How To Succeed
At A Career Fair

Steps to becoming a
career fair star!

Roseanne Bensley (NMSU, 505-646-1631) and
Mary Montaño (UNM, 505-277-2531)
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New Mexico Consortium of Career Educators and Employers (NMC$^2$E$^2$)
Your one stop shop for access to regional students—see us for access to the best and brightest candidates in New Mexico!
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Be Prepared: Know your organization

Products

*Education candidates on what your company does, how you do it, current initiatives, goals/directions.*
Be Prepared: Know Your Organization

- Savvy students will have done their homework ahead of time. But even they can benefit from a one-on-one networking opportunity with recruiters.
- Discussions about your products, how things work at your company, & current initiatives can give the job seeker tips on what to use in a company specific resume/application, and even help prepare them for an interview.
Be Prepared:
Know your organization

Programs

Offer insight about management leadership initiatives; career tracks; continuing education support; new hire support (moving expenses, etc).
Be Prepared:
Know your organization

- In today’s hiring market, sharing company specific tidbits can make your organization stand out and give the candidate a clearer idea about why employment with you (and NOT your competitor) may be a better match!
Be Prepared: Know your organization

Positions

What you’re currently looking for and expected growth areas.

Career Fairs vs job fairs: students come to career fairs not just to job hunt, but to help them figure out a good career path. Consistent outreach via career fairs creates a hiring pipeline.
Be Prepared:  
Know your organization

Processes

Avoid sending students to the “black hole” of online application without first offering guidance, tips, and possible follow up advice on the application/hiring process.
Be Prepared: Know your organization

- Recruiters who are unable to accept resumes may still be able to offer critical information on formatting, what to include, and what to leave out of the resume. Tips on company specific application/resume submission processes is extremely valuable to job seekers.
Logistics

When/Where is the event?

*Event specifics/campus map are usually sent with registration confirmation.*

*Usually also available online.*
Logistics

- Whenever possible, get event details well in advance of the career fair. Parking, unloading, event locations—avoid the stress of figuring it all out the day of the fair by contacting the event coordinator ahead of time!
Booth Set-Up

*Professional looking display.*

-Allow for enough time to set-up your booth.*

-Practice setting up the display.*

-Bring shipping labels to return cases.*
Logistics

- Booth set up: Choose the appropriate size display for the space you will receive. If the display is oversized, contact the event coordinator well in advance of the event to request a table assignment at the end of a row which typically gives you a little more space.
Booth Set Up: Be aware that booth assignments are not always as flexible as you might think. Each school must weigh several factors in making table assignments. (Eg: Spotlight participants/priority space, wheelchair access, first-come first-served policy, grouped by type of organization, etc).
Needs and Requests

- Meet the Career Fair Coordinator

  Any time you need something that is not provided, the coordinator can often respond to your needs (FAX machine, copies, band aids!)
Needs and Requests

- **Electricity/Internet Access**
  - *Request electricity/internet as soon as you know you will need it for your booth.*
  - *Note: Many campuses charge a fee for this type of support.*
Needs and Requests

- Electricity/Internet Access: While the person who completed the registration form may not have requested electricity, you may have to pay a higher rate to have the service added the day of the event.
Connect!

- Be accessible
- Smile and make eye-contact
- Stand as much possible
Presents versus Presence

Use giveaways as icebreaker

*Don’t let the gimmick/toy speak for you.*

- **Handouts**
  - *Provide handouts for various levels of interest (summer jobs, co-op, internships, full-time/post-grad employment).*

- **Arrive early, stay to the end**
Student Ambassadors

- Bring a campus alumnus whenever possible, they reflect the diversity of candidates you are seeking.

- Typically alumni can make connections with students by referencing a specific course, faculty, organization—and career fairs are all about networking!
Work The Fair

- Come early—stay late! Students expect to see you throughout the entire scheduled time for the event!
Work The Fair

- Attend networking events

  Meet colleagues and event staff to develop support network. This is your opportunity to ask questions!
Work The Fair

- **Distance Listening**

  When possible, position yourself to hear what job seekers are telling other employers. Reach out to jobseekers who seem like good candidates.

  Be respectful of other recruiters. Also, be courteous about standing in aisles in front of another person’s booth.
Work The Fair

Attendance at several career fairs on campus makes your organization more familiar to students.

Career fairs allow you to reach a lot of students all at once!
Work The Fair

- To get the most out of your visit, consider scheduling an info session the night before the event and also schedule interviews the day after the fair.

- NOTE: Make these requests early as they are popular dates!
Students Talk

Good news spreads fast, bad news spreads even faster. Successful recruiters are helpful recruiters.
Keep private comments private.

Don’t discuss/make negative comments about previous candidates and/or competitors, students are listening!

Professionalism is always a plus!
Follow up

- Bring plenty of business cards—be a resource for students!
- Employer evaluations—contribute to event improvements!
- Outcomes—share your hiring data with us, it helps us help you!