

# Incorporating the Career Fair into Your Curriculum

## Learning Goals

- 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 conducted in different organizations.

## Potential Activities

Here are suggested activities that can be adapted to the unique learning goals of individual courses or used as a starting point to develop other relevant activities. **Activities focus on learning about employers, researching careers, career self-reflection, elevator pitches, and virtual mock interviews.**

Before integrating the assignments below, an introduction to Handshake is needed. Handshake is our university's job board. Setting up a student Handshake profile is the first step in engaging with employers who actively recruit from UMKC. Students log in with their SSO and password.

**Note: If you choose an assignment that has students engaging with recruiters directly, please instruct them not to say they are “doing this for an assignment”. This is a huge turn-off to our employers and can potentially deter them from attending future fairs and recruiting our students.**

### Learning About Employers

- From the list of participating employers, select two with which you are unfamiliar. Research those employers and present your research to the class in the form of a pitch on why students should visit with these companies.
- Test Drive a Career Path. Choose one company (Information about each of the attending organizations can be found on [Handshake](#)) that is of interest to you and schedule time with a representative at the fair. *Note: Students can begin scheduling appointments for 1:1 and group sessions at 8AM on Monday, January 11<sup>th</sup>*

Write a report about the fair and the company. Make sure that the following information is covered:

- What type of company or position interests you at this fair?
- Choose one organization and answer the following questions:
  - Company Name
  - What are some of the key facts about this company?
  - What majors are they seeking at this event?
  - How many openings do they anticipate this year?
  - What characteristics and qualities do they seek in competitive candidates?
  - What methods do they use to identify qualified candidates?
- Write a paragraph on your impression of this company
- Write a paragraph on your impression of this career fair
- Be sure to thank the recruiter for their time (be sure to ask for email or to connect on LinkedIn)

- Visit [Handshake](#) for a list of recruiting organizations. Select at least 2 organizations you are interested in learning more about.

Before the fair, answer the following questions about each employer you choose:

- What does this employer do? Products they produce? Services they offer?
- What kinds of skills is this employer looking for a potential employee/intern to have?
- What is this employer looking for - full time employees, interns, etc.?
- What are questions you have for the employer?

During the fair, schedule time with the employers you researched (1:1 or Group Session).

- Ask the employers questions from your research

After the fair, reflection:

- From doing this assignment, what is one thing that surprised you about this research?
- What did you learn about the companies you interacted with?
- Are there employers you interacted with that you want to continue to develop relationships with, apply to jobs with, etc.?
- What are the next steps?
- What do you wish you had known or done before the Career Fair?
- Write appropriate thank you notes and complete appropriate follow-up for the employers you interacted with.

- Select ten organizations with which you are unfamiliar from the list of participating employers (see Handshake). 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.
- Schedule appointments with recruiters from at least 2 different recruiting organizations at the fair. Write an essay describing the organizations they represent. Include the types of jobs for which they were recruiting and your observations of how they interacted with you.
- Develop a cover letter for an employer participating in the fair. Present how coursework or your specific major and skills gained through work and/or other activities make you a competitive applicant for that employer in particular. Check out this [Career Development Guide](#) for more direction.
- At the career fair, you should speak to representatives from at least one company hiring students from your major. The assignment is to put together a summary of this company. Although this assignment refers to “companies,” other non-corporate organizations/employers represented at the career fair are also acceptable.

Your report should have two sections, one giving an overview of the company, and one giving your personal reflection.

Information that should be included in the company overview portion is:

- The name of the company
- Primary location(s) where it operates and has employees
- A short overview of the business the company is in (what does it do/produce/etc.), including if those tasks are spread among locations or in one location
- The role of your major in the company. Why do they need analysts, communicators, scientists, etc., what jobs do they have (job titles/responsibilities), what is the career path such employees tend to follow, etc.?

The personal reflection portion should include:

- A very brief summary of the conversation you had. Who did you talk to, what were the topics of conversation, how long did you talk?
- A short summary evaluating this company relative to your own personal goals. In what ways is this company particularly attractive or unattractive to you, considering your interests and goals?

## Researching Careers

### ■ Expanding Your Career Possibilities:

Step 1. Identify a Field/Industry of interest: \_\_\_\_\_

Step 2. List five organizations in the field.

Step 3. List possible job titles of interest within those organizations:

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Step 4. What keywords are consistently mentioned in your area of interest and how can you incorporate them into your resume, application materials, LinkedIn profile?

## Career Self-Reflection

### ■ Consider the checklist below to help you reflect on your “must-haves” as well as what aspects of a company/position are negotiable. List two “must-haves” in your next position.

- I enjoy and/or want to travel
- I need opportunities for advancement
- I would like a desk job
- I need a job with a variety of tasks
- I want to work for a (Small/Medium/Large) company
- Benefits are important to me (Health/Dental/Eye/Retirement)
- I want to live in a (Rural Community/Medium sized city/Large city))
- I want a company that offers and promotes diversity/inclusion programming
- I am willing to relocate for the right opportunity
- Salary will (Drive my decision/Won't make or break my decision/Is only one factor to consider)
- Cost of living
- Other: \_\_\_\_\_

## Elevator Pitch

- ### ■ 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. Schedule with at least 2 recruiting organizations at the fair and introduce yourself to the recruiter using your pitch. Continue the conversation as appropriate. Prepare to discuss in class the interaction including the effectiveness of your one-minute commercial/pitch.
- ### ■ Key to successful job searches and especially at a career fair or networking event is the delivery of an effective Elevator Pitch which is also known as a Professional Introduction. Tips for creating an effective elevator pitch can be found at [Themuse.com](http://Themuse.com).

To take this assignment to the next level, have the student submit their speech/introduction in a written format and/or as a video of themselves saying the content. Grading Criteria:

Did the student hit on the major points needed for their "Tell me about yourself" speech/introduction?

- Background (education and/or how you began in the world of work)
- Skills, strengths and accomplishments
- Job focus and future career plans

### **Virtual/Online Mock Interview**

- Faculty can create a practice interview for their students using [BIG Interview](#) (Org code: 0769). To gain access as an instructor, make a request to Maggie Reyland in the Bloch Career Center:  
[ReylandM@umkc.edu](mailto:ReylandM@umkc.edu)

- You can select custom question or use their suggestions.
- Students log in to the system with their paw print and password.
- Students will need access to a computer with a camera to complete the assignment. The Career Resource Center has accommodations if needed.

1. "Learn" tab has tutorials in a fast track and mastery track with video lessons
2. "Practice" tab has a question library (by industry, competency, admissions interview questions, Government, etc.), an answer builder, interview roulette and the mock interview tool.
3. If you build your own assignment, you will provide students with a code. They first select the "Assignment" tab at the top, and complete the questions you have designed for them.

*These activities were adapted from the following resources (that may include other activities you can review):*

- [https://www.unl.edu/careers/documents/miscellaneous/IncorporatingCareerFair\\_Short.pdf](https://www.unl.edu/careers/documents/miscellaneous/IncorporatingCareerFair_Short.pdf)
- <https://www.uml.edu/student-services/career-services/for-faculty/propathassignments.aspx>
- <https://www.pacific.edu/campus-life/student-services/academic-advising-and-career-services-center/career-services/faculty/career-assignments.html>

**More information about the virtual fair student experience is forthcoming.  
You can learn more about our virtual fair by visiting our career fair page on [Handshake](#).**

