

INCORPORATING A CAREER FAIR INTO CURRICULA

[LEARNING GOALS & OUTCOMES]

- To explore qualities gained through academic majors and how employers may utilize those qualities.
- To identify personal and transferable skills to share with employers.
- To identify knowledge, experience, and personal qualities related to career interests.
- To learn about employers, industries and related careers.
- To broaden knowledge of various types of work.
- To understand the format, activities and employer expectations that occur at a career fair.
- To enhance student's career readiness journey in preparation for retention and job placement.

[RESOURCES]

- Career Services Programs & Resources: <https://www.atu.edu/career/>
- Career Services print materials and website focused on Handshake, job search, resumes, cover letters, interviewing and attending career fairs.
- Handshake for lists of participating Career Fair employers.

[POTENTIAL ACTIVITIES]

Learning about Self and Majors

1. Research a participating employer you are not familiar with. Use LinkedIn, annual reports, the organization/human resources website, or other resources to identify specific members of their staff and what they do. Write an essay on what you originally felt about the employer. In what way(s) did your opinion change after you researched the employer, and how can you apply your skill set.
2. Visit with a recruiter at the fair about one of the positions for which they are recruiting. Write an essay or one page reflection about how this class is preparing you for that position.

OTHER POTENTIAL ACTIVITIES:

● [LEARNING ABOUT EMPLOYERS]

1. Go to Handshake and view and print employer list for your preferred fair. Select your top three employers and research those employers and present your research to the class in the form of a pitch on why students should visit their booth. Or have students write a one page reflection or essay.
2. Use the career fair list of employer registrations and use that as a means to discuss stereotypes. Select two organizations with which you are unfamiliar. Develop an original list of positions for which you believe they hire. Research both employers further to identify actual positions for which they recruit. Present these to class including what qualifications/majors they seek for those positions. Or have students write a one page reflection or essay.
3. From the Handshake list of participating employers, select 5 organizations with which you are unfamiliar with. Research the employers to identify locations of their physical sites and/or where they do business geographically. Summarize your findings, listing the organizations, industries, and the cities/states/countries in which an employee could work for each.
4. Talk to recruiters from five different employers at the fair. Write an essay or a one page reflection describing the organizations they represent. Include the types of jobs for which they were recruiting and your observations of how they interacted with you and with other students.
5. Review the list of participating employers and identify an industry represented that is of interest (i.e., consulting, financial services, transportation, construction). Research and write a paper on that industry using conversations with participating employers in the industry.

● [LEARNING ABOUT CAREER FAIRS]



● [LEARNING ABOUT CAREER FAIRS - CONTINUED]

1. Attend the career fair and write an essay or one page reflection about the behavior of individuals on their own and of interactions between recruiters and students. Topics may include attire of students and recruiters, initial approach/introductions offered by students and recruiters, characteristics of recruiters at popular booths, etc.
2. Participate in an in-class mock career fair as an employer and as a student OR make an appointment with career services for a mock interview (if you don't have class time to spare). For example, with a partner select and research an employer to represent at the mock fair. Be prepared to share the employer's mission and details of positions for which they are recruiting. In addition, play the role of the recruiter in a 15 minute in-class mock career fair. Lastly, switch roles and play a student at a career fair in a second 15 minute in-class mock career fair. Be prepared to talk about your skills and qualifications and dress appropriately for attending the fair as a student.
3. Go to the fair with a partner. Take a photograph of your partner talking to recruiters (as pictured on previous page) with three different employers. Have your partner do likewise. Submit the photographs with an essay about each conversation in which you were pictured. Include information you learned about the organization and its opportunities. Compare different approaches to introductions of each of the recruiters.
4. Make a video of the fair including interviews with three student participants. Interview questions could include major, year in school, goals for the fair, observations, etc. Prepare to share it in class.
5. In a team of 3-4, develop and submit an advisory report regarding the fair to career services. Components may include: surveys on the fair to be sent after the event, one for student participants and one for employer participants; interviews with students exiting the fair; observations of activity at the fair, etc.
6. Identify an event to offer during career fair week to complement the fairs. Develop an abstract of the event which includes how it would fit with the fairs and how it would benefit students.

● [LEARNING TO MARKET ONESELF TO EMPLOYERS]

1. Develop your "one minute commercial" or introductory pitch for yourself to employers at the fair. In an in-class activity, practice this with three other students and listen to and provide feedback on their pitches OR write out your talking points and turn in at the next class. Go to the fair and introduce yourself to an assigned employer using your pitch. Continue the conversation as appropriate. Prepare to discuss in class the interaction including the effectiveness of your one-minute commercial/pitch OR write a one page reflection of your experience.

● [LEARNING TO MARKET ONESELF TO EMPLOYERS - CONTINUED]

2. Complete the Transferable skills handout. Create and prepare to present in class a "one minute commercial" or introductory pitch for yourself describing how you developed those transferable skills through your coursework, work experience, and extracurricular activities.

3. Develop a cover letter of application for an employer participating in the fair. Present how coursework in the liberal arts or your specific major and skills gained through work and/or other activities make you a competitive applicant for that employer in particular.

4. Upload a draft of your resume in Handshake and request an online resume critique OR stop by Career Services (Doc Bryan 153) for an in-person resume critique (No appointment needed).



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