



Top 5 Marketing Methods

- Signage/Flyers/Banners
- Professors/Academic Advisors/Staff
- Career Services Presentation/Tabling (tie)
- Handshake (tie)
- Other Students

Student Respondents

14% of attendees provided feedback
94% Undergraduates

Top 5 Majors

- Marketing
- Mechanical Engineering
- Civil Engineering
- Nursing
- Politics



Why Attend?

The majority of students attended to find a:

Fulltime Job 34% & **Internship** 43%

but students also attended to:
Network with employers—26%
Learn about employers/opportunities—26%
Gain experience talking with employers—17%

Student-Employer Engagement

Met with Selected Employers

73% of students had ample time to meet with all employers they were interested in.



Students Connected w/Employers

0 employers: 4% 4-6 employers: 29%
1-3 employers: 47% 7-9 employers: 10%



Good Match?

88% of attendees felt the employers they spoke with were a good match for them.

Fair Preparation

Approximately **three-quarters** of students **prepared** for the career fair of which...
84% felt adequately or very prepared for the fair because they did at least 3 of the following:

- brought resumes
- identified employers-of-interest
- attended Career Services workshops
- reviewed the employer list
- practiced their elevator pitch
- met with a career counselor

Student Results



- Learned More About Employers/Opportunities
- Received Business Cards of Employers to Follow-up
- Became More Confident Engaging Employers
- Discovered New Fields of Interest
- Gained Understanding of Application Processes
- Offered an Interview

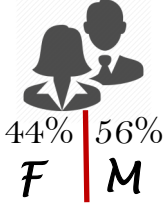


Attendees



2016F: 361

2017F: 359



Undergraduate—92%

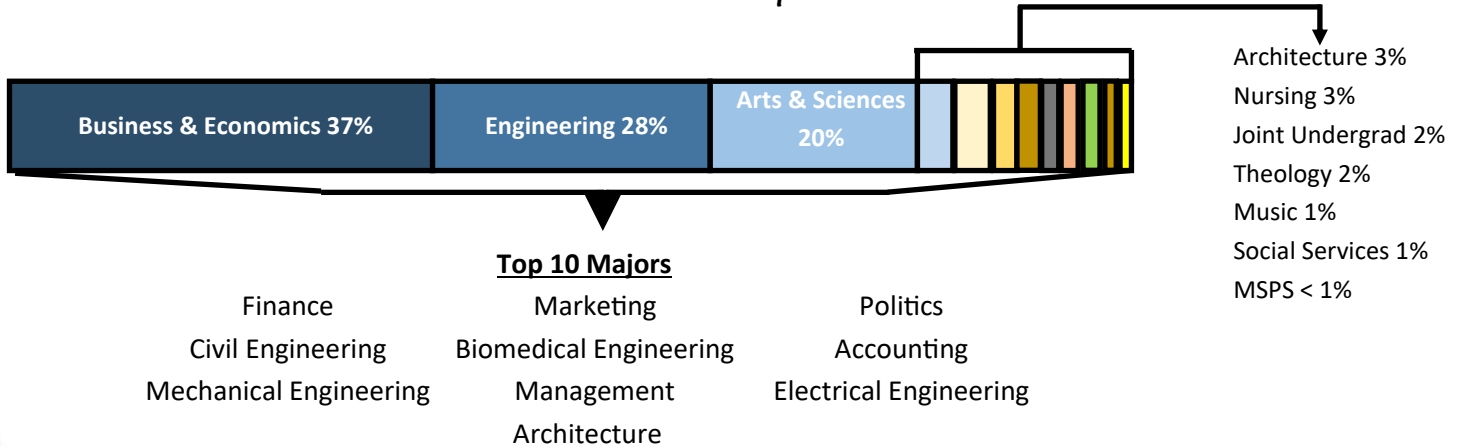
Freshmen: 17% Junior: 24%
Sophomore: 18% Senior: 33%

Graduate—7%

Masters: 6%
Doctorate: >1%

Alumni—<1%

from



Good Match?

88%

of survey respondents felt the employers they spoke with were a good match for them*

Looking For...

Internship: 43%
Fulltime Job: 34%
Part-time Job: 22%



Employers

2016F:

84

ATTENDED

2017F:

77

ATTENDED



28

Nonprofit Employers



12

Government Employers



37

For Profit Employers

COMMON INDUSTRIES REPRESENTED AT THE FAIR

Construction
Nonprofit
Government

Education
Healthcare
Accounting

International Affairs
Internet & Software
Legal & Law Enforcement



80%

Employers rate Student Participation & Student Interaction as Excellent or Good*



70%

Plan to interview students from fair*

*surveyed responses



THE CATHOLIC UNIVERSITY OF AMERICA

Office of Career Services