
CAREER FAIR ASSESSMENT

May 2014



Oregon State
UNIVERSITY

Career Fair Report

Section 1: Executive

An analysis was conducted of Career Fairs at Oregon State University to determine how effective they are and the financial costs associated with them. It was determined that Career Fairs are effective, particularly for the College of Engineering and the College of Business. One area of concern is the financial aspect of the fairs. Labor has not been correctly billed allowing the Careers to generate a large profit in MSA017, the Career Fair account. By accounting for labor accurately the fairs should be able break even while still providing a high level of service to attendees.

Section 2: Financial Analysis

Career Services conducts 3 major Career Fairs per academic year which take place during Fall, Winter and Spring Term. All the Career Fairs taking place during the academic year fall into the university fiscal year which helps simplify the accounting process.

The average revenue and net income per fiscal year is shown in Table 2.1. This data come from a careful analysis of University Business Center data from Career Fairs taking place over the last 7 years. As can be seen the average revenue generated is \$172,342 and the average event cost is \$84,624. This leaves a budget of \$87,718 to pay staff members to setup, market and run the Career Fairs.

MSA Account Revenue FY08 to FY14	
Average Revenue	\$172,342
Average Event Costs	\$84,624
Average Profit before Labor	\$87,718
Average Labor Expense	\$35,968
Average Net Income	\$51,750

Table 2.1: Average Revenue [7 Years of Data]

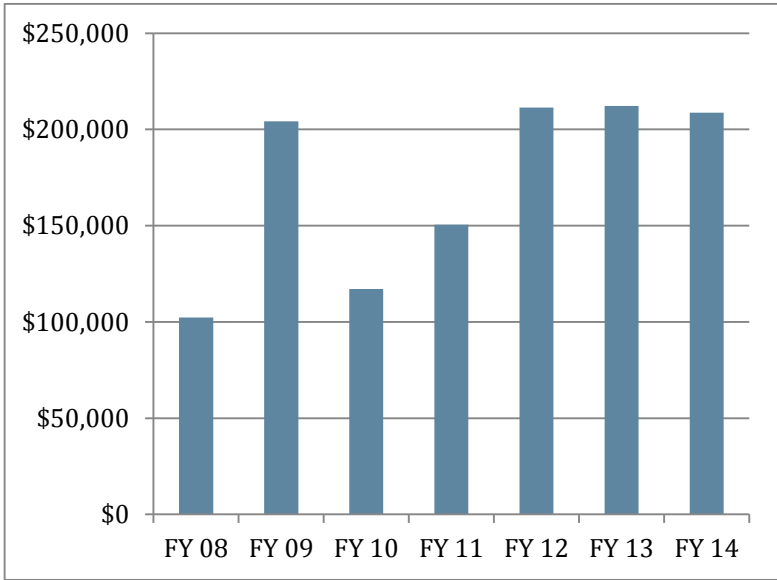


Figure 2.1: Average Gross Revenue per Career Fairs [7 Years of data]

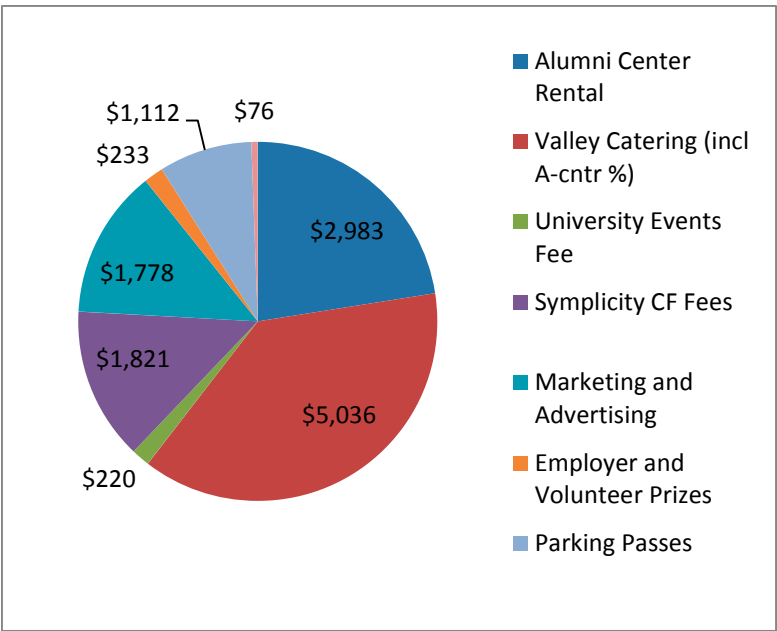


Table 2.2: Average Costs per Day of Career Fair [2 Years of Data Fall 11 to Fall 13]

Section 3: Student Analysis

Data was assessed in order to understand the effectiveness of Career Fairs at reaching out to the student body and employers. This data was compiled from the past 6 years of Career Fairs. When looking at more detailed data of student trends data was used from the past 2 years. Analysis shows clear trends in Career Fair attendance. It also shows areas for growth by reaching out to under-represented groups and creating new partnerships.

Figure 3.1 looks at overall attendance per academic year at Career Fairs from 22,500 students going back 7 years. As can be seen attendance by students has remained relatively stable without a large pattern of growth. The 2013 to 2014 academic year shows the largest turnout to date.

Another area of interest is the number of students who attend Career Fairs who are seniors. Figure 3.2 shows that over 50% of students who attend are seniors. By reaching out to students of all levels it will be more beneficial for younger students in their career development.

Finally, one of the most important aspects of Career Fairs is the majors of those students involved. Figure 3.2 shows that 56.7% are engineering students, 17.2% are business students and all other colleges make up 26.1%.

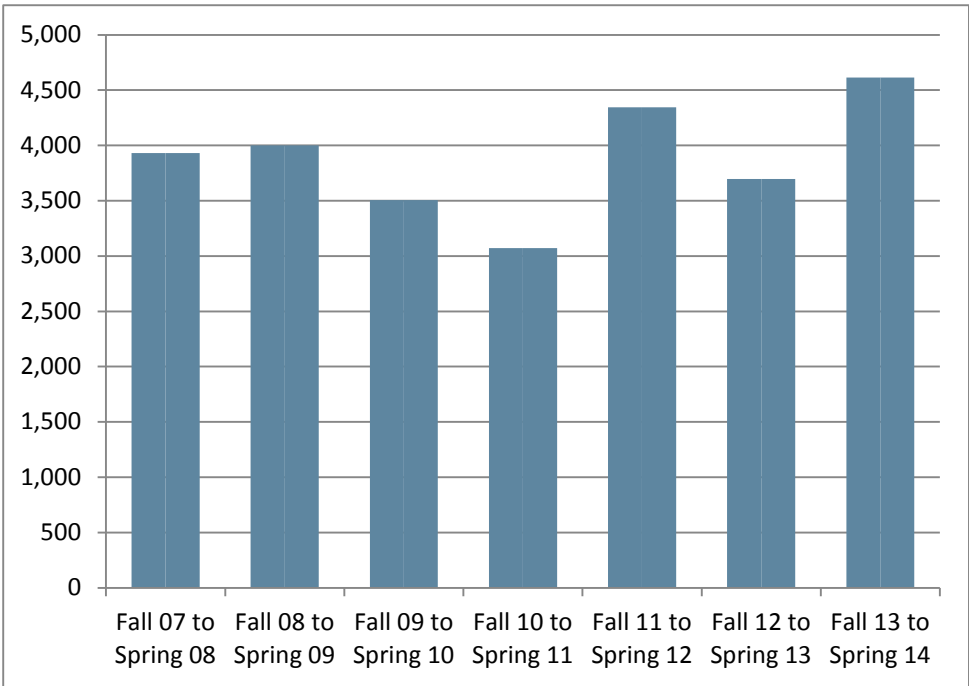


Figure 3.1: Student Attendance at Career Fairs [7 Years of Data]

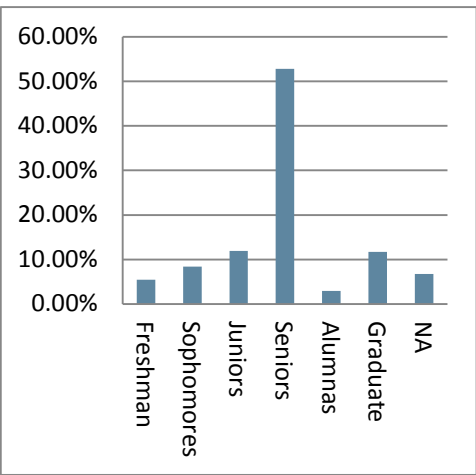


Figure 3.2: Attendance by Class Level [2 Years of Data Spring 12 to Spring 14]

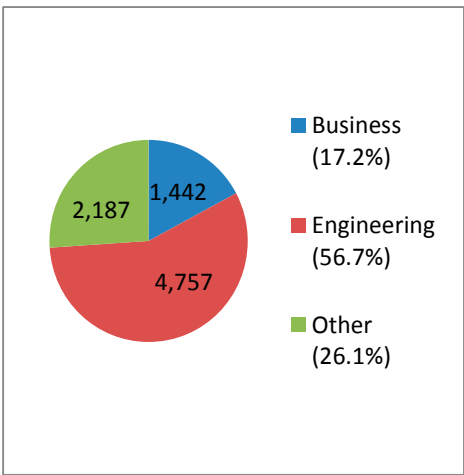


Figure 3.3: Attendance by College [2 Years of Data Spring 12 to Spring 14]

Section 4: Employer Analysis

Employer data was analyzed to determine who came, what majors they were looking for and their recruiting trends. This included data from 965 employers. These employers specified 2,949 degrees that they were recruiting and this data was also looked at.

Figure 4.1 shows total employer attendance at Career Fairs dating back to Spring of 2012. Max capacity for the Alumni Center where the event is held is 128. The data appears to show a small upward trend in Employers coming to recruit. Not much marketing has been conducted towards employers so the attendance is usually based on employers pro-actively coming. The main outreach is through the Employer Newsletter and emails sent out through Beaver JobNet.

Figure 4.2 shows the number of employers recruiting by academic college. It more clearly shows the strong demand for students from both the College of Engineering and Business. Recruiting trends show that 65% of employers coming to campus are recruiting engineering and business students whereas only 35% are recruiting from the other 9 colleges.

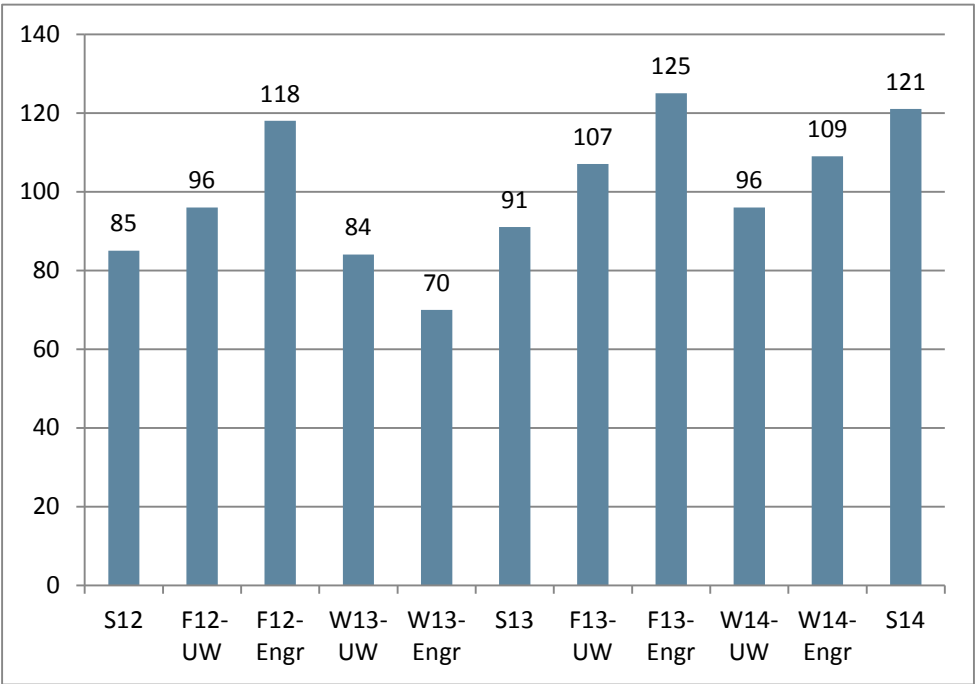


Figure 4.1: Employer Career Fair Attendance [2 Years of Data Spring 12 to Spring 14]

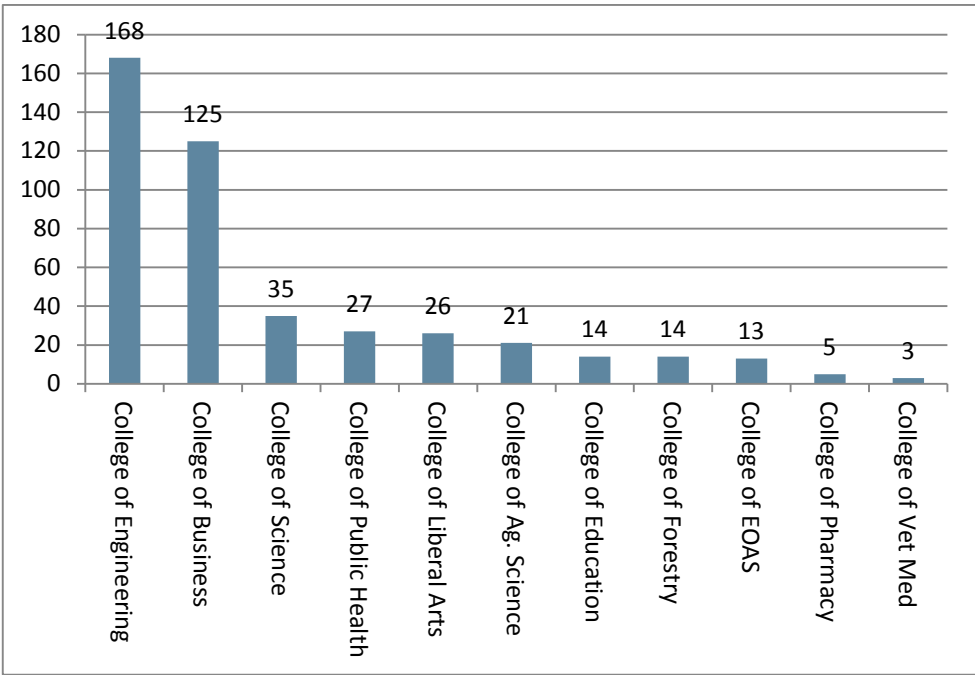


Figure 4.2: Employers Recruiting by College [2 Years of Data Spring 12 to Spring 14]Data]

Section 5: Analysis of Event Management and Staffing

A detailed analysis was conducted of every task needed to plan, market, set up and run the Career Fairs. Table 5.1 shows the major categories that Career Fair tasks fall under and an estimate of the hours needed for this category. This is an estimate and there are always small tasks that come up that may not be specifically accounted for in this chart.

As can be seen from Figure 5.1 some of the major time components involve billing and collection, marketing, and staffing the event. The total hours estimated to run each Career Fair is around 858. There may be ways to cut back on some of these hours but most of the tasks are necessary in some way towards hosting such a large scale event.

Estimate of Career Fair Time	
Task	Hours
Administration (6%)	52.5
Administration: Follow Up (4%)	33
Beaver JobNet (1%)	7
Catering (1%)	6
Emails (1%)	7
Marketing (9%)	80
Staff Meetings (5%)	46
Reservations (1%)	16.5
Website (1%)	8
Staffing at Event (22%)	192
Marketing Staffing (19%)	160
Volunteer Staffing (6%)	50
Billing and Collection (23%)	200
TOTAL	858

Table 5.1: Career Fair Hours [Data Based on Staff Input from Fall 13 to Spring 14]

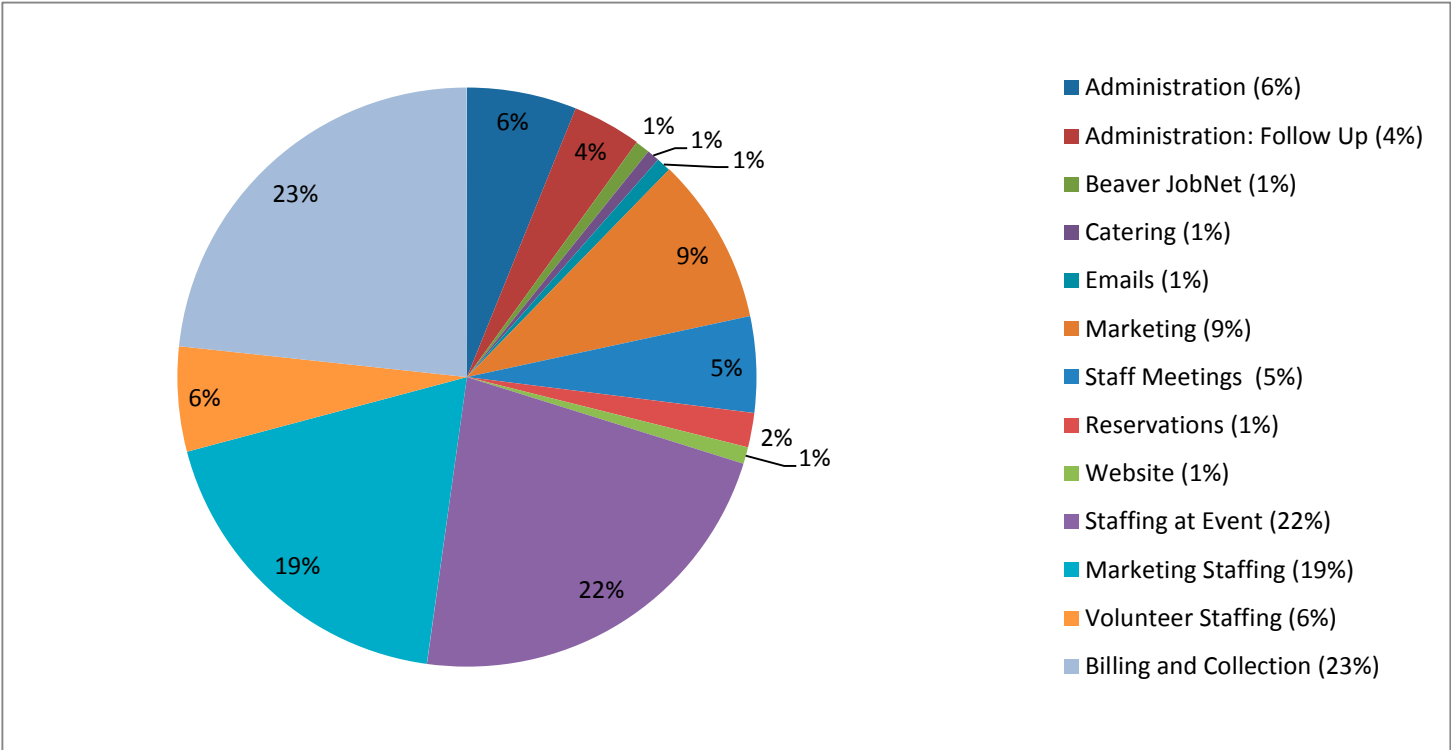


Figure 5.1: Career Fair Event Staffing [Data Based on Staff Input from Fall 13 to Spring 14]

Section 6: Career Fair Success

A survey was conducted to determine the success of the Fall 2013 Career Fair. This was conducted by calling recruiters to find out how many interviewed and offered jobs to students. 55 employers responded of the total Career Fair attendees of 211. Of these 55 employers 250 interviews were conducted and 22 positions offered.

Some limitations in the survey include the fact that many employers weren't done with their interviewing or hiring process and could not yet report on numbers. The employers who responded may also be the ones who had conducted interviews and wished to provide feedback so the data may be skewed. Despite this limitation the survey does show that interviews are being conducted that lead to students gaining internships and jobs.

Section 7: Proposed Budgets

The proposed budget for the Career Fair was designed by analyzing past Career Fair trends and average revenue generated. The average revenue generated for the last 6 years was \$172,342. The proposed budget would be \$144,350, but this will leave around \$25,000 for technology upgrades and depreciation. It will also allow for years with possibly lower attendance, which should be planned for.

This budget should be adapted to trends in employers coming to Career Fairs. By growing the fair it would be possible to increase attendance and revenue generated. The revenue and costs after each fair should be analyzed to create new budgets. The most important factor is that labor should be consistently budgeted into the cost of Career Fairs.

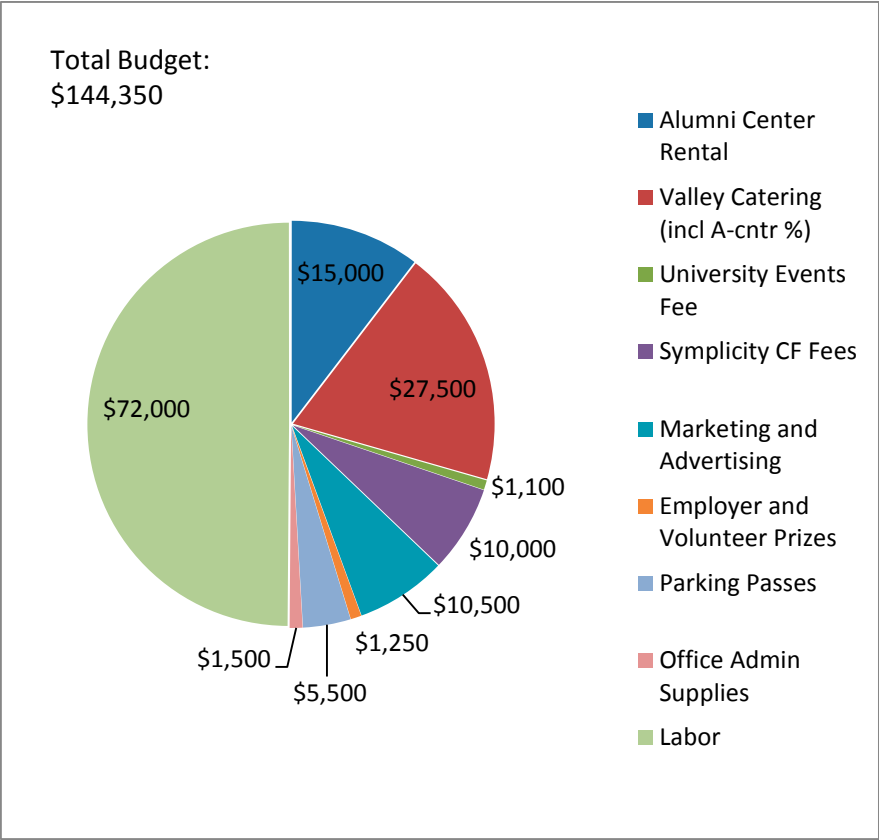


Figure 5.1: Career Fair Budget

Proposed Career Fair Budget				
	Fall	Winter	Spring	Total
Alumni Center Rental	\$6,000	\$6,000	\$3,000	\$15,000
Valley Catering	\$11,000	\$11,000	\$5,500	\$27,500
University Events Fee	\$440	\$440	\$220	\$1,100
CSO CF Fees	\$4,000	\$4,000	\$2,000	\$10,000
Marketing	\$4,000	\$4,000	\$2,500	\$10,500
Employer Prizes	\$500	\$500	\$250	\$1,250
Parking Passes	\$2,200	\$2,200	\$1,100	\$5,500
Office Admin Supplies	\$500	\$500	\$500	\$1,500
Labor	\$24,000	\$24,000	\$24,000	\$72,000
Total	\$52,640	\$52,640	\$39,070	\$144,350

Figure 5.2: Career Fair Itemized Budget

Section 8: Plans for Future Development

Many of these industries rely on engineering and business students but there are other industries that could be reached out too in order to provide more opportunities for students from different majors. Some areas to reach out to include education, health services and government jobs who do not have as strong a presence at current fairs. Oregon also has a strong agriculture and timber industry which could lead to more employment opportunities for students. By reaching out to these types of employers Career Services could also create stronger relationships with both the College of Agriculture, College of Health and Human Sciences and the College of Forestry.

Section 9: Conclusion

The Career Fairs have had success in attracting employers and students to attend. The fairs are one of the largest outreaches conducted on campus and the marketing also raises awareness for students across campus about Career Services. The fairs do attract a disproportionate amount of engineering and business students. While this is a positive thing for these colleges, Career Services should work to find ways to be useful to students from the other colleges on the university campus.

Career Fair Recommendations

General:

- 1) Hire a full time event staff member to run and plan the Career Fair and other events
- 2) Begin to collaborate and create relationships with other colleges to be seen as an active and strong contributor on campus.

Financial:

- 1) Work to create a more actual cost of the labor needed to host Career Fairs to make sure it is making economic sense for the Department.

Target Audience:

- 1) Market to employers and work in partnership with the other Colleges to provide more opportunities for students from all majors.

Processes to Improve:

- 1) Look into setting up an automated payment system that requires payment at time of registration.
- 2) Create a standardized data collection system so data can be stored and easily accessed.

Career Fairs moving into the Future:

- 1) More accurately track data and success rates to insure Career Fairs are a good use of staff time.
- 2) Look into potentially expanding Career Fairs.