



CAL POLY
Career Services

Preparing for the Spring Career Fairs



Presented by:
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Workshop Agenda:

- Overall preparation
- MustangJOBS/Handshake demo
- Day of logistics
- Follow-up

Spring Career Fair

▪ In-Person

- Wednesday/Thursday - April 13 and 14
- 10 am to 3 pm
- Rec Center Gyms (Bldg. 43)
- No pre-registration required
- **Green** Daily Pass required for all students to enter
- Face coverings are required for unvaccinated attendees including employers

In-Person

Career Fair

Prep [handout](#)

▪ Virtual

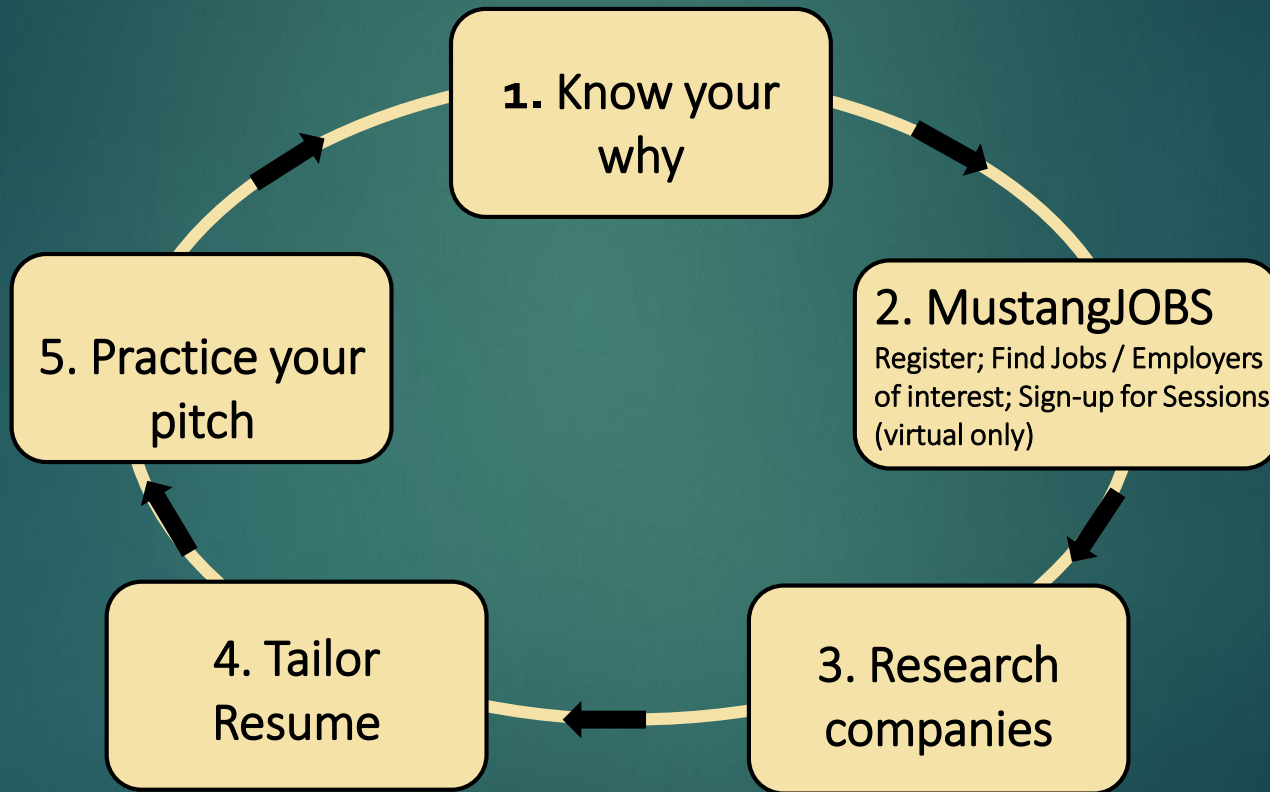
- Tuesday, April 19
- 10 am to 3 pm
- Via MustangJOBS/Handshake
- Must Register and sign-up for Individual or Group Sessions to participate

Virtual Career

Fair Prep

[handout](#)

Strategize



Know your WHY



What's YOUR reason for
attending the Spring Quarter
career fair?

MustangJOBS/Handshake Demo

[Video:](#) Navigating
Handshake for an
In-Person Career Fair

[Video:](#) Navigating
Handshake for a
Virtual Career Fair

Overall Preparation Tips

- ❑ Update your Handshake Profile and make sure your graduation date is correct because you can't update your CLASS STANDING.
- ❑ GPA on Handshake is pulled from your Poly Profile and will display your Higher Education GPA. There is no way for you to change the GPA that shows on your profile, but you can make it not visible.
- ❑ Update Your resume and have it reviewed before the career fair(s)
- ❑ Upload general resume under Documents in Handshake and make it visible
- ❑ Opt-in to Resume Book(s)
 - ❑ Instructions can be found under Career Fair Details tab for each Career Fair

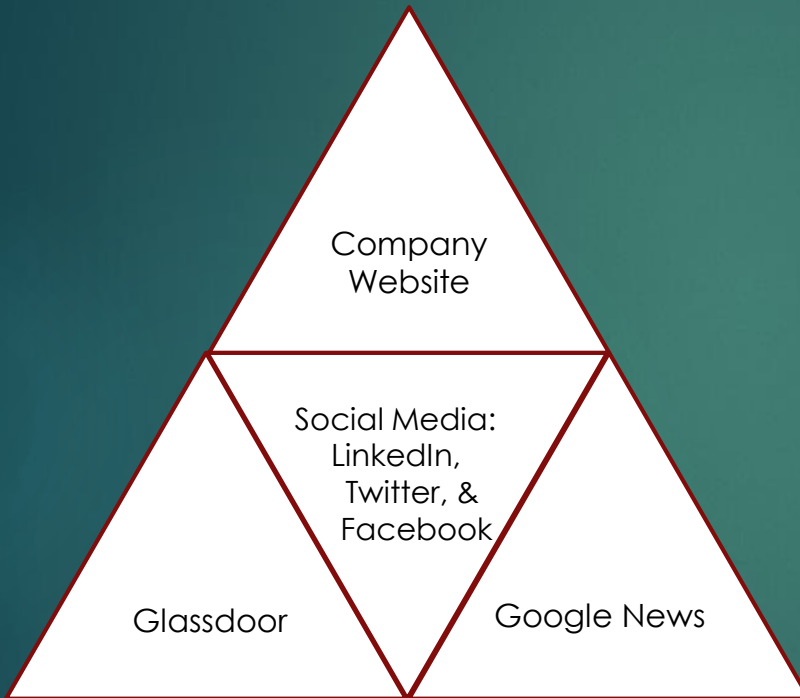
Cancelling Virtual Sessions

- Please cancel 1:1 or group sessions you don't plan to attend any time before the session starts (sooner the better)
- To cancel a session, go into the Career Fair event page, click on '**Your Sessions**' tab and then click '**Cancel Reservation**' with that employer

Q & A Time!



Research Companies and Prepare Questions



- What does the company make/do?
- Location(s)
- **Company values**
- For which positions are they recruiting?
- How could you contribute?
- Why are you specifically interested in working for that company?
- Prepare questions based on your research of position/company

General Resume vs. Tailored Resume

Make sure your General Resume is posted on your Handshake Account, and set to Public View for VIRTUAL career fairs

Use the job listing



- Customize resume using key words & qualifications in job listing
- Include internships, jobs, class/club projects, extracurriculars, leadership

Overall Tips



- One page with most important info at the top
- Focus on accomplishments and transferrable skills
- Use bullet points and start with action verbs

Get Help



- Meet with a counselor in an [appointment or Drop-in](#)
- See [resume samples](#) on Career Services website
- Use [jobscan.co](#) to help you learn how to customize your resume

Craft Your Pitch



WHO ARE YOU AND WHAT DO YOU WANT?

Your class level and major; what position you are interested in (include statement about applying online if you did)



WHAT MAKES YOU UNIQUE?

Targeted summary of relevant experience and skills. Include something memorable about you.

Review the job details on MustangJOBS and/or the company's website for the position you are interested in.
Based on the position description, why are you a good fit?

What they want (skills, qualifications & experience)

Your related skills, qualifications & experience

_____	→	_____
_____	→	_____
_____	→	_____
_____	→	_____
_____	→	_____

Use this information to tailor your resume and customize your pitch.



FIND A SEAMLESS WAY TO TRANSITION...

Ask a question



Practice your
pitch out loud



Let's watch a video
of an elevator pitch

Let's watch a video
of a better elevator
pitch!



Learn by Doing time!

Sample Introduction and Pitch

Example for someone seeking an internship

Introduction:

“Hi, I’m Zac. Nice to meet you! How is your day so far?” (listen to response, make a quick comment)

Launch into Pitch:

“I’m a sophomore majoring in Business Administration with a concentration in **Marketing** and a minor in **Sales**. I am very interested in the Associate Customer Success Internship through your Retention Services department in your San Francisco office. In reviewing the job description I was immediately drawn to the opportunity to work collaboratively with the consulting and resource management team to find best practices for staffing new projects at Adobe! May I please share my resume with you and highlight a recent experience that translates well to your internship?”

Sample Introduction and Pitch

Example for someone seeking full-time employment

Introduction:

"Hi, I'm Jasmine (listen to their name), Nice to meet you!"

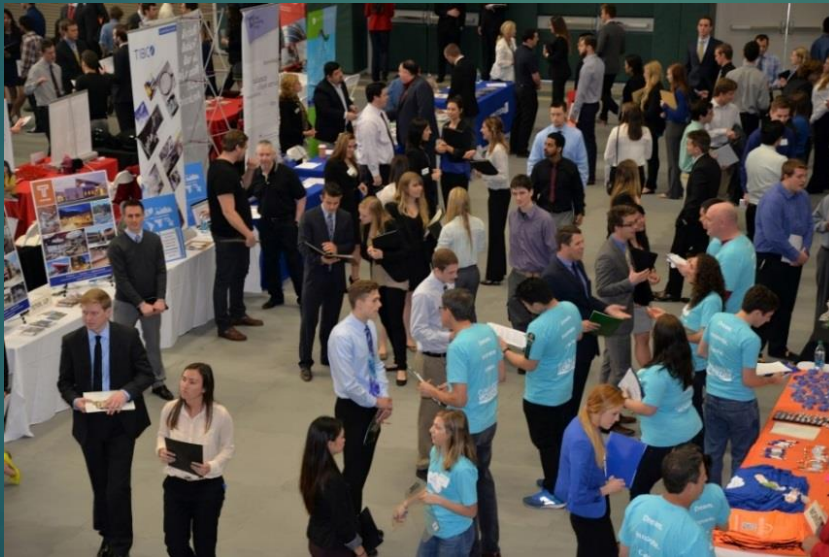
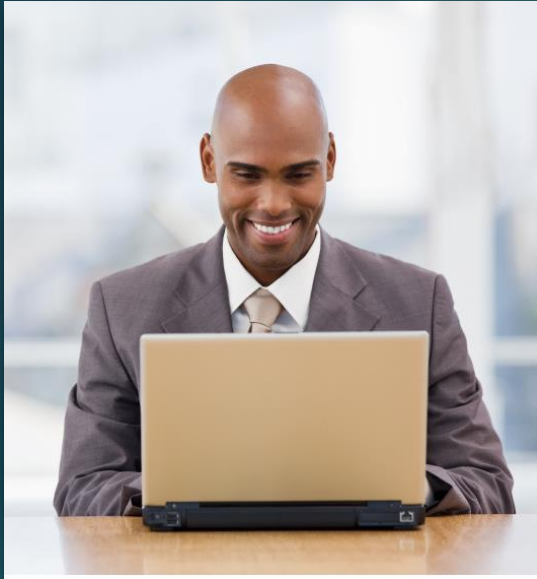
Launch into Pitch:

"I'm a senior Mechanical Engineering student and will be graduating in June 2021.

I'm really interested in the R & D Engineer position you posted on Handshake and I applied to the position last weekend. My experience working on a year-long extra-curricular project with the Quality of Life Plus club gave me real world experience in researching, designing, and building a prosthetic for a wounded veteran. I'm excited to work in the biomedical industry where I can continue to make a difference in the quality of people's lives. I really like Abbott Laboratories because you value Diversity and that is super important to me. Can you tell me more about how Abbott demonstrates this value?

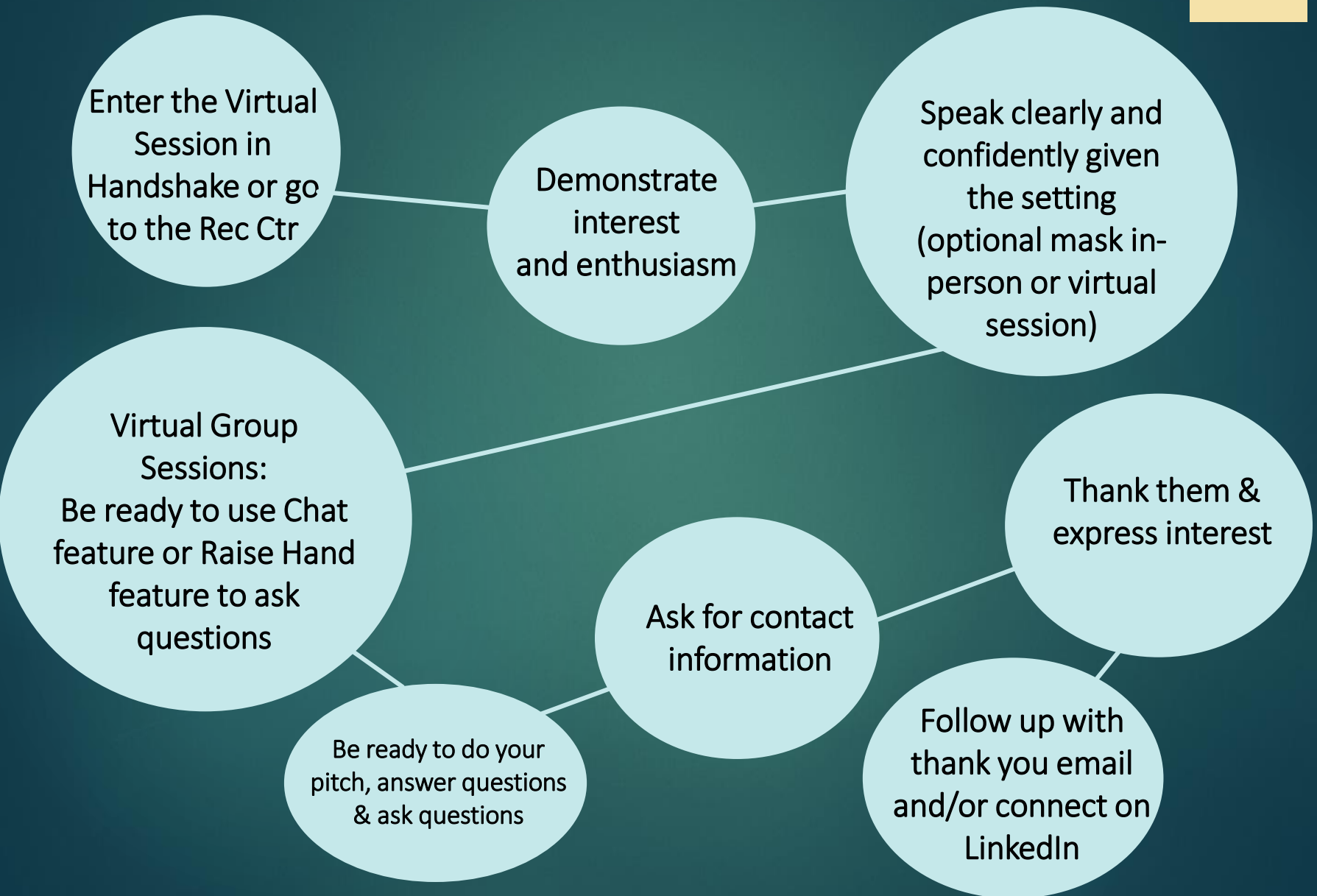


Q & A Time!



Dress for
Success

Engaging with Employers



Exit Strategy & Follow Up

Next Steps

- “Can you tell me about the next steps in the hiring process?”

Exit Strategy

- “Thanks for taking the time to talk with me. I am excited about this opportunity. Are you comfortable with sharing your contact info so I can email you directly.”

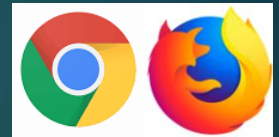
Follow Up via e-mail and/or LinkedIn

- Thank employer and restate interest in internship/job and ask follow-up questions

Have patience! Not everyone responds to thank you emails.

Virtual Spring Career Fair Tips

- ❑ Do you have a quiet spot to limit distractions?
- ❑ Do you have a nice photo as your avatar/camera off background?
- ❑ Have you checked to make sure your video (optional) and audio (required) is working? **Using Chrome or Firefox is recommended. Safari will not work.** Here's a [troubleshooting video](#).
- ❑ Do you have a clean, non-distracting background behind where you will be sitting?
- ❑ Do you have any notes/questions written down on piece of paper?
- ❑ Make eye contact with the camera and practice active listening while speakers are talking.



Need More Help?

Schedule an Appointment via MustangJOBS/Handshake

- ❖ Click on **Career Center** and then select **Appointments**

Drop-in Hours (VIRTUAL)

- ❖ **Monday - Thursday | 1:00 to 4:00 pm**
- ❖ Visit our [website](#) for the Zoom Room link



Useful Links for Virtual Career Fairs

- ❖ [Recorded workshop](#) on Virtual Career Fair prep (very detailed)
 - ❖ This passcode is needed for link above: **\$6X\$#w2p**
- ❖ [Guide](#) to Attending a MustangJOBS/Handshake Virtual Career Fair
- ❖ [Video](#): Locating and Registering for Virtual Fairs
- ❖ Handshake's [Guide](#) to Attending a Virtual Fair
- ❖ [Signing up for & Managing Virtual Fair Sessions](#)
- ❖ [Profile Privacy Options](#) in Handshake
- ❖ Handshake Video [Requirements & Troubleshooting](#)
- ❖ Day of Event – how to join sessions [video](#)

Q & A Time!

