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Preparing for Career Fairs

CONNECT. INSPIRE. EMPOWER



Agenda

- **Ice Breaker**
- **Employer Evaluation**
- **Prepare to Impress**
- **Create a Game Plan**
- **Dress to Impress**
- **Communicate to Impress**
- **Impress with your Resume**
- **Create a Lasting Impression**



COMMUNICATION



PROFESSIONALISM



CRITICAL THINKING



TEAM WORK



NACE®

CAREER READINESS COMPETENCIES

Obtaining requisite competencies that broadly prepare college graduates for a successful transition into the workplace.



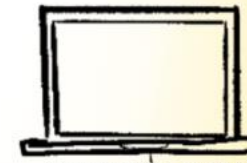
EQUITY & INCLUSION



LEADERSHIP



CAREER AND SELF-DEVELOPMENT



TECHNOLOGY

What You'll Learn Today

At the end of this workshop, you will be able to...



Explain why networking is important



Identify who is in your network and where to engage in networking



Understand the process of initiating professional relationships and how to maintain connections

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Ice Breaker

Practice talking about yourself and really take the time to reflect on your concerns.

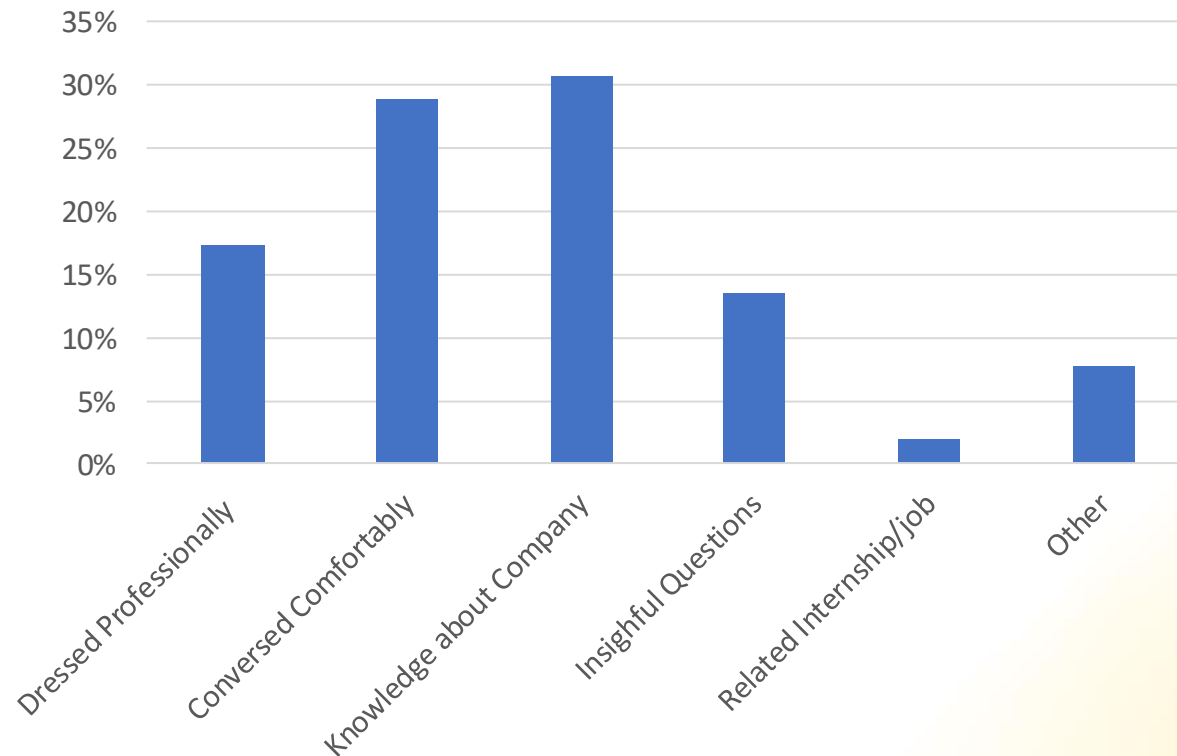
Activity

- Turn to your neighbor and introduce yourself.
- Then tell each other your biggest job fair concern.

Employer Evaluation Feedback

Of the students that you considered “top candidates,” which of the following were most important in setting them apart from others?

Employer Feedback



Comments

- Related Experience
- Knowledge of the company and interest in the position
- Degree they are pursuing
- Research company
- Interpersonal Skills
- Unique qualities



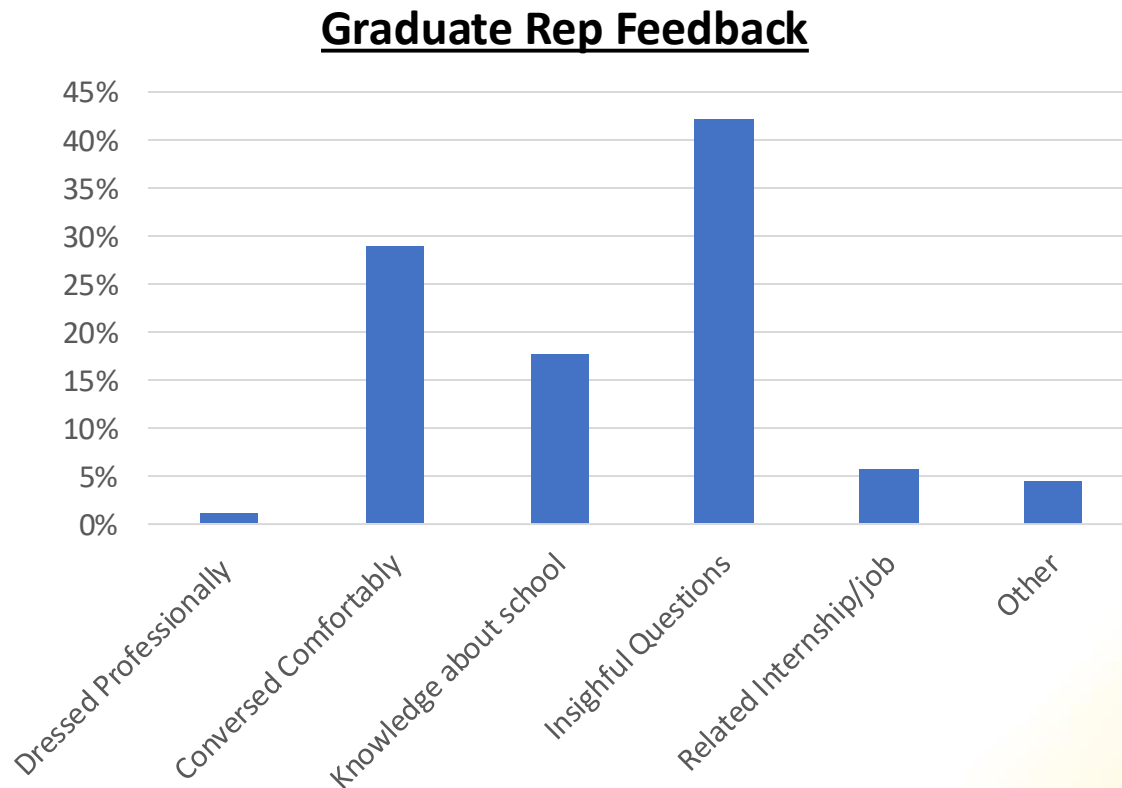
Graduate, Professional, & Law School Fair

Health Professions Information Day

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Graduate Admissions Reps Feedback

Of the students that you considered “top candidates,” which of the following were most important in setting them apart from others?



Comments

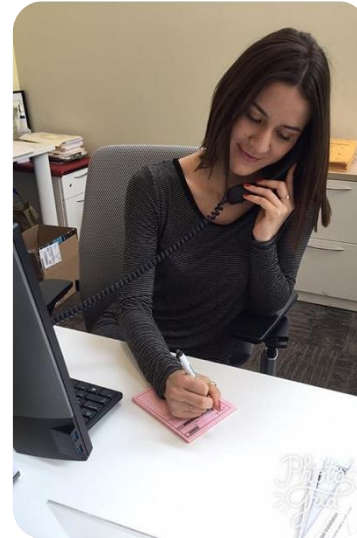
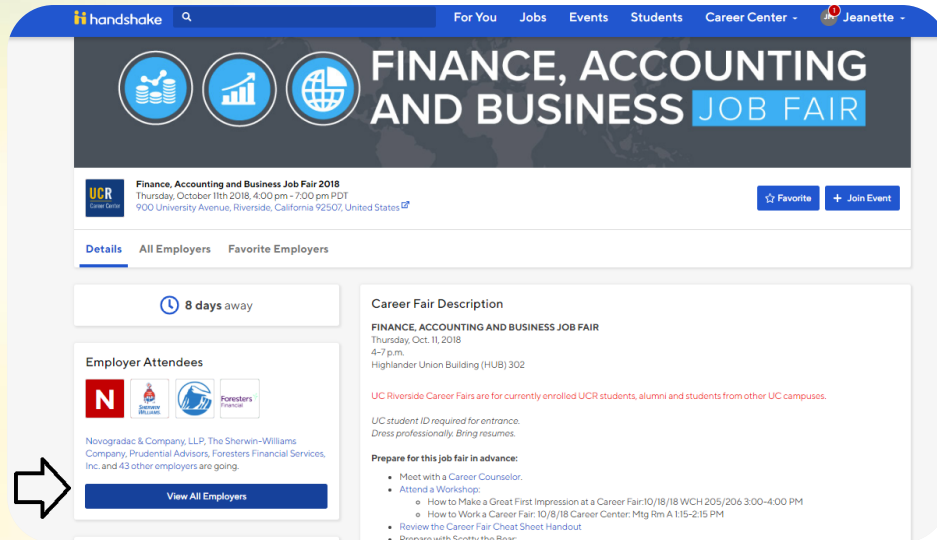
- Clear Interest-Goals
- High GPA
- Level of interest
- Research experience, focus on a particular program/degree
- Has done research in the field of study
- Desire to be in the program
- Able to articulate their needs.



What are your goals for the fair?

- **Network to build contacts/practice**
- **Identify employers with jobs/internships in your field**
- **Gather information**
- **Not sure?**

Preparation Before the Fair



- Look on careers.ucr.edu to review the list of employers attending the fair.
- Research employers by visiting company websites.

- Prepare a list of questions to ask employers.
- Gain confidence by practicing your questions out loud.

- Develop a strong resume with the help of the Career Center.

Career Fair Game Plan



Identify Items that you want to carry to the event

- Resumes
- Portfolio or folder
- Bag for company literature/materials
- Pen



What do you want to be known for?

Reputation, Personal Branding, Credibility



How do you get there?

Short and Long Term SMART Goals

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Networking Tips

When attending a networking event...

- **Set goals**
- **Practice and become comfortable with YOUR story & 30-second pitch**
- **Meet new people & introduce others**
- **Listen for opportunities – ask questions!**
- **Be prepared to follow up**



Sample Questions for Networking

PROFESSIONAL:

- How did you get into your profession?
- What parts of your job do you find most challenging?
- What do you find most enjoyable?
- Are there any negatives to your job?
- What is a typical day like for you?
- How would you describe the corporate culture?
- What skills are required in your position on a day-to-day basis?
- What is unique about your company?
- What advice do you have for someone looking to get into your field of work?
- What's the best business advice you have ever received?
- Who else do you recommend that I should talk to *tonight*?

PERSONAL:

- What is the best job you've ever had? What's the worst?
- Where did you grow up?
- What do you like to do outside of work?



Let's Practice!

Join your group, pitch yourself, and take turns asking each other these questions:

Have you chosen a major? How did you choose it? What are some of your interests that you want to explore in college? What do you do for fun?

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Debrief

- **How did you feel?**
- **What did you learn?**
- **What would you
change for next time?**



Connecting Virtually



675+ Million Members

Manage your professional identity. Build and engage with your professional network. Access knowledge, insights and opportunities.



Connect with the world around you!

Connect with family, friends, colleagues, peers. Join groups and learn about opportunities in your local area!



Know what's Happening

From breaking news and entertainment to sports and politics, get the full story with all the live commentary



Bringing You Closer to People & Things

Follow internship and company pages. Post content and spread knowledge. Create your brand and use IG for networking!

• • • • Building Relationships via LinkedIn

- Research UCR alumni in fields/occupations you're interested in
- Scroll through their profiles to see if it's someone you want to talk to/learn more about
- ***Send a personalized note with your invitation to connect*** to increase the chances of them accepting
- Consider asking professionals for an “informational interview”
- *Remember*, the worst thing that could happen is **nothing**

Hi Julia,
My name is Alex Highlander. I am in my senior year at UCR as a History major. Your career as a non-profit professional is inspiring and I would love to connect with you to learn more about what you do and how you achieved all that you have! Thank you for the opportunity to be a connection on LinkedIn.



Conversation Starters on **LinkedIn**

Examples of what **NOT** to write:

- Can you help me?
- Can you refer me to [this] job?
- I would like to connect with you on LinkedIn

Be mindful of the 300-word limit when messaging initially.



Common Mistakes & Bad Networking Habits

- Hanging out with only the same person or staying in cliques
- Staying by the food table/bar for too long
- Not engaging in full conversations
- Failing to make eye contact and smile
- Asking closed-ended questions
- Lack of attention and focus
- Displaying disengaged body language
- Too informal too soon
- Asking for too much
- No follow-through
- ***Forgetting to have fun!***



I've Started The Conversation... Now What?

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The Email Intro:

Your professor has given you the name and email address for an UCR alumna working in the field you want to work in.

What is the appropriate way to introduce yourself via email?



What's the Difference?

Dear Dr. Lee,

I am a junior majoring in History at the University of California, Riverside. Professor Addison suggested I get in touch with you regarding my interest in the preservation of local historical districts.

Although I am not currently looking for a job, I am very interested in learning all that I can about typical career paths in this field and what skills I might need to develop. I would greatly appreciate 20-30 minutes of your time to ask you questions about your current position and the challenges/regards involved. Thank you for your consideration. I look forward to contacting you to arrange a time.

Sincerely,
Allison Highlander, UCR History 2021
(951) 222-3333 | ahighlander@ucr.edu

Hey Clara!

It would be really cool to meet you and learn about your career path. Can I get 15-20 minutes of your time to talk? Well, looking forward to your reply.

- Ali H.
Student
"The unexamined life is not worth living"



The Final Touches

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Follow-Up & Maintaining Relationship

- Thank you note
- Progress emails
- Related articles
- Professional development or programming
- Community involvement
- Holiday greetings or personal congratulations

ENROLL IN EXCEL + NOW!

Start anytime during your undergrad degree, **go at your own pace**, and **earn recognition** for the valuable career readiness skills you're already building on campus.

- Pick your Competency

IE: Career and Self Development, Technological Literacy, and MORE!

- Upload and Track Progress
- Earn Competency Badges
- Highlight Your Skills to Employers

Students enrolled by 10/31 will be entered into raffle to win a \$25 UCR dinning gift card.



Excel.ucr.edu

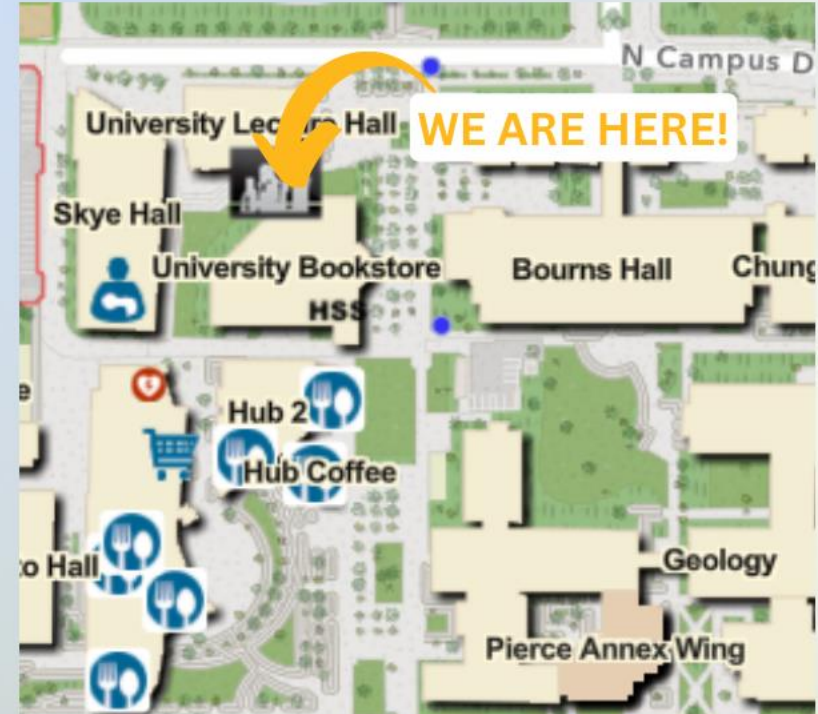
location

ENTRANCE IS ACROSS FROM ARC AND UNIVERSITY LECTURE HALL, UNDERNEATH THE BOOKSTORE

hours

8 AM - 5 PM MONDAY-FRIDAY

website home *drop in hours*



connect with us!



INSTAGRAM

@UCRCAREERCENTER



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QUESTIONS

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Post-Workshop Survey

