



Partner Connect: *Career Fairs*



Career fairs are school-sponsored activities designed to get professionals in front of students and share good information about your company, jobs in your industry, and the education and skills students need to succeed.

During the career fair a business or community person provides students with a glimpse of what their career and/or company is like. The nature of the career fair often enables students to connect with you one-on-one and learn more about your career, necessary education and requisite skills to be successful.

WHAT IS A CAREER FAIR

- *Career Fairs (also known as Career Days) to introduce students to a broad range of job and career opportunities available with local employers.*
- *Employers usually set up booths or tables at the school site where they can provide students with materials or show multimedia presentations about their companies.*
- *Students get a chance to meet and talk with a person they might not otherwise get to meet, and gain insights into preparation in for a career in their field. Career Fairs are generally geared to high school-age students who are beginning to think about college and careers, but they can also target younger students.*

EMPLOYER PARTICIPATION

- *Describe* her/his occupation, education, background, and training.
- *Discuss* parts of their job they like best/least.
- *Discuss* outlook for the occupational area.
- *Share* general salary range making certain to include entry-level wage information.
- *Discuss* career paths, education, and training needed to perform jobs within the organization.
- *Describe* a typical workday and/or provide a video/presentation of profession.
- *Answer* student questions.
- *Complete* a PPS CTE evaluation of the experience.

STUDENT PARTICIPATION

- *Complete* assignments and participate in career awareness studies
- *Be Briefed* and prepared for the Career Fair.
- *Be familiar* with the participating organizations and businesses
- *Display* polite and courteous behavior
- *Ask* relevant and thoughtful questions



LIABILITY EXPOSURE

Liability exposure at the school site is limited. The general format of the career fair limits risk, but if you are considering a more technical demonstration, be sure to coordinate with the Career Coordinators/teachers in advance to ensure appropriateness of activity.



CAREER
AWARENESS





EMPLOYER BENEFITS

- Employers have the opportunity to nurture student interest in jobs and careers with their company and in their industry.
- Employers can help students understand the education and skills they need to secure jobs with their companies.
- Employers are part of an event showcasing a range of local companies that are committed to supporting education and future employment for today's students.

STUDENT BENEFITS

- Students get to meet with actual professionals and gain real-world insights into jobs and careers in CTE fields.
- Students have opportunities to meet individually with professionals and ask questions about their work, their companies, and their industries.
- Student gain insights into the education requirements from a variety of different organizations and professions of the profession.

TIPS FOR CAREER FAIR PARTICIPATING BUSINESSES: MAKING IT EFFECTIVE AND EDUCATIONAL

- Communicate with the Career Coordinator/teacher in advance to get an idea of the goals and potential themes for the Career Fair
- Confirm date, time, place and parking arrangements with the Career Coordinator/teacher at the school
- Gather company brochures, product sheets, and any other information you may wish to distribute to students
- To generate excitement and interest consider supplementing your printed brochures and information with video or slide presentations. You might also consider having give-aways such as pens, notepads, or other branded items from your business.
- The format of a Career Fair is great for having a video or presentation running on a loop or repeating. Brief One-on-one or small group question and answer opportunities are the norm.
- Review the list of possible student questions in advance of the Career Fair.

POSSIBLE QUESTIONS STUDENTS MAY ASK

- What does your organization produce?
- Who are your primary customers?
- What is your job title?
- What do you do specifically?
- Why did you choose this career or occupation?
- What advice do you have for someone that may wish to prepare for this occupation?
- What advice do you have for someone that may wish to prepare for this occupation?
- What types of training and education did you need for this career?
- What is it like to work at your company?
- What do you like most about your job? Least?
- What are your biggest challenges you face in your job?
- What is the outlook for career in this area?
- What is the salary range for a position like yours?
- What is a typical entry-level salary?

Learn more at www.pps.net/partnerconnect