

Rationale for Two Fall Engineering Career Fairs

Why two fall engineering career fairs?

- All of the suitable space in the Hilton Coliseum and the Scheman building were being used and this did not accommodate all of the employers that wanted to participate.
- Feedback from the College of Engineering Industrial Advisory Committee in the fall of 2017 indicated that employers felt the fair had gotten too large.
- Breaking up the fair will allow more employers to participate in a fair and reduce congestion at the fairs which will allow more networking to occur.
- Two fairs will give students a total of ten hours to network with employer that interest them rather than six hours of a one-day fair.
- A very large number of employers want to interview students on the day following the fair and space, scheduling, and parking were issues. Two fairs allows for the mass interview days to also be broken up which alleviates many of the issues.

Why a week between fairs instead of two adjacent days?

- ISU has a history of having the Engineering Fair on Tuesday and the Business, Industry and Technology Fair on Wednesday. A significant number of employers participate in both fairs and we wanted to continue to provide this option.
- Holding the second engineering fair on the Monday of the same week was determined to be a less desirable option because:
 - Recruiters generally do not like to travel on Sunday.
 - Holding the large interviewing event that occurs on the day after the fair (for out-of-town employers) and a second career fair on the same day (Tuesday) presented a staffing issue.
- Holding the second fair a week earlier addresses suggestions from some departmental industrial advisory committee members that our fair (historically the fifth week of classes) was too late and many of their positions were being filled from career fairs at other schools.
- Holding the two fairs on separate weeks provides employers with added flexibility and reduces the likelihood that they will not participate in a fair due to a scheduling conflict.
- Holding the fairs on separate weeks provides students with added flexibility and allows them to attend a fair even when a professor schedules a test during one of the weeks.

Why both fairs on the same day of the week (Tuesday)?

- The Scheman Building is not available on Wednesday and Thursday (for day-after interviews) of either the fourth or fifth week of the semester for this fall or several years in the future. The MU or other suitable facility is also not available when needed.

Why hold two fairs for all engineering majors rather than an IT or building-related majors fairs?

- A large percentage of employers recruit for multiple majors, so major specific fairs would require them to attend both fairs or risk not connecting with students pursuing some majors.
- Since employers recruiting multiple majors are likely to attend only one of the fairs, many students would need to attend both fairs anyway.

- Student attendance at an IT majors fair or building majors fair, would be much lower than employers are accustomed to seeing so they would not be happy with the turnout.
- Employers would not have as much opportunity to network and recruit students that are passively interested in their industry (e.g. ME and EE undergraduate students that don't attend a building-related fair). Similarly, undergraduate students that don't attend an IT or building-related fair may not receive exposure to these industries before choosing tech electives that handicap their employability in these industries.
- An IT fair is likely to involve 50 to 75 employers and a building-related fair 75 to 100 employers which may not provide the booth space needed to accommodate all employers that want to participate in a fall fair.
- HR personnel don't always know what majors they will be recruiting when they register for the fair in June, which would result in changes and potential problems.

Why not hold a co-op and internship fair and a full-time employment fair?

- A very large percentage of employers hire for both experiential education positions and full-time positions, so they would need to attend both fairs.
- This option has the potential to reduce the number of co-op and internship opportunities when the College needs more of these types of positions to keep pace with enrollment growth.