Career Fair Prep

Engineering Career Services

Iowa State University
Engineering Career Services

Fourth Floor Memorial Union • 515-294-2540 • ecs@iastate.edu • www.engineering.iastate.edu/ecs
Our Goal:
Provide resources and opportunities to help engineering students develop professional skills and obtain full-time employment upon graduation.

We Are Here to Help YOU!

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Student Guide to Employment

Step 1: Understand Employers and the College Recruiting Process
Step 2: Determine Career Goals and Skillset
Step 3: Identify Preliminary Target Employers and Industries
Step 4: Develop Effective Marketing Materials
Step 5: Search for Specific Employment Opportunities and Research

Step 6: Network (at Career Fairs and Otherwise)
Step 7: Interview and Follow-up
Step 8: Evaluate Offers
Step 9: Sign Employment Contract and Celebrate
Step 10: Inform Engineering Career Services and Discontinue Your Job Search

See the ECS website for information on all ten steps
What will we discuss?

- Pre-Career Fair Checklist
- Company Research
  - Use CyHire!
- Dress for Success
- Elevator Speech
- Engineering Career Fair Tips & Information
- Information Sessions & Career Fair Advice Panels

Feel free to ask questions at anytime!
Pre-Career Fair Checklist

 ✓ Pre-register to get your required name badge
 ✓ Update resume & upload to CyHire
   ✓ Make copies of your resume (15+)
 ✓ Company research
 ✓ Choose your outfit (comfortable shoes)
 ✓ Practice your elevator speech
 ✓ Check the weather
Scheman Building:
Pre-Career Fair Checklist

☑ Pre-register to get your required name badge
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Pre-Career Fair Checklist – Update Your Resume

• For a detailed video on building your engineering resume, see the Resume Seminar Video

• For the career fair, remember these guidelines:
  – Proofread and use consistent formatting
  – Keep to 1 page in length for undergraduates
  – Print 15+ copies to bring with you
Pre-Career Fair Checklist – Update Your Resume

• Picture of top of resume here?
• Header, Objective, Education, 1st work experience with good sample skills-based impact statement
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Pre-Career Fair Checklist - Employer Research

Why? - Gain knowledge and confidence

Which Employers?
  • Who’s hiring your major? Company size?

How many employers should I research?
  • 10-12 or more if have the time

What to research?
  • Products & services
  • Job/internship openings
  • Corporate Culture
  • Locations
  • Recent news (i.e. company changed name, made an acquisition or anything that you find interesting.)

Where to research?
  • CyHire!...and also company website

It isn’t necessary to memorize a lot of information.
You just need to demonstrate that you have taken the time to become familiar with the company.
Career Fair Research in CyHire

- https://CyHire.iastate.edu/students
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Pre-Career Fair Checklist - Dress the Part!

Men:

- **Okay for Freshmen:** Business Casual: Khaki pants, nice collared shirt, comfortable shoes.
- Clean, pressed and wrinkle-free clothes.
- Collared shirt.
- Good quality and professional tie.
- Well-groomed hair and facial hair (if worn).
- Shoes: Leather, lace-up or slip-on business shoes, preferably black or cordovan.
- Socks: Dark socks that match shoes or pants. Mid-calf length so no skin is visible when you sit down.
- No strong cologne.
Pre-Career Fair Checklist - Dress the Part!

Women:

- **Okay for Freshmen**: Business Casual: Skirt (knee length) or slacks, nice shirt, comfortable shoes.
- Pant Suits: Tailored pants suits are appropriate for women.
- Skirt Lengths: A skirt that ends at the knee or just above when you’re standing looks classy and professional. (High slits are not appropriate.)
- Women’s Shoes: Closed-toe pumps are the safest. No open-toed or sling backs.
- Keep jewelry to a minimum and choose conservative, simple styles.
- Nails: Should be clean and well groomed. Avoid extremely long nails and loud or fashion colors (no blue, black, green, yellow, etc).
Pre-Career Fair Checklist

✔ Pre-register to get your required name badge
✔ Update resume & upload to CyHire
  ✔ Make copies of your resume (15+)
✔ Company research
✔ Choose your outfit (comfortable shoes)
✔ Practice your elevator speech
✔ Check the weather
Pre-Career Fair Checklist - Elevator Speech

• Depends on the company, situation, recruiter...
• 20-40 seconds
• Name, major, anticipated graduation date
• Reason for attending the Career Fair (internship, co-op, networking)
• Prove you have done your research
• How your skills and knowledge relate to the career opportunities available
  – E.g., professional skills such as leadership & project management; or technical skills from research or class projects

Now TTYP and practice!!!
Pre-Career Fair Checklist

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✓ Update resume & upload to CyHire
  ✓ Make copies of your resume (15+)
✓ Company research
✓ Choose your outfit (comfortable shoes)
✓ Practice your elevator speech
✓ Check the weather
Day of the Career Fair Tips:

• Avoid bringing your backpack/laptops
• Nametag belongs on your right.
• Pay attention to the DOT colors!
• Approach all types of companies (even if you don’t recognize the name or brand)
• Of your Top-12, visit #12 first!

Practice!
At the Career Fair: Booth Interactions

- Lead with a smile, handshake, confidence, and elevator pitch. NOT with your resume.
- Emphasize your professional & technical skills using specific examples.
- The recruiter may take notes while you are talking.
- Stay positive and interested throughout.
- Plan to ask 1-2 questions to learn about the company & show your interest.
- Collect business cards (add note about company on the back)!
Career Fair Information:

• CyRide bus routes will pick up/drop off all over campus every 10 minutes (see map on ECS website).
• Day-of Registration is at Scheman, Ground Floor.
• Student Lounge (2nd Floor Scheman) to gather your thoughts, go over map, etc.
• “Engineering 2015 Fall Employer List” will be sent week prior to career fair by e-mail. Will also be located in CyHire!
Go to Events

- **Information Sessions**
  - Check CyHire for all upcoming information sessions
  - Great way to network with employers & develop talking points for CF.
  - Plus, free food!

- **Career Fair Advice Panels**
  - **Student Panel**, Thursday prior to the career fair, 6-7 PM
  - **Employer Panel & Mass Networking Event**, Monday prior to the career fair - Howe Auditorium & Atrium, 4-6 PM

Full schedule of seminars/panels available on ECS website!