

# ► Incorporating a Career Fair Into Curriculum

## Learning Goals

- To explore qualities gained through academic majors and how employers may utilize those qualities.
- To identify personal skills and abilities and share those with prospective employers.
- 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.
- To understand the format, activities and employer expectations that occur at a career fair.

## Resources

- Career exploration resources available in the Career Services Resource Center and website ([unl.edu/careers](http://unl.edu/careers)).
- Career Services print materials and website focused on resumes, cover letters, interviewing and attending career fairs.
- Husker Hire Link for lists of participating Career Fair employers.

## 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.

### Learning About Self and Majors

1. Research a participating employer you feel does not connect well to your major. Use LinkedIn, annual reports, the organization/human resources website, or other resources to identify specific members of their staff and what they do in their roles. Write an essay on why you originally felt the employer did not connect to your major, in what way(s) did your opinion change after you have researched the employer, and how you think you could apply your skillset to one of the roles you researched and thus enhance the organization.
2. Visit with a recruiter at the fair about one of the positions for which they are recruiting. Write an essay about how this class is preparing you for that position.

## Learning About Careers

1. Complete “Expanding Your Career Possibilities Worksheet” as shown below.

Step 1. Field/Industry \_\_\_\_\_.

Step 2. List five organizations in the field.

Step 3. Possible job titles of interest within those organizations \_\_\_\_\_.

Repeat for other possible fields/industries.

2. Complete “This Describes Me” checklists.

Example Checklist:

Check those that are true for you:

- I enjoy and/or want to travel.
- I have collaborated with others to complete a project/task in a class, part-time job, student organization, or other settings.
- I will have a Bachelor’s degree (any major).
- I am creative and curious.
- I have demonstrated the ability to make decisions.

Faculty can develop checklists based on job descriptions of employers participating in the fair. Once completed, specific jobs and employers are identified revealing opportunities that may not otherwise have been familiar to or considered by individual students.

## Learning About Employers

1. 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 both at the fair.
2. Use the career fair list of employer registrations and use that as a means to discuss stereotypes. Select two organizations with which you are unfamiliar. Develop an original list of positions for which you believe they hire. Research both employers further to identify actual positions for which they recruit. Present these to class including what qualifications/majors they seek for those positions.
3. Select ten organizations with which you are unfamiliar from the list of participating employers. 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.
4. Talk to recruiters from five different employers 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 and with other students.
5. Review the list of participating employers and identify an industry represented that is of interest (i.e., consulting, financial services, transportation, construction, etc.). Research and write a paper on that industry using conversations with participating employers in the industry.

## Learning About Career Fairs

1. Attend the career fair and write an essay about the behavior you observe of individuals on their own and of interactions between recruiters and students. Topics may include attire of students and recruiters, initial approach/introductions offered by students and recruiters, characteristics of recruiters at popular booths, etc.
2. Participate in an in-class mock career fair as an employer and as a student:
  - With a partner, select and research an employer to represent at the mock fair. Be prepared to share the employer's mission and details of positions for which they are recruiting.
  - Play the role of the recruiter in a 15 minute in-class mock career fair.
  - Switch roles and play a student at a career fair in a second 15 minute in-class mock career fair. Be prepared to talk about your skills and qualifications and dress appropriately for attending a fair as a student.
3. Go to the fair with a partner. Take a photograph of your partner talking to recruiters with three different employers. Have your partner do likewise, taking a photograph of you talking to recruiters from another three employers. Submit the photographs with an essay about each conversation in which you were pictured. Include information you learned about the organization and its opportunities. Compare the different approaches to introductions of each of the recruiters.



4. Make a video of the fair including interviews with five student participants. Interview questions could include major, year in school, goals for the fair, observations of the event, etc. Prepare to share it in class and to speak to your observations of the fair overall.
5. In a team of 3-4, develop and submit an advisory report regarding the fair to Career Services. Components may include: surveys on the fair to be sent after the event, one for student participants and one for employer participants; interviews with students exiting the fair; observations of activity at the fair, etc.
6. Identify an event to offer during career fair week to complement the fairs. Develop an abstract of the event which includes how it would fit with the fairs and how it would benefit students.

## Learning to Market Oneself to Employers

1. 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. Go to the fair and introduce yourself to an assigned employer using your pitch. Continue the conversation as appropriate. Prepare to discuss in class the interaction including the effectiveness of your one-minute commercial/pitch.
2. Complete the online Transferrable Skills Survey (or another transferable skills identification activity at [unl.edu/find-major-or-career](http://unl.edu/find-major-or-career)). Create and prepare to present in class a “one-minute commercial” or introductory pitch for yourself describing how you developed those transferable skills through your coursework, work experience, and extracurricular activities.
3. Develop a cover letter of application for an employer participating in the fair. Present how coursework in the liberal arts or your specific major and skills gained through work and/or other activities make you a competitive applicant for that employer in particular.

Career Services

230 Nebraska Union

(402) 472-3145

