

# Career Fairs and Recruitment Presentations

## Key Findings Data Extract

This set of slides is an extract from conference presentations based on the findings of SRG's student research project

**Career Fairs and Recruitment Presentations:  
Students Benchmark Best Practices**

The complete presentation PowerPoint is available on request and the full Report of Findings may be purchased.

Please see the final slide for details.

## Project Background

---

- ❖ Sponsors: ADP; Ernst & Young; Lutron; Macy's; Shell Oil
- ❖ Undergraduate focus; comparative analysis by academic discipline cohort
- ❖ Campus focus groups; Online survey instrument
- ❖ Conducted October 26 – December 1, 2014
- ❖ 20 fielding sites selected sponsors:
  - 10 focus groups and online survey component
  - 10 additional universities – online participation

# Survey Sites

---

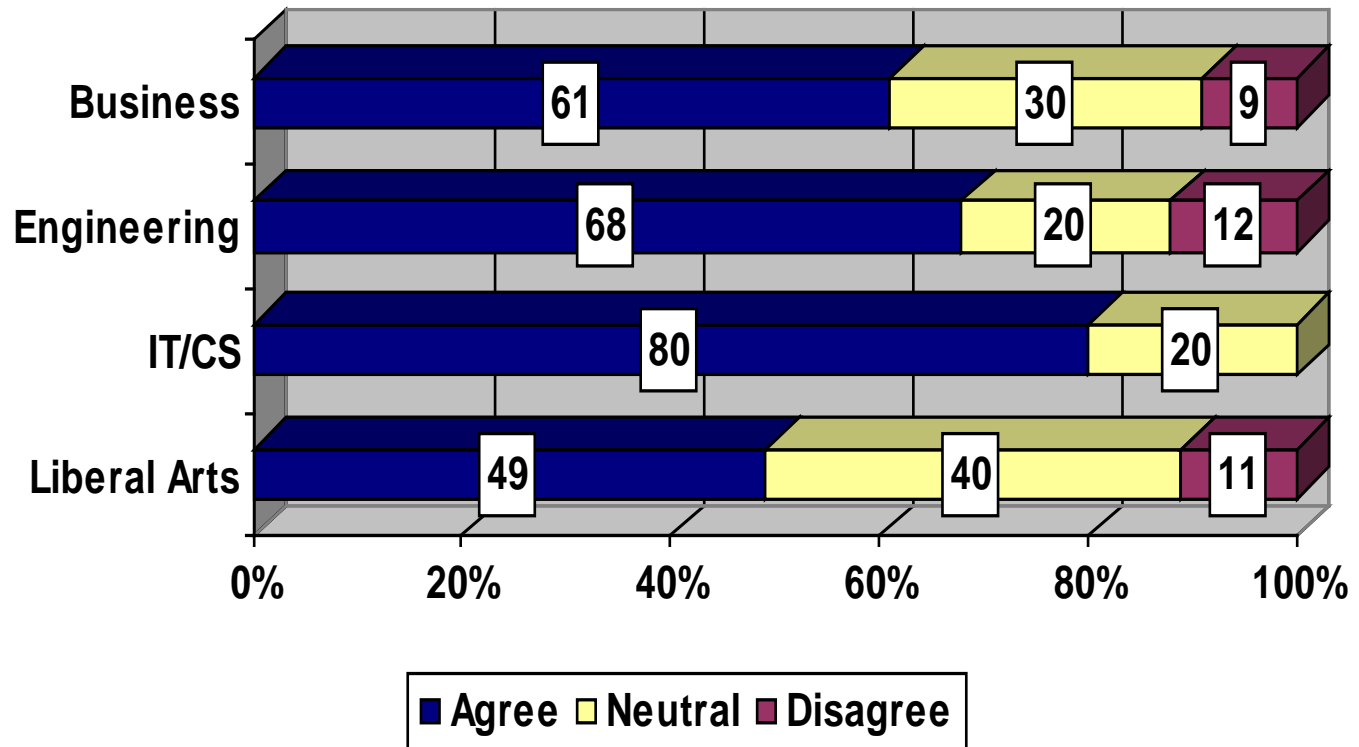
❖ Focus Group Universities:

Cornell, Georgia Tech, Indiana, Penn State, Purdue, Syracuse, Texas A&M, and the Universities of California - Berkeley, Michigan and Texas

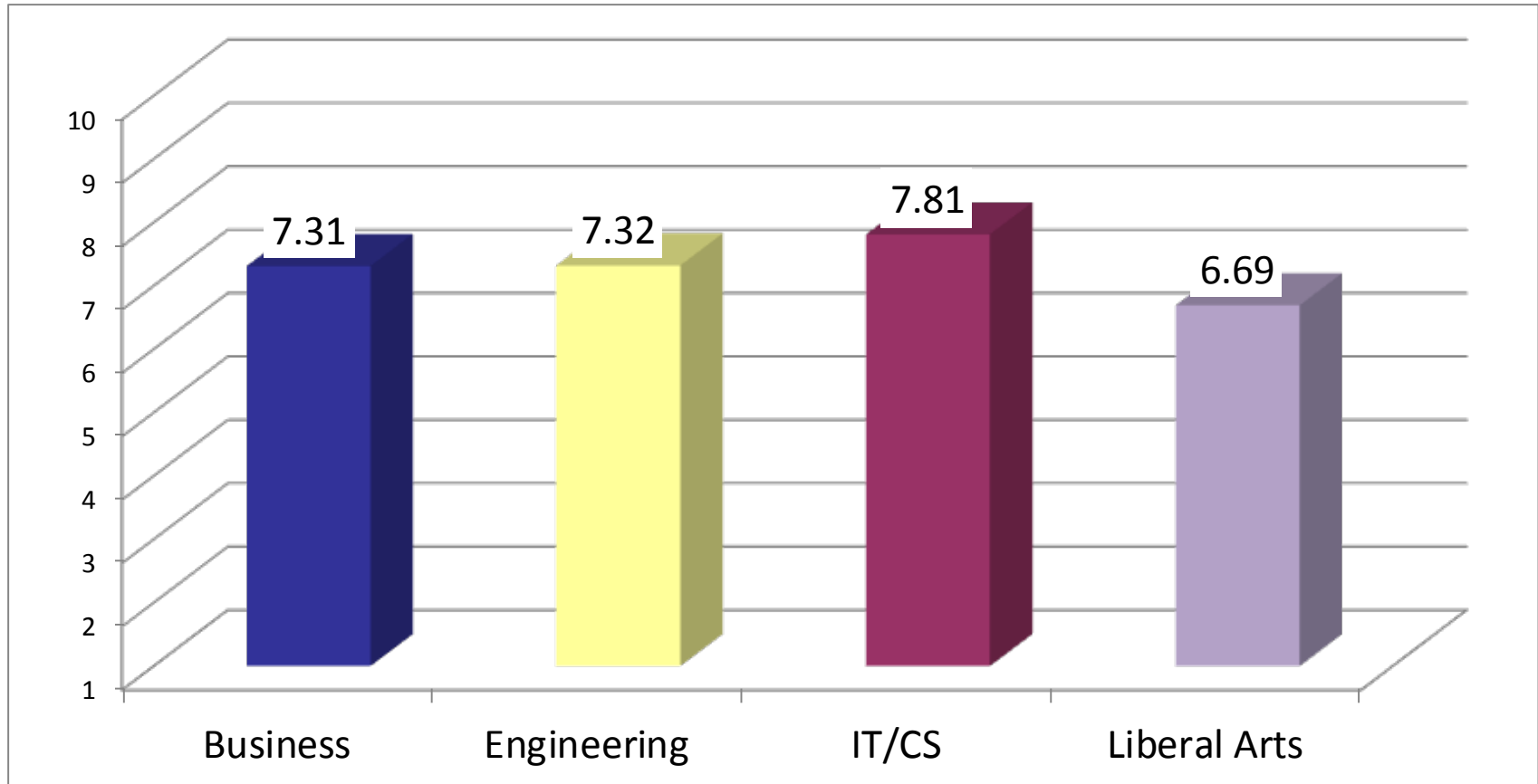
❖ Online Survey Participation:

Brigham Young, Georgia Regents, Louisiana State, MIT, NYU, Northeastern, Ohio State, and the Universities of Georgia, Illinois and Pennsylvania

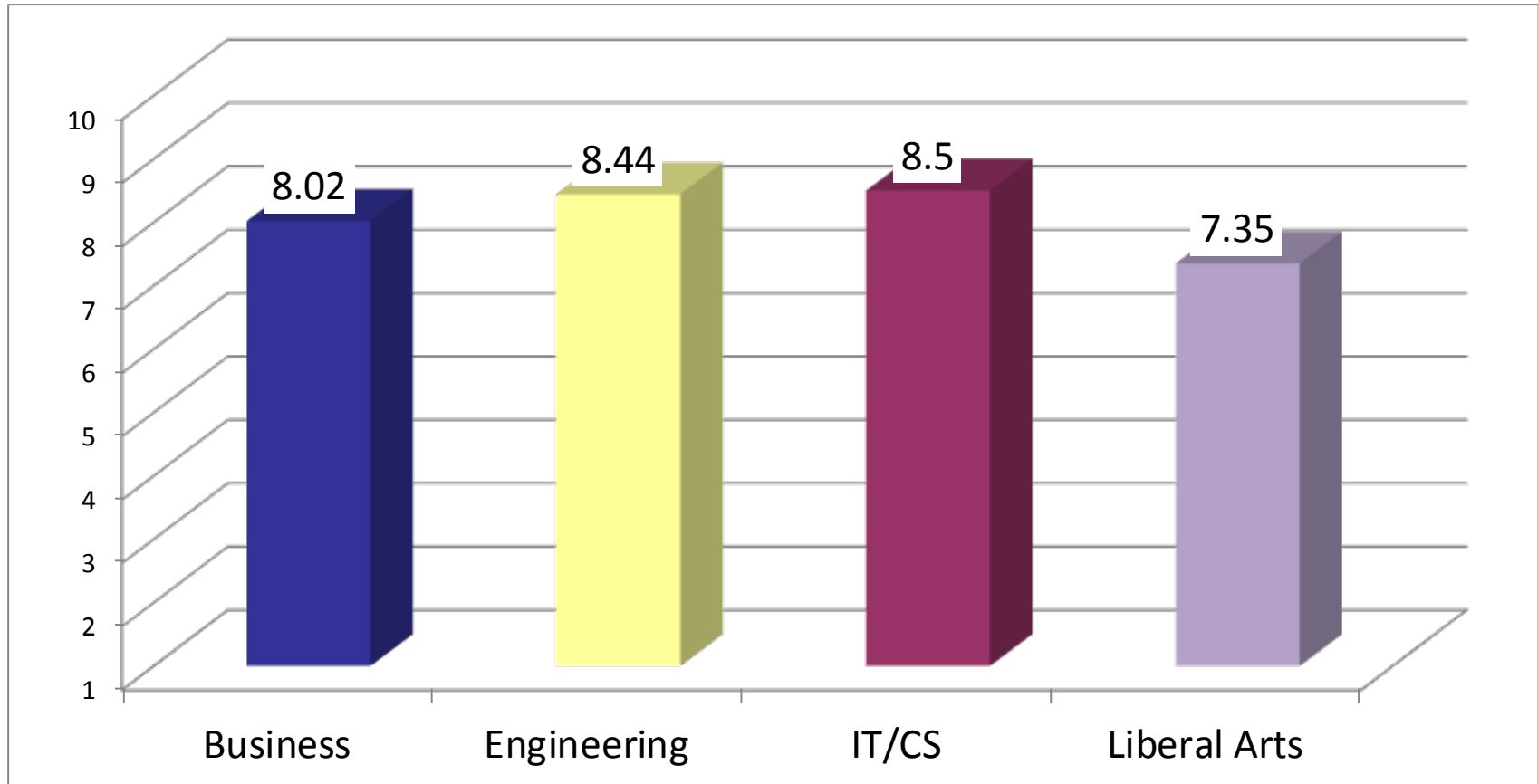
For the most part, attending career fairs has been a good use of my time.



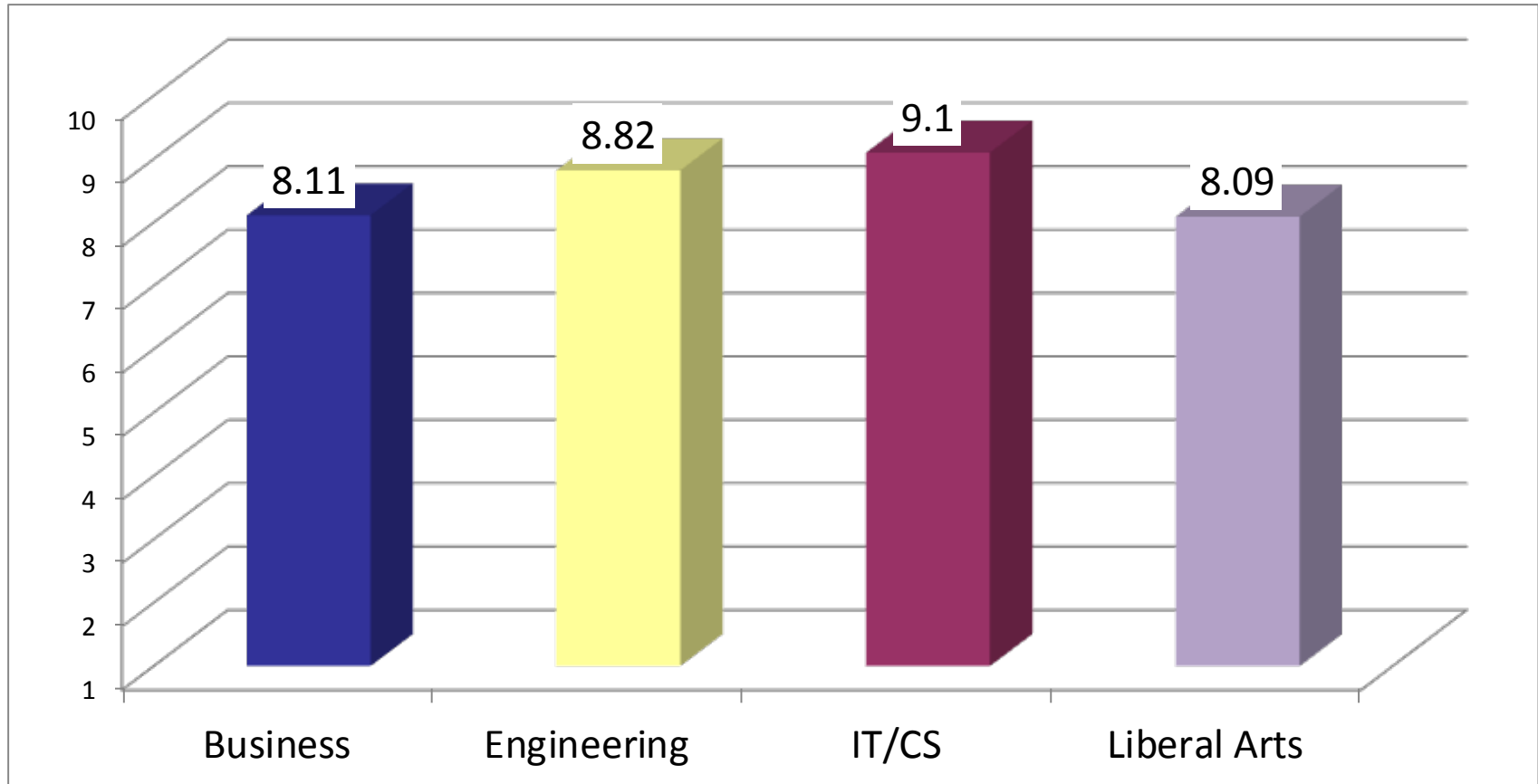
I have been so impressed by an employer's career fair booth that I decided to visit them



I have been so impressed by an employer's representative that I decided to apply

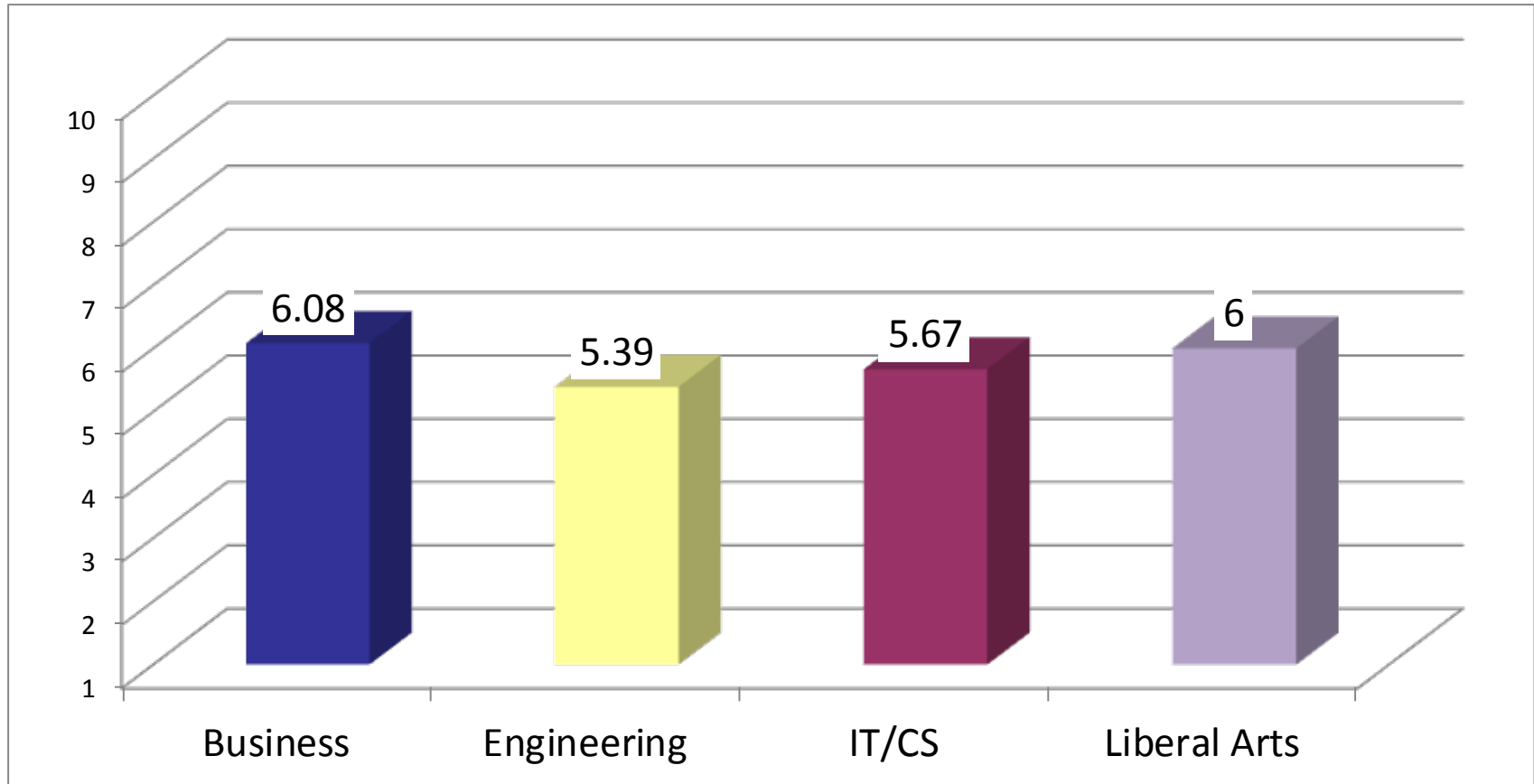


I value the opportunity to meet with business/technical staff at the career fair

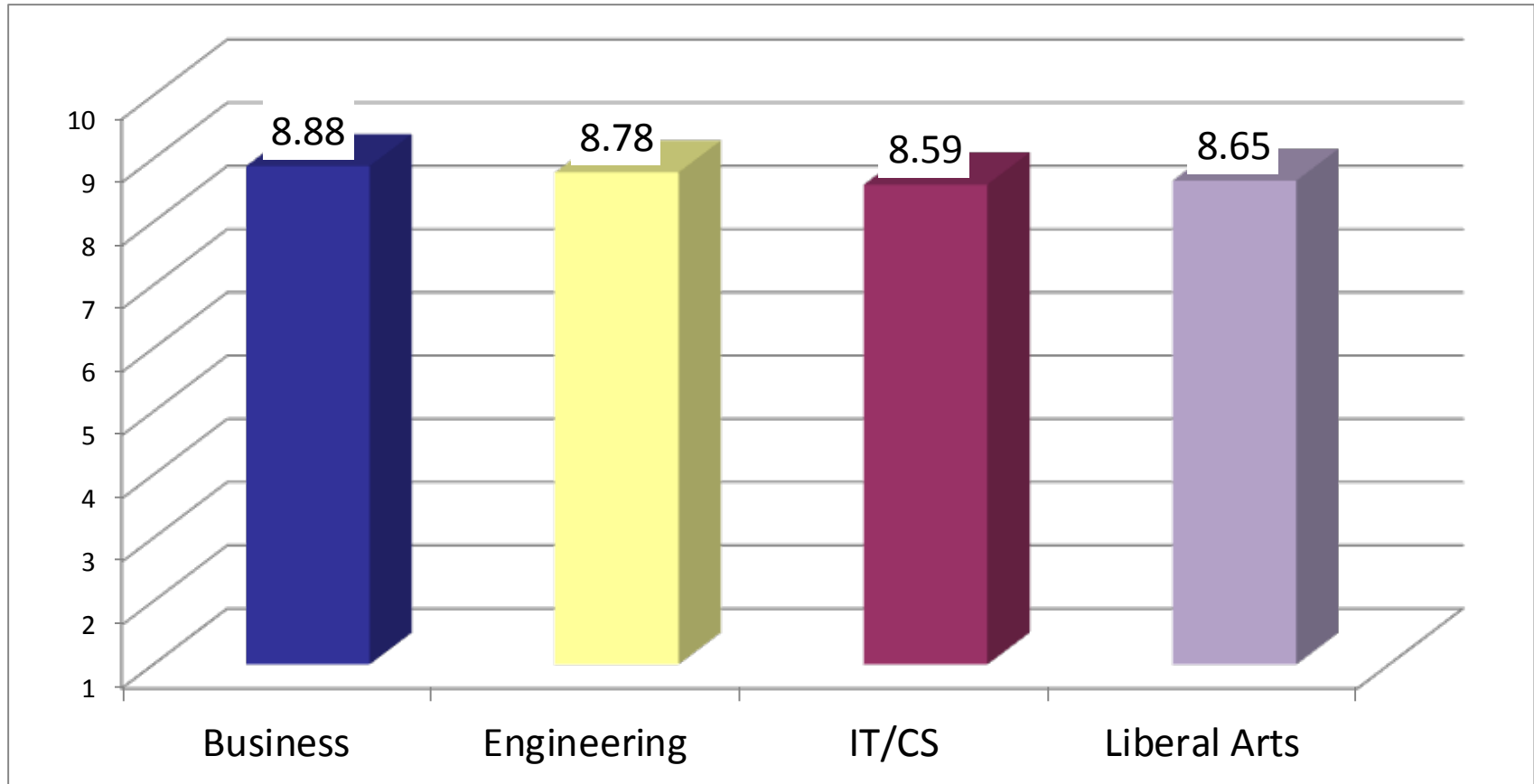




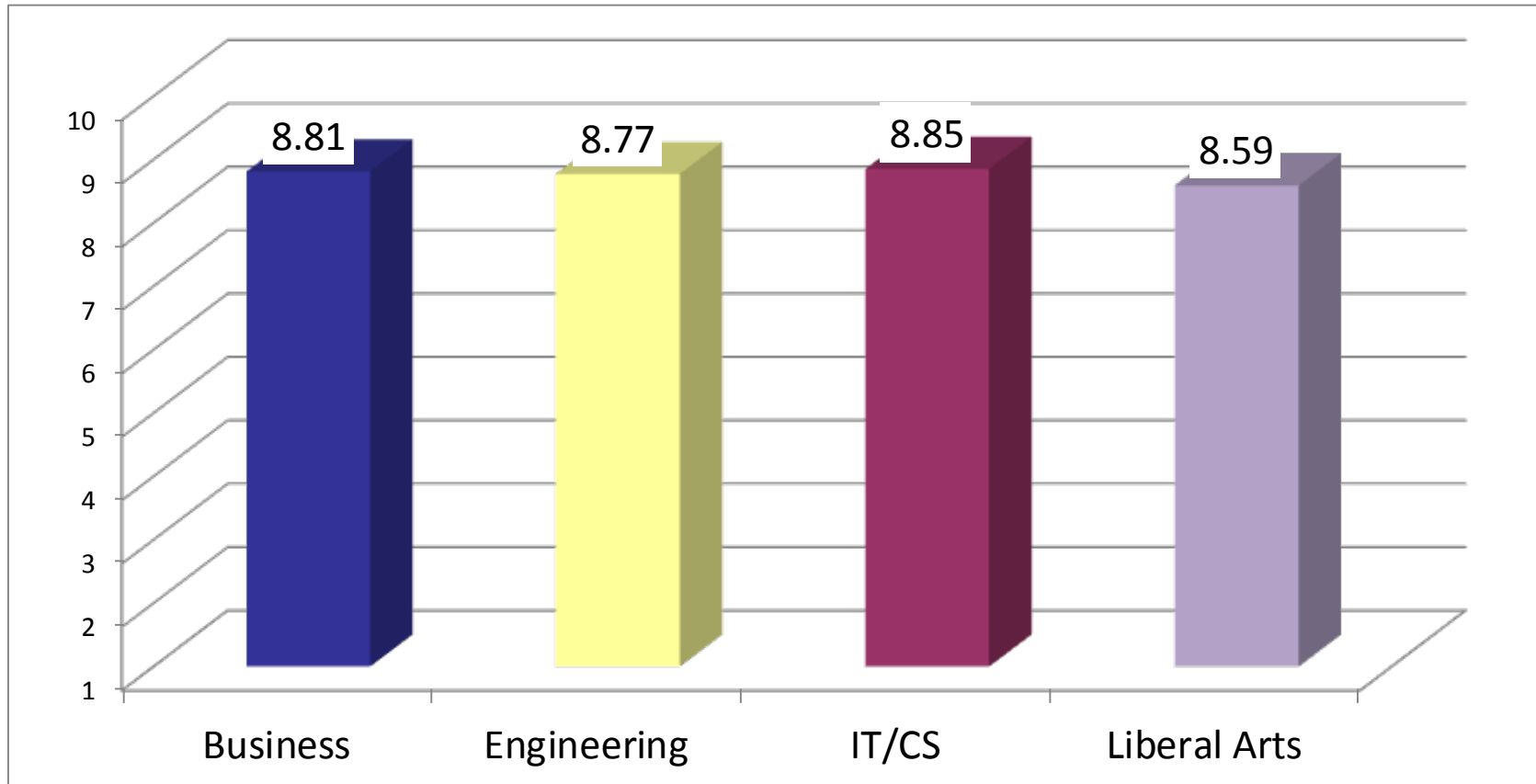
I expect that employers will provide a giveaway when I visit their career fair booth



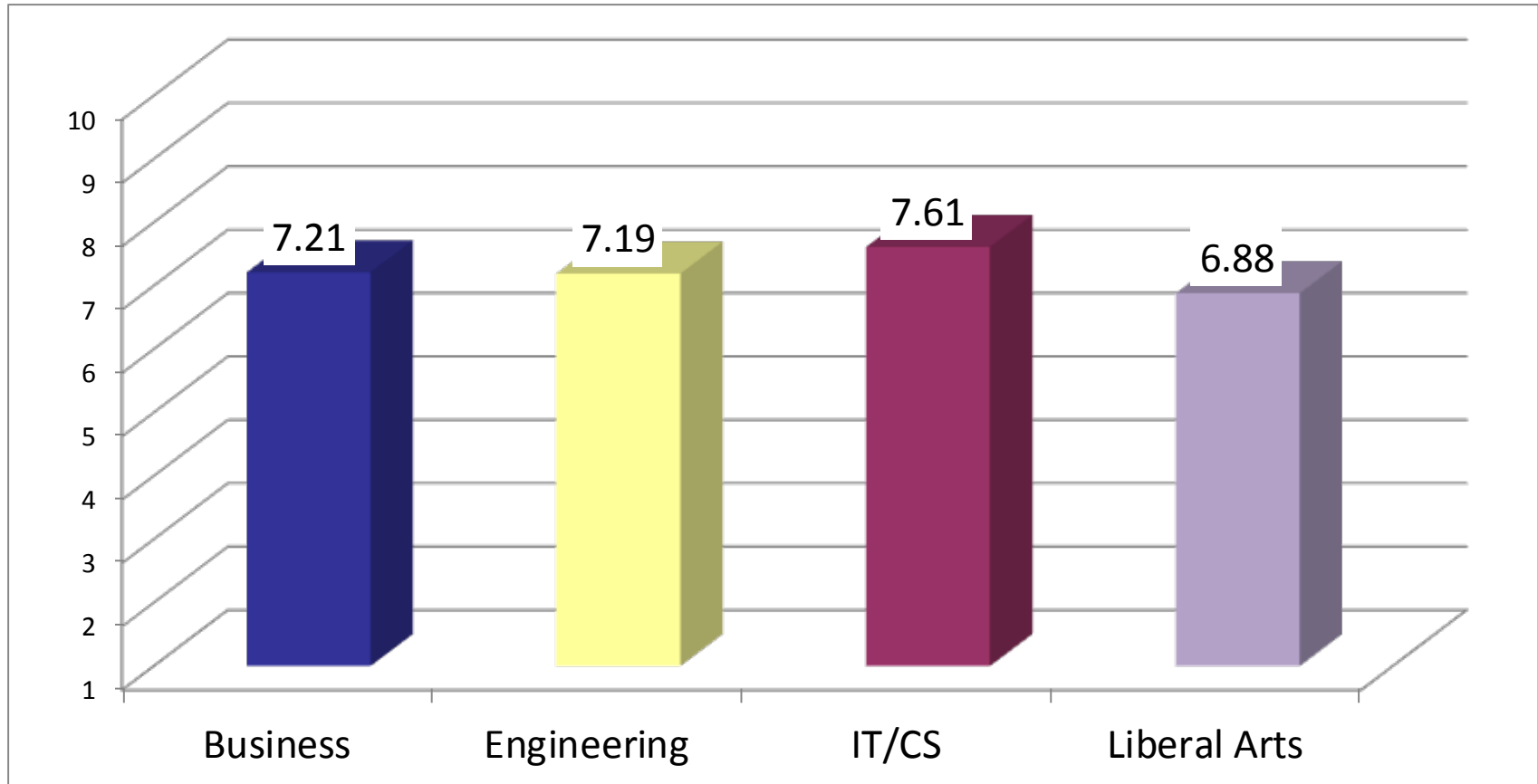
I value meeting with experienced managers and staff at recruitment events



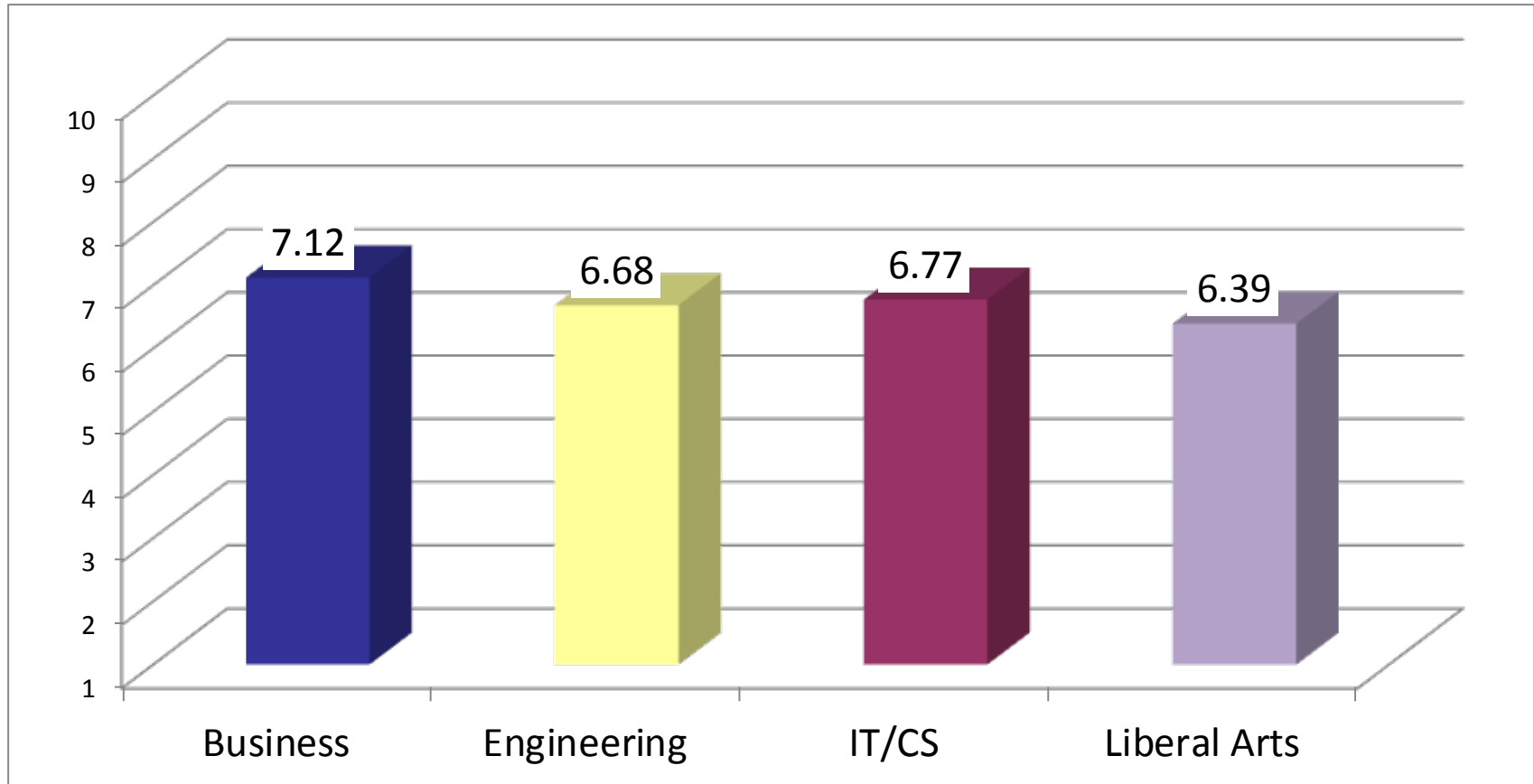
## I value meeting with recent hires at recruitment events



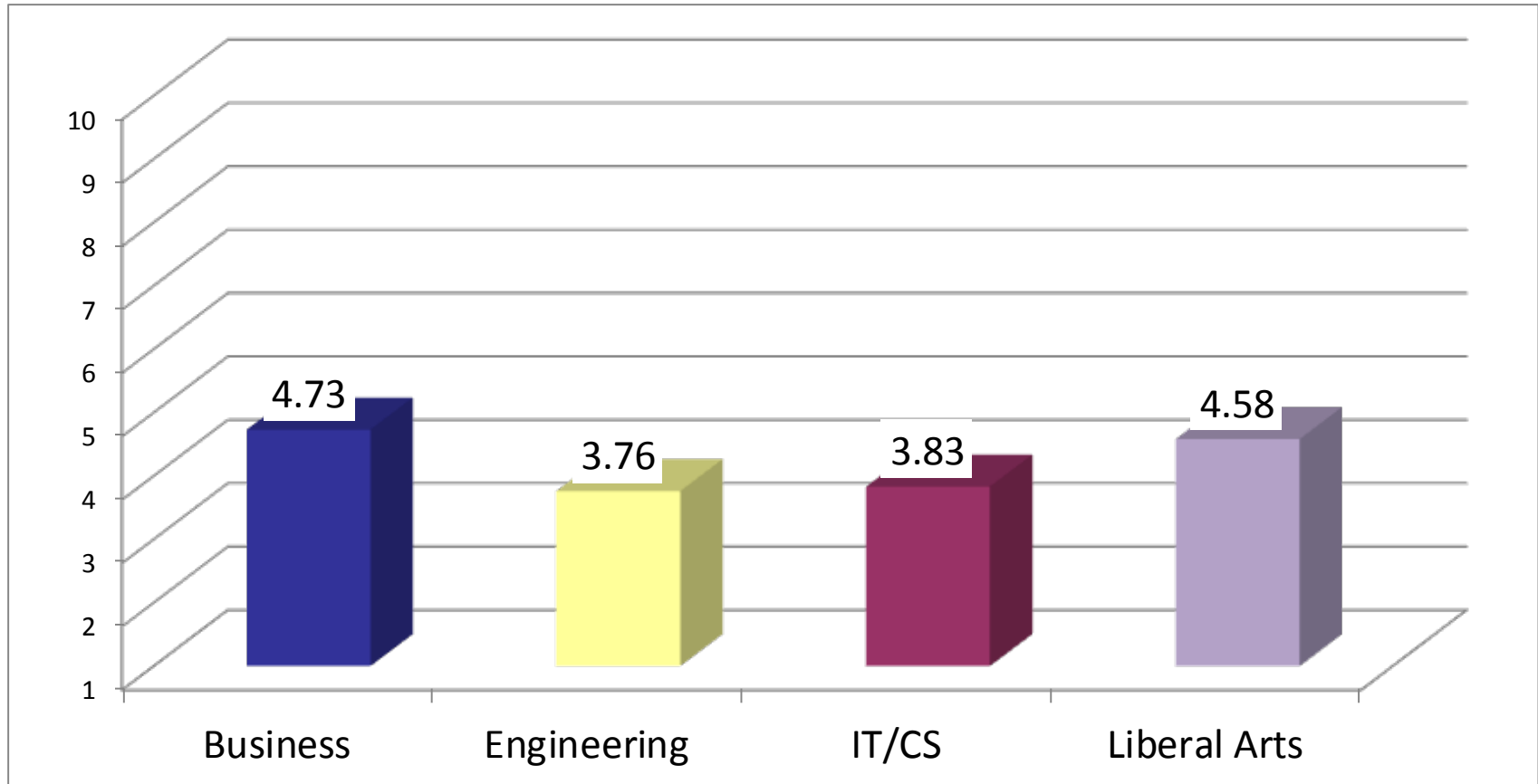
The recruitment presentation format should include a formal presentation about their company



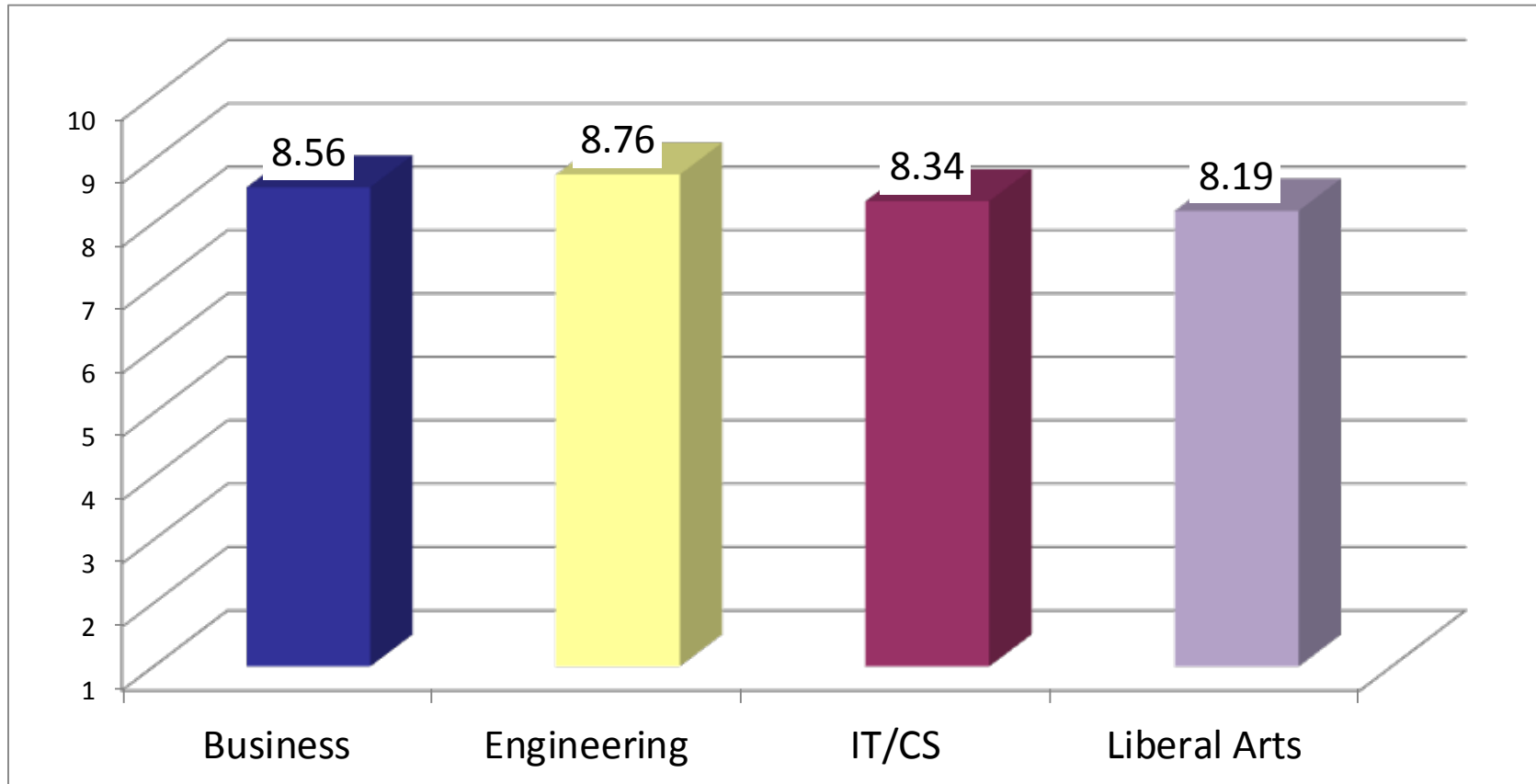
Videos and/or other interactive media should be presented at information sessions



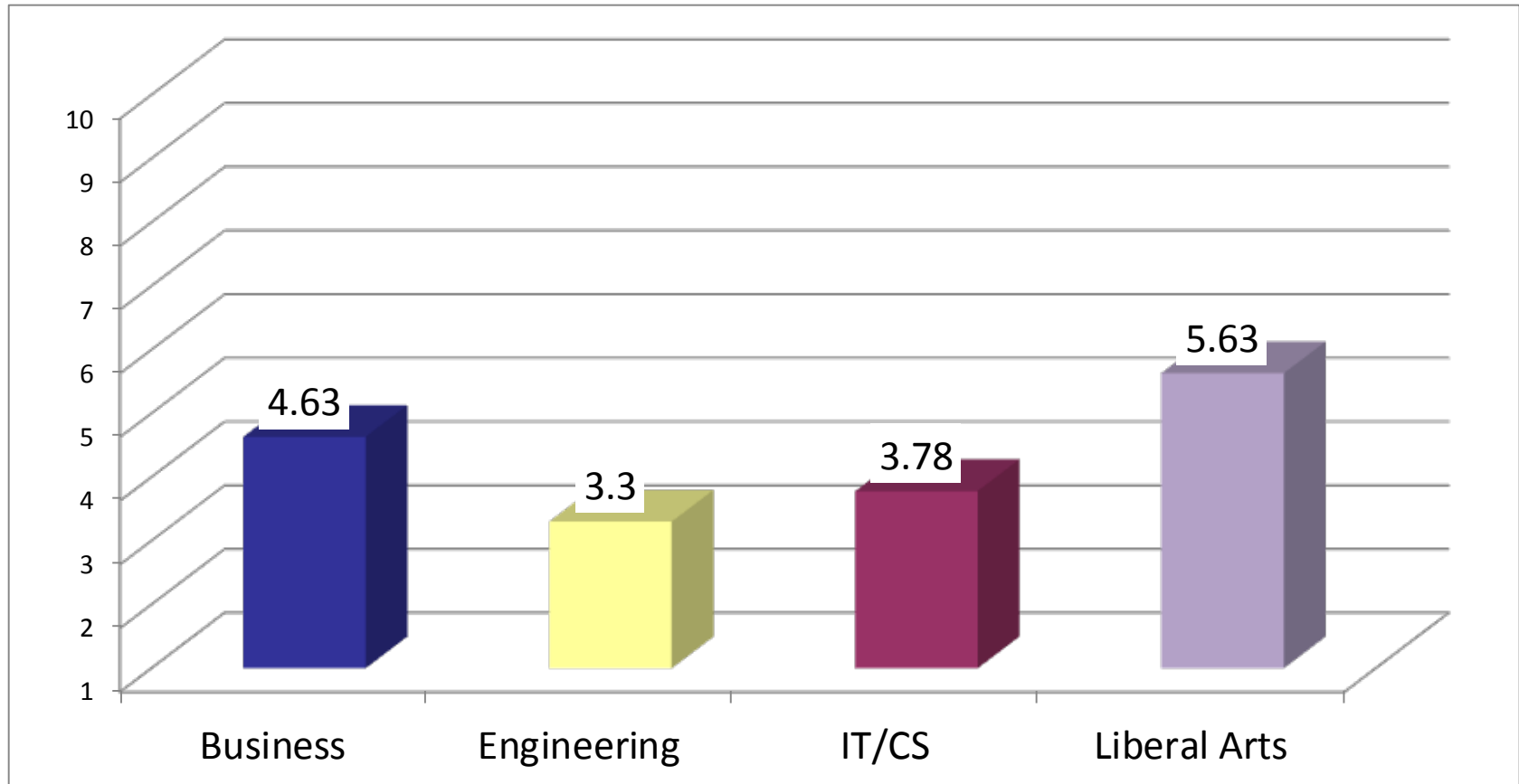
Pre-recorded content is an acceptable alternative to a live speaker



I value lunches and dinners with employers to learn about their company



I decided to attend an info session after learning about it on social media [e.g. Facebook/Twitter]





## The Tech/Touch Paradox

---

The more we introduce  
recruitment technology  
into the interface between students  
and potential employers,

*the more students identify  
the people with whom they interact  
as the brand differentiators.*

# SCOTT RESOURCE GROUP

University Relations and Recruitment  
Consulting | Research | Analytics  
[www.ScottResourceGroup.com](http://www.ScottResourceGroup.com)

Full presentation slide deck will be forwarded on request  
Complete research Report of Findings [128 pp.] available for purchase [\$99]  
Contact Mary Scott [Mary@ScottResourceGroup.com](mailto:Mary@ScottResourceGroup.com)

957 Farmington Avenue | West Hartford, CT 06107  
860.561.9827