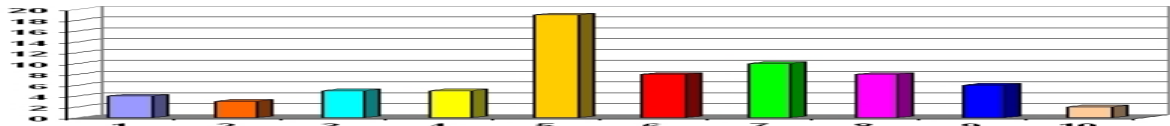




All Majors Career Day

October 4, 2007



Survey of Students and Employers Executive Summary

The UWM All Majors Career Day is a major campus event which brings employers and students at all academic levels together for recruitment and information exchange each Fall. A survey of both students and employers was conducted this past Fall, 2007. Results provide useful information which students can use in preparing for other career days and job fairs.

Students reported that they were not nervous and felt prepared for the Career Day. In preparing for the event, however, only 10% reported they researched employers—perhaps the most important step in meeting and impressing employers. As they left Career Day, they also reported that they had accomplished their goals—gaining information and contacts. It would be valuable to conduct additional research on how students specifically followed-up with these accomplishments.

Employers also reported satisfaction with the event. An impressive 94% stated that besides recruiting talent, they believe that an important part of their role is to speak with undecided students who are just beginning their career planning. It was also clear from the employers that UWM students have more work to do in marketing themselves to employers. Employers also reported optimism about their organizational hiring projections into 2008.

Students Participating in Event: **770**

Employers Participating in Event: **98**

Students surveyed entering the event: **59**

Students surveyed departing the event: **37**

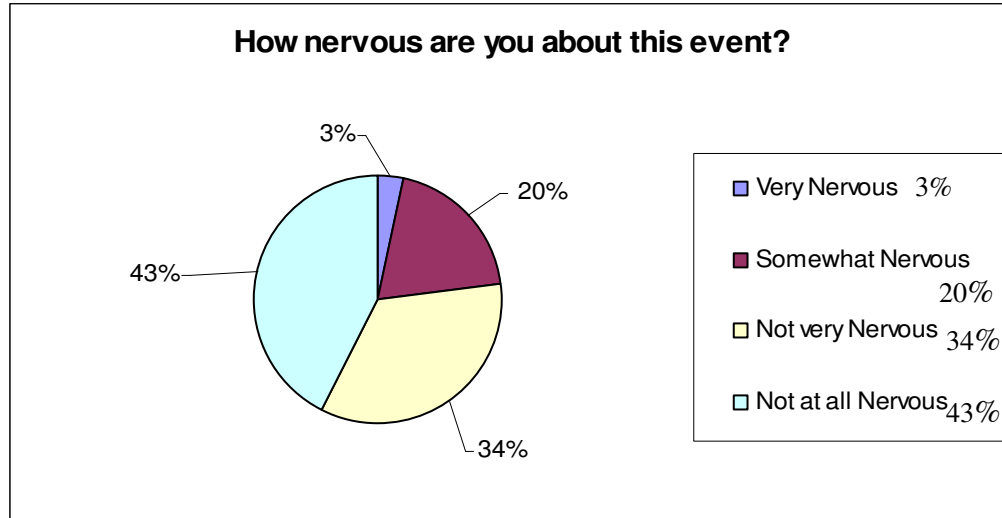
Employers surveyed: **51**

Division of Student Affairs

Students entering Career Day-- Question 1

How nervous are you about this event?

Answer	Number of Students	Percentage of Students
Very Nervous	2	3%
Somewhat Nervous	12	20%
Not Very Nervous	20	34%
Not at all Nervous	25	43%



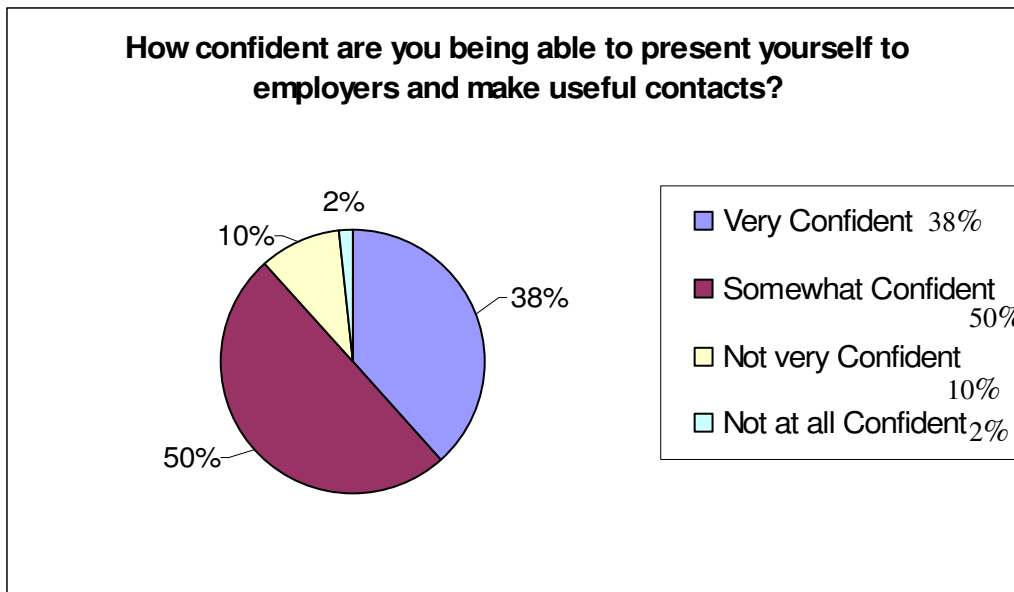
Discussion:

It's somewhat surprising that 77% of the surveyed students expressed a lack of nervousness about interacting with employers. This may speak to the experience UWM students have with part-time and summer jobs. It may also indicate naïveté about the importance of preparation and "first impressions" when seeking information from employers through face to face encounters.

Students entering Career Day-- Question 2

How confident are you in being able to present yourself to employers and make useful contacts?

Answer	Number of Students	Percentage of Students
Very Confident	22	38%
Somewhat Confident	30	50%
Not very Confident	6	10%
Not at all Confident	1	2%



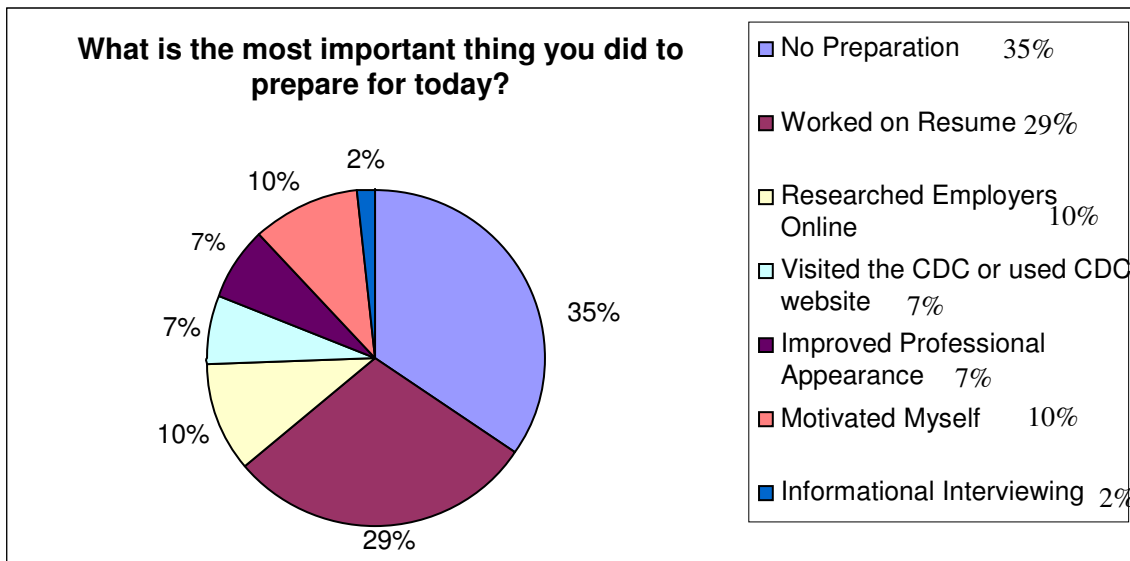
Discussion:

A high percentage (88%) of students said they were confident in their ability to make contacts and positive impressions with employers. This may be based in their previous experience with employers through part-time work experiences as part of college. It would be interesting to further investigate the basis for the confidence.

Students entering Career Day-- Question 3

What is the most important thing you did to prepare for today?

Answer	Number of Students	Percentage of Students
Worked on Resume	17	29%
Researched Employers Online	6	10%
Visited the CDC or used CDC website	4	7%
Improved Professional Appearance	4	7%
Motivated Myself	6	10%
Informational Interviewing	1	2%
TOTAL PREPARING	38	65%
No Preparation	20	35%



Discussion:

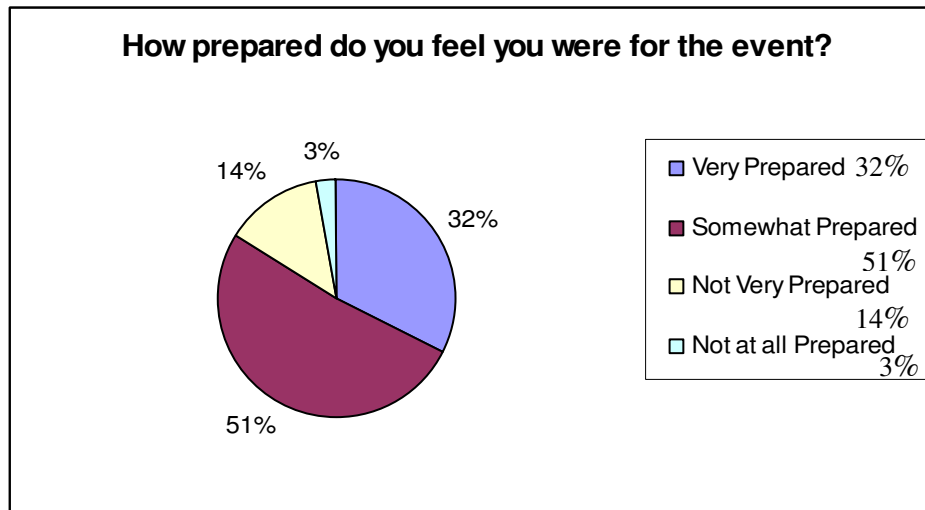
CDC encourages students through several on-line, print and interpersonal approaches to prepare for the annual All Majors Career Day. The central message is three-fold—1.) Bring a resume reviewed by a CDC staff person, 2.) Dress business or business casual and 3.) Prepare and ask researched questions to the employers.

Sixty-five percent (65%) of the students surveyed prepared in one or more ways. However, only 10% researched employers before the event. Employer information is available on the CDC website well in advance of the event. This may be the most significant task for students in preparing for Career Day—it's disappointing that only 10% engaged in it.

Students departing Career Day-- Question 1

How prepared do you feel you were for the event?

Answer	Number of Students	Percentage of Students
Very Prepared	12	32%
Somewhat Prepared	19	51%
Not Very Prepared	5	14%
Not at all Prepared	1	3%



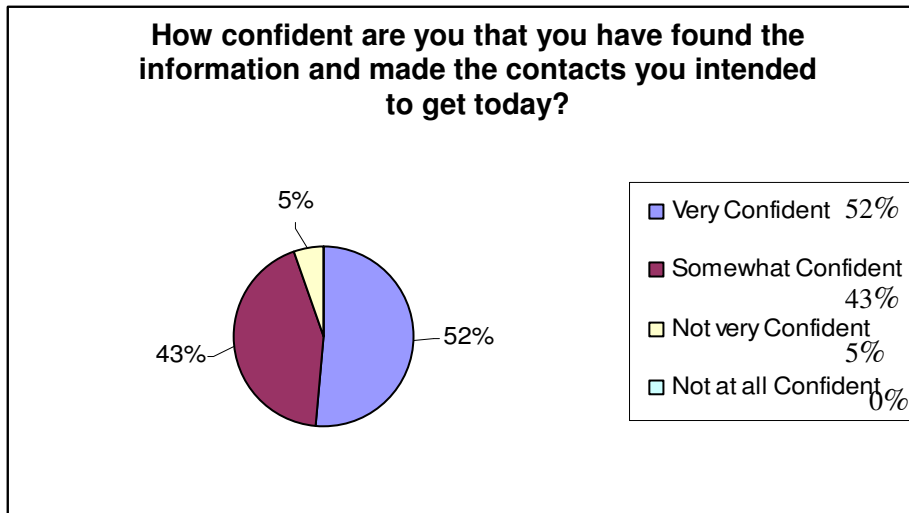
Discussion:

Only 17% of the students departing the Career Day felt they were not prepared. An impressive 83% felt they were prepared or very prepared. For future research, it will be important to define "prepared" as this may help students in the future more specifically prepare for the event.

Students departing Career Day-- Question 2

How confident are you that you have found the information and made the contacts you intended to get today?

Answer	Number of Students	Percentage of Students
Very Confident	19	52%
Somewhat Confident	16	43%
Not Very Confident	2	5%
Not at all Confident	0	0%



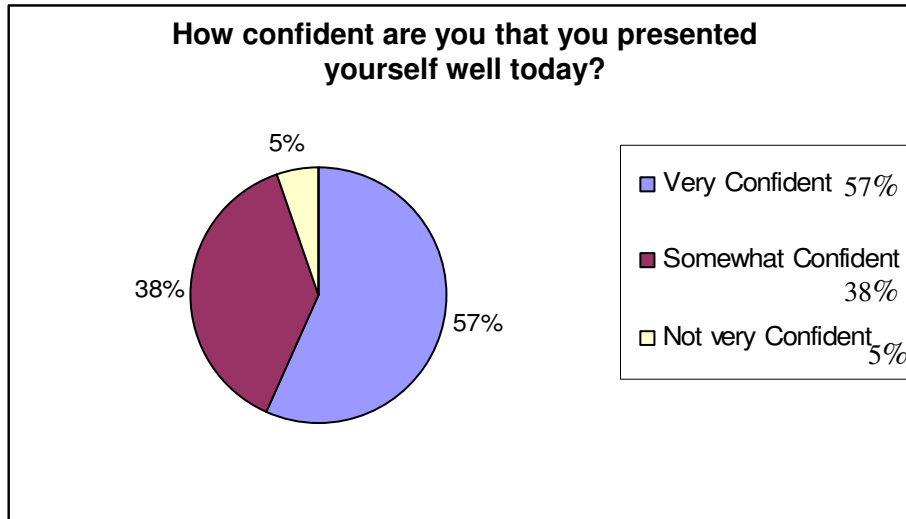
Discussion:

UWM students were overall confident that they achieved positive results from the All Majors Career Day. Information to help clarify academic and career goals, as well as contacts with employers which hopefully lead to follow-up meetings and interviews are the major positive outcomes of an event of this nature. Student confidence that these outcomes were accomplished should inspire other students to attend Job Fairs and Career Days in the future.

Students departing Career Day Question 3

How confident are you that you presented yourself well today?

Answer	Number of Students	Percentage of Students
Very Confident	21	57%
Somewhat Confident	14	38%
Not Very Confident	2	5%
Not at all Confident	0	0%



Discussion:

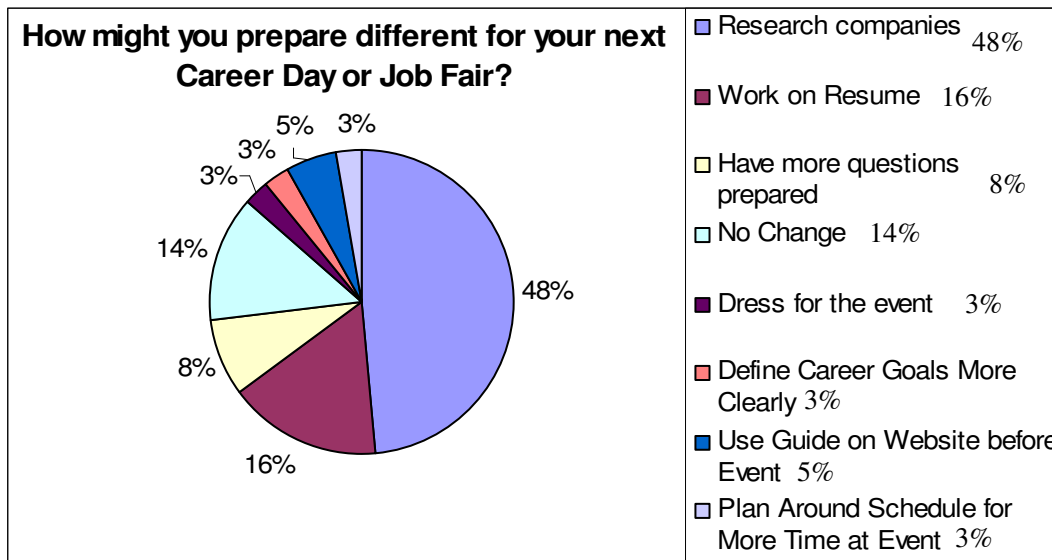
An extremely high percentage (95%) of students left Career Day confident that they presented themselves well at the event.

For future research, it may be helpful to define for students the qualities of successful employer meetings/presentations at Career Days i.e. preparing researched questions, maintaining eye contact, providing concise, articulate answers to employer questions, and clarifying follow-up steps with employers. Students could then evaluate their specific performance as well as results.

Students departing Career Day-- Question 4

How might you prepare differently for your next Career Day or Job Fair?

Answers	Number of Students	Percentage of Students
Research companies	18	48%
Work on Resume	6	16%
Have more questions prepared	3	8%
No Change	5	14%
Dress for the event	1	3%
Define Career Goals More Clearly	1	3%
Use Guide on Website before Event	2	5%
Plan Around Schedule for More Time at Event	1	3%



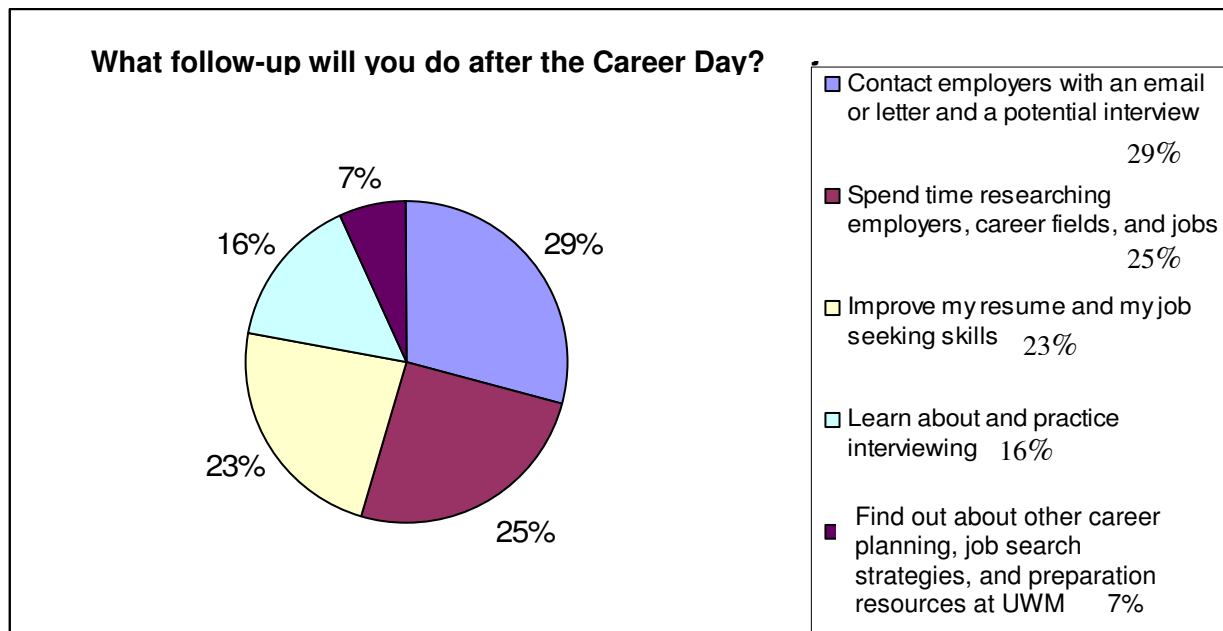
Discussion:

Researching companies before the Career Day was by far the major form of preparation students wished they had accomplished. This task is formidable for students as using the research in defining their own personal career goals as well as formulating questions and answers for employers is challenging for even experienced job seekers.

Students departing Career Day-- Question 5

What follow-up will you do after the Career Day?

Answers	Number of Students	Percentage of Students
Contact employers with an email or letter and a potential interview	11	29%
Spend time researching employers, career fields, and jobs	9	25%
Improve my resume and my job seeking skills	9	23%
Learn about and practice interviewing	6	16%
Find out about other career planning, job search strategies, and preparation resources at UWM	2	7%



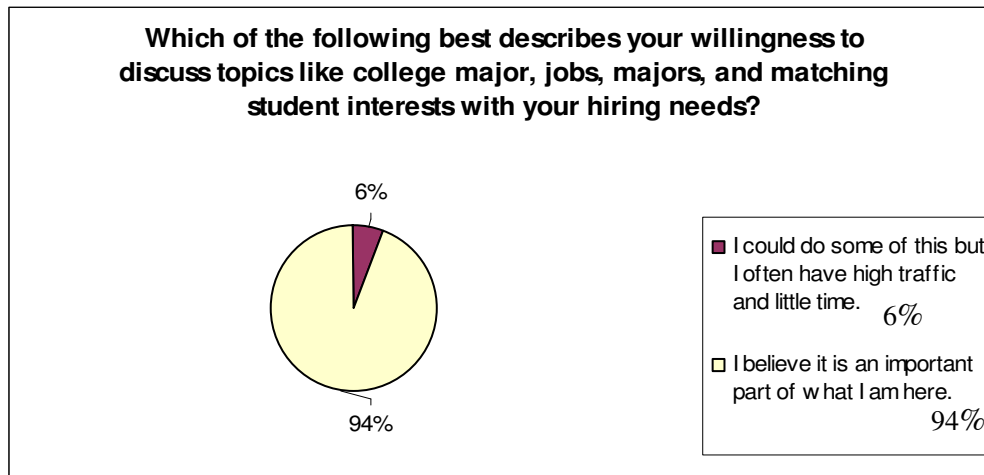
Discussion:

Follow-up to Career Days is critical to building momentum as well as relationships which can lead to further interviews and securing an internship or job offer. These data demonstrate a variety of follow-up activities planned by UWM students.

Employers Career Day-- Question 1

Which of the following best describes your willingness to discuss topics like college major, jobs, majors, and matching student interests with your hiring needs?

Answer	Number of Employers	Percentage of Employers
I would prefer not to do this.	0	0%
I could do some of this but I often have high traffic and little time.	3	6%
I believe it is an important part of why I am here.	48	94%



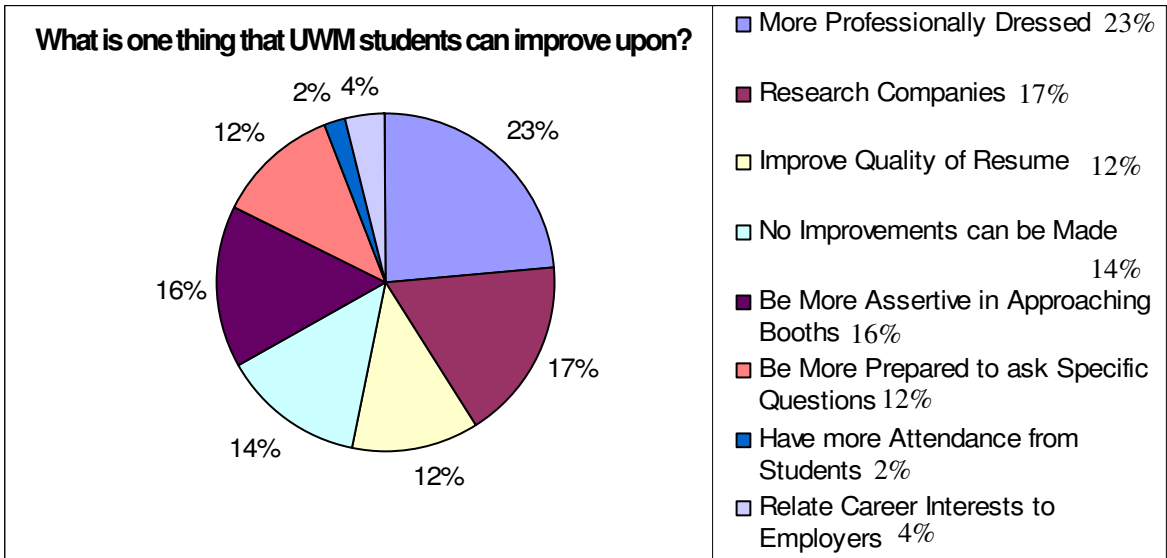
Discussion:

One of the challenges of any Career Day is to meet the needs of serious job hunting students (usually juniors and seniors) and freshmen/sophomores who are just beginning to explore career possibilities. Employers make a significant commitment to spend an entire day away from their organization to meet and communicate with students. It's both useful and encouraging to know that a great majority of participating employers believe it's an important part of their role to help exploring students.

Employers Career Day-- Question 2

What is one thing that UWM students can improve upon?

Answer	Number of Employers	Percentage of Employers
More Professionally Dressed	12	23%
Research Companies	9	17%
Improve Quality of Resume	6	12%
No Improvements can be Made	7	14%
Be More Assertive in Approaching Booths	8	16%
Be More Prepared to ask Specific Questions	6	12%
Have more Attendance from Students	1	2%
Relate Career Interests to Employers	2	4%



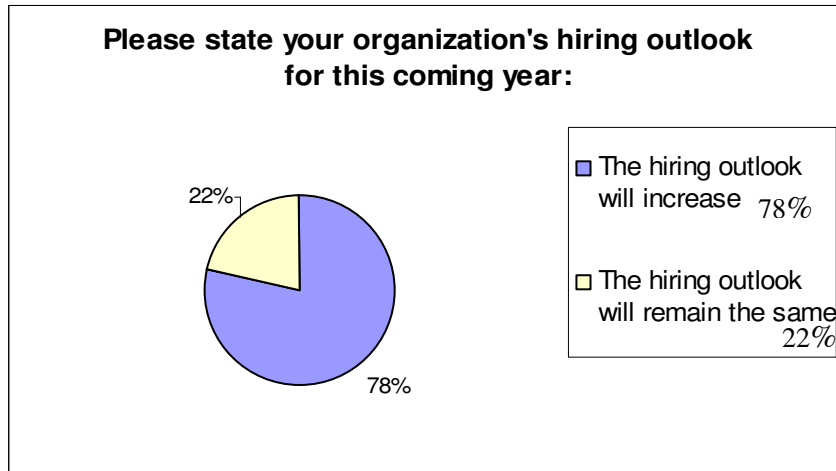
Discussion:

Perhaps the most important key to success at Career Days for students is clear, effective, self-marketing communications with employers. The feedback from employers reinforced this point—assertiveness, relating career interests to employers, research, preparation and asking questions all relate to successful communications—and UWM students need to improve in these areas. Employers also expressed concern about UWM students' professional dress and their resumes.

Employers Career Day-- Question 3

Please state your organization's hiring outlook for this coming year.

Answer	Number of Employers	Percentage of Employers
The hiring outlook will increase	40	78%
The hiring outlook will decrease	0	0%
The hiring outlook will remain the same	11	22%



Discussion:

This is positive news for UWM students. But it's also important to understand that this is the "20,000 foot view" of the job market and students need to develop their own personal, "ground level" view i.e. specific opportunities, openings, organizations and contacts consistent with their goals/background and the potential value they can add to organizations.