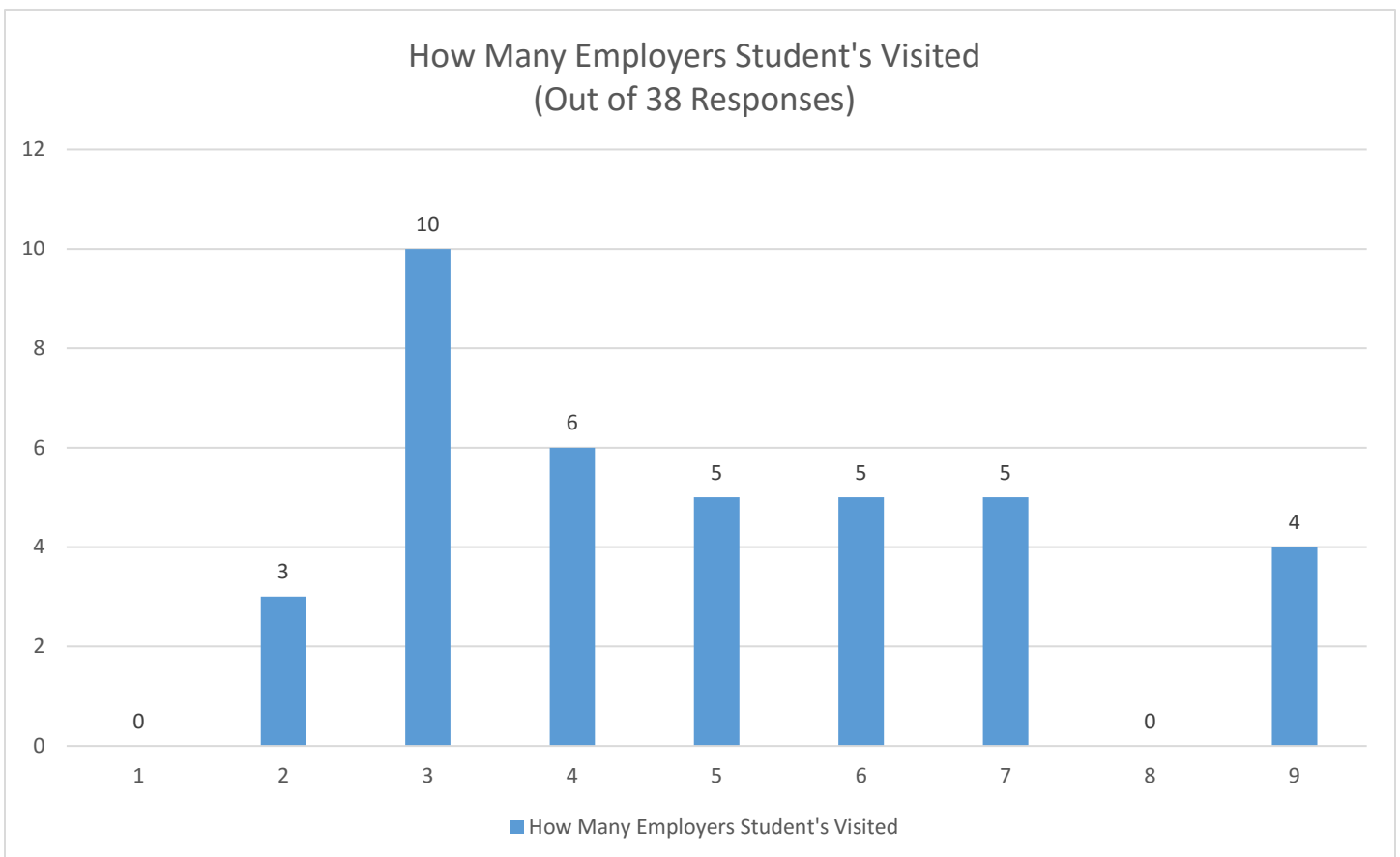
Student: 97.73% Alumni: 2.27% Community Member: 0.00% Faculty: 0.00%

Student Feedback

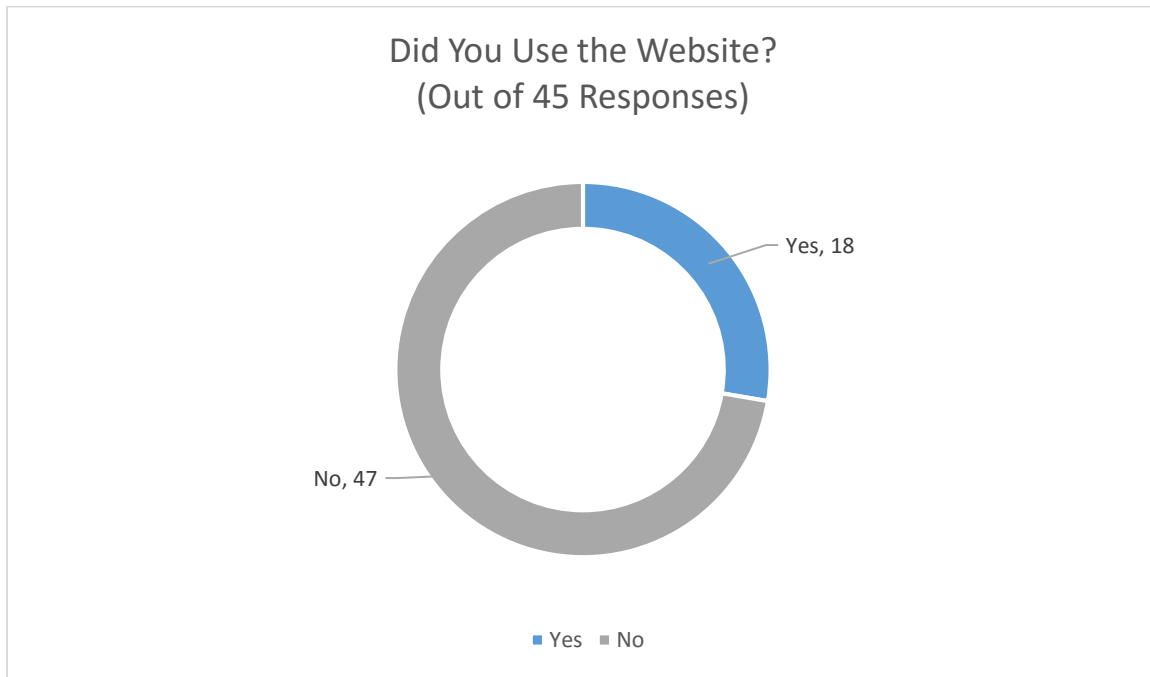
What is your college?



How many recruiters did you visit today?



Did you use the Career Services website to prepare for the fair?



Overall Satisfaction

