

TO: Lacey Rowland
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SUBJECT: Winter 2016 Career Fair Report
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INTRODUCTION

I benefitted quite a bit from going to a career fair this term; it was a wonderful learning experience. As a computer science major with a junior standing at the moment, I attended the Engineering and Technology Career Fair this past Thursday, February 25th. I spent a total of two hours talking to employers and understanding how the event was situated overall. By attending the career fair, I actually obtained an interview with Hewlett Packard Enterprise the following morning back at the CH2M HILL Alumni Center. Honestly, I was not that interested in gaining the particular internship because it was located in Boise, Idaho. I mostly went and agreed to an interview to gain valuable experience with going through an actual interview, which I have not been through before.

COMPANIES AND SECTORS REPRESENTED

Companies that I found represented at the Engineering and Technology Career Fair were mostly companies in search for industrial, civil, electrical, and computer engineering majors. There was a great selection of companies to learn more about but only seemed to be for limited types of majors. Personally, I was not that interested in one particular company represented at the career fair, just the general idea of companies who were offering summer 2016 internships for computer science majors at my current level of education, which there were actually a fair amount of companies represented.

ATTENDEES

There was a variety of attendees at the career fair but from what I noticed, there were mostly undergraduates attending the event. Mostly being undergraduate students, I believe they decided to attend the career fair in search for jobs and/or internships available for them individually.

RECRUITERS

The tables that I went to, the recruiters were usually made up of human resource employees in accompany with an employee who specialized in a certain area for their company- areas most likely related to the types of individuals they were trying to recruit for. Most of the recruiters were actually there to talk to the attendees in search for potential future employees, but there were also a handful of companies at the career fair that were there to solemnly promote and advertise their company, and then providing further information to apply for their available positions online or through further communication outside of the event.

ATTIRE

Students at the career fair were mostly wearing business casual attire. For the men, mostly dress pants, a dress shirt, and a tie without a coat possibly because of the high temperature at which the space was at actually. On the flip side, there were a variety of styles of outfits worn among the handful of women who attended the event. Among the recruiters, half of them were wearing business casual attire also, then there was the other half of recruiters who wore jeans and a top of the company they were representing. Honestly based off what the recruiters were wearing, I am unsure what type of attire they were expecting students to wear. I am assuming though since mostly all the students were in business casual attire, students met companies expectations. Now for what students expected for the recruiters to wear, might have not fully met their expectations. Well at least from my point of view. There were a handful of recruiters who dressed more casual than I would imagine. They were dressed more like if they were going to work, which I suppose is not a bad outlook on the situation. Honestly, these recruiters tended to be friendlier and less intimidating to talk to during the event, which was a positive as a student at least.

VISUALS

At the tables at the career fair, large professionally made posters were displayed for most of the companies at the event. Recruiters provided flyers, business cards, and other forms of descriptions and contact information about the company they work for, as they talk to prospective employees. The strategy behind the visuals and free items is that it will intrigue students and other interested individuals to learn more about certain companies that can possibly even be competing with one another due to similarities at the event itself. Overall, all being promotion and advertising tactics among the companies also.

LAYOUT OF SPACE

The event overall was well put together, rather than that the main area of the career fair was a bit crowded. There was very minimal room at times where personal space simply did not exist. Fortunately everyone seemed to be courteous of the limited amount of space available though, even due to the great amount of bodies collected in such a restricted area that also created a decent amount of heat. Having the event held at a larger location would be beneficial in the future. The layout did work well for both students and recruiters for the event as a whole, but there were some areas where some tables were very close to another, causing some overlapping to occur between companies with their conversations in front of their average sized displays. Some displays may have been a bit big for the event with the amount of space provided actually.

JOB OPENINGS

Many different types of job openings were being advertised at the career fair, but personally, I was more aware of summer 2016 internships being promoted at the event.

CONCLUSION

After attending a career fair for the first time this term, I am more confident in attending more career fairs in the future, which I am actually planning on going to.