Iowa State Engineering Career Fair

Tips for Recruiters

WHEN YOU REGISTER
Select specific majors that you want to talk with at the fair when completing the career fair registration form on CyHire. Students use this information to determine which organizations they research and visit the day of the fair. Organizations that list “All Majors” or simply “College of Engineering” are more likely to be skipped over by students when they are looking for companies to research. Pay close attention to the Majors & Classifications sections on the registration form as these fields will be listed in the career fair packet provided to students.

PRIOR TO THE FAIR
Make sure your CyHire profile is complete and current. During their research, students will be able to view organization information such as culture, working environment, number of employees, etc. Again, students will use this information to determine which organizations they will visit. Post jobs and interviews on CyHire. CyHire is the main way students get information on which organizations are attending the fair and their hiring needs. Students will most likely visit your booth if they know your organization is hiring. Host an information session. Students attending these sessions will feel more comfortable stopping by your booth because they will recognize the recruiters and have more knowledge about your organization. Include Alumni as part of your career fair team. Many of the ISU Alums have experienced ISU career fairs and will be able to connect with students. Utilize social media to make students aware of your presence on campus. Send a tweet to @ISU_CoE with details about upcoming interviews, and your booth location for the career fair.

DURING THE FAIR
Appear eager for engagement. Students are more likely to approach booths where employers are standing in front of their table and appearing eager to interact with students. Pay attention to dot colors on student name badges. If traffic is slow, consider approaching students wearing dots that correspond to the majors you are hiring. Students do not typically research every single organization attending the fair so they may not realize you are looking to hire their major. If you initiate the conversation, they may recognize that your organization is a good fit for them. Help students develop their networking skills. Students will appreciate any encouragement or feedback on their professional skills. Spending a few minutes talking with an underclassman will not only help with future recruiting, but also with the branding of your organization. A student’s first experience with an organization can often leave a lasting impression.

OTHER TIPS
Recruiters at ISU career fairs often employ a variety of strategies to attract students to their booths, including creative giveaways, catchy displays, or by wearing fun outfits or Iowa State gear.