

# Get Ready for the Virtual Career Fair



<https://career.engineering.asu.edu/wp-content/uploads/2020/08/Get-Ready-For-The-Virtual-Career-Fair-Fall-2020.pdf>

FULTON SCHOOLS  
OF ENGINEERING | **career**  
center

**ASU** Ira A. Fulton Schools of  
**Engineering**  
Arizona State University

Every semester, ASU has multiple career fairs for students.

We've got a set of simple tips to help you prepare for these events.

This fall, all career fair events at ASU will be virtual. Getting ready for these will require some additional steps and preparation, beyond what you would expect for an in-person, on-campus career fair.

In this presentation, we'll cover some of those basics plus the new information for virtual events.

## Fall 2020: Fairs, dates, and platforms

Fair	Dates	Platform	Links for Information
Fulton Schools of Engineering Virtual Career Fairs	Computing & Information Technology: 9/9 Master's & PhD: 9/15 Undergraduate: 9/16 Diversity & Affinity Groups: 10/2	<i>CareerEco</i>	<a href="https://www.careereco.com/">https://www.careereco.com/</a>
SSEBE Virtual Career Fairs	Civil and Environmental Engineering: 9/23 Construction: 9/24	<i>Handshake</i>	<a href="https://support.joinhandshake.com/hc/en-us/articles/360049934274-Handshake-a-Guide-to-Attending-a-Virtual-Fair">https://support.joinhandshake.com/hc/en-us/articles/360049934274-Handshake-a-Guide-to-Attending-a-Virtual-Fair</a>
ASU-wide Virtual Career Fairs	ASU Internship Expo: 9/17 ASU Fall Career & Internship Expo: 9/29	<i>Various</i>	May include Zoom, Handshake and other platforms

Remember, ASU has a lot of different career fairs. These are put on by different organizations at ASU, or for different groups of students, or for specific majors.

You can also attend the overall ASU Career Fairs: some employers attend both fairs, some only one, some will only have technical recruiting at the Fulton fair.

Different career fair platforms will be in use for fairs this fall.

Why? Not every platform works for a particular event: platforms are selected by factors such as the size of the group of students, the size of the group of employers, and the features employers want at the event.

This presentation will cover the CareerEco platform, which is the one used by the Fulton Schools of Engineering fairs.

## What you need to do, NOW

1. Develop your résumé
2. Register on CareerEco
3. Prepare for the virtual fair experience
4. Research companies
5. Apply
6. Learn about interviewing



This presentation today is designed to be a fast survey of the things you need to do to be successful at the career fair. We will not cover any of the topics in detail.

1. Résumé: develop this now!
2. Register: you need to register to access the tutorial, and to be able to access the career fair.
3. Prepare: learn about the way the fair will work: we'll cover some tips today.
4. Research, apply, learn about interviewing: These are the steps for any career fair.

You can do all of these things, NOW – do not wait until just before or the day of the fair.

Each semester, we have a full calendar of events planned to address every part of readiness: resumes, job search, and the other elements. These events occur via webinar. Also, our website has many of the presentations and other materials (<https://career.engineering.asu.edu/>).

# Develop Your Résumé

<https://career.engineering.asu.edu/resumesandresources/resumes/>

**Find sample résumés here**

**Tip: Use the standard format:  
recruiters prefer it!**

**Check out the presentation for  
more information**

## Write Your Résumé

Use your own individual experiences, projects and strengths.  
Reflect keywords from software and responsibilities listed in the  
job description in your résumé.

[Résumé Example: Software-related majors](#)

[Résumé Example: Engineering and other majors](#)

[Build Your Summary Statement](#)

[Use Action Verbs](#)

[Build Your Accomplishment Statements](#)

[Technical Résumé presentation](#)

**Tip: Get a review of your résumé:  
Submit to Optimal by September 1:**

<https://career.engineering.asu.edu/optimal-resume/>

First thing: get your résumé ready.

Use the standard format: recruiters developed this sequence of the sections and like it. Want to “look different”? No, you don’t – you ARE different. Using the standard allows your “difference” to be easily identified.

This format is compatible with most automated Applicant Tracking Systems and provides a simple, easy-to-read sequence of your qualifications.

- Contact Header: yes, have a LI profile. Use your same name everywhere: make sure your resume and your application to a company can be matched. Note: if you post this resume on job boards, be careful with your phone number and email – you may attract scammers.
- Summary: ensure the reader knows what your main qualification is and what you are looking for.
- Education: most recent first (true for all sections of the resume). GPA? Yes, unless you have a lower GPA and don't want to show it: but be aware that if you leave it off, some companies will assume it is below their requirement and will not contact you. If you want to add Relevant Coursework, do it here.
- Technical Skills: in groupings that make sense for the job you want. In the professional experience and academic projects, show off your experience applying these skills.
- Professional Experience: this is work experience directly tied to the job you are seeking. Use action verbs, show results, describe scope, and show skills applied.
- Academic Experience or Academic Projects: show off experience applying skills. Remember that other students in that class did that same project.
- Other Work Experience: use this section to show work experience that is NOT directly related to the job you want. These experiences demonstrate work ethic, initiative, and maybe skills, leadership, teamwork, and other transferrable skills.
- Activities: Professional Society/Leadership/Volunteer: show your engagement in your profession outside the classroom: can also be opportunity to show leadership and initiative.

Perfect spelling and grammar: you have all the time needed to be perfect here – don't give the impression that

you are sloppy or not detail-oriented by having spelling, grammar, format, or punctuation errors.

1 page (most students): In most cases, for students, it should be 1 page in length. The exceptions are if you are a PhD student, if you have held several jobs (relevant jobs) prior to graduation, or if you have been involved in research which has been published in several places.

## Register: Create Account AND Register

- Create your account on CareerEco: <https://www.careereco.com/>
  - Use your name as you want companies to see it
  - Use your ASU email address, to reinforce that you are an ASU student
- Review the tutorial and materials provided on CareerEco's site
- Upload your résumé
- Register for the fair(s) you are attending

Name: Be sure to use a consistent name – sound silly? Make it easy for companies to find you – be careful with nicknames, using middle names, hyphenated names, ... Your name should match the name on your résumé.

Some students may be attending multiple career fairs and need to register multiple times.

## Tips: Uploading Your Résumé

- Name your résumé and supplemental materials something logical and identifiable:
  - "Resume.pdf" = Bad
  - "Megan Alvarez Aerospace Engineering internship resume.pdf" = Good



**Tip: *Upload your résumé early – well before the fair!***

Make it easy for employers to find you.

Often when they pull resumes, it gives them a cover page listing the resumes by title.

Upload your resume early – some employers will be looking to contact students BEFORE the fair. Employers can see your information as soon as you register.



## Prepare: How does this work?

- You will “enter” the employer’s “main room”
  - Some employers will also have private chat rooms (text and video)
- Be ready for:
  - Group chat
  - Private chat
  - Video chat

Sound simple? Let’s look at the details....



## Prepare: Tips For Chatting

- Before the career fair, type out and save:
  - **Your basic introduction**, to be customized per employer
  - **Answers** to common interview questions
  - **Questions** that you want to ask
- Use full sentences, proper spelling and grammar
- Have this open on your pc, in addition to your resume

## Prepare: How to Enter The Group Chat

- Read through the existing chat
- **Copy in your customized introduction** and a couple of questions ***all at once***, so it doesn't get separated by other attendees' chats:
  - "Hi, my name is <>, I am a <academic level> in <major>. I have experience in <2-3 skills that they would be interested in based on their postings or company mission>. I have uploaded my résumé to this site. I have also been to your website (and applied to <job title, posting #>) or/and I have questions about job and posting #s before I apply. Could you tell me more about <xxxx>?"

## Prepare: Be Ready To Interview

- Private chat:
  - Use your prepared questions and answers
- Video interview:
  - Be dressed in career fair attire
  - Check all systems: audio, webcam, background
  - Have your camera set up correctly:
    - Light source in front of you
    - Look into your camera

This is why you need to be brushing up on interviewing skills NOW. Don't risk impressing an employer, and then not being ready for the next step!

How do you do that? Let's take a look..

## Prepare: Typical Questions

- From the interviewer:
  - “Tell me about a class project that you worked on.”
  - Your answer:
    - “This semester, I am part of a team that is assessing <some cool thing>. We are using <some techniques> to identify <something>. Through this project, I have learned how to apply <...>, and how <this technique> differs from <something else>. In addition to performing some of the testing, I created the team schedule which accommodates team members who are both on campus and on-line.”
- From you, speaking to recruiter or interviewer:
  - “Can you tell me the plans for interviewing candidates for this role?”
- From you, speaking to interviewer:
  - “I see that this role has multiple locations. Can you tell me how candidates are assigned to the different locations?”
  - “Can you describe a typical day for someone in this role?”

This is why you need to be brushing up on interviewing skills NOW. Don't risk impressing an employer, and then not being ready for the next step!

How do you do that? Let's take a look...

# Learn about interviewing – yes, now

<https://career.engineering.asu.edu/resumesandresources/interviewing>

Interviews may be during the career fair, or shortly after



Note: in addition to the video chats during the event, we know some employers are setting up video interviews for the week of the career fairs.

Start learning, now, about what to expect and how to prepare yourself to shine.

See the link to the presentations on our website, or attend a webinar on this topic. You can find those webinar dates and times in Handshake.

## Research companies and positions: Apply

Who is coming?  
See Handshake

For CareerEco-  
hosted events: watch  
for companies to  
appear in CareerEco



**Tip: Apply *BEFORE* the Career Fair!**  
Find exact positions: Apply through Handshake,  
Company Website: both (if possible)

Find this information in Handshake: employers must register in Handshake first, before they are granted access in CareerEco. Their registration in CareerEco may not be updated immediately.

How do I apply? Look in Handshake, and then on company websites. If companies allow you to apply in Handshake, do it – it's a sign that they are filtering or only showing those positions to students at selected universities. Some companies may only have positions on company websites. If you see the job in both places, apply through both.



## Prepare: “At” The Career Fair

- Employers will post times they will be present (note time zone)
- Employers may be organized differently: options include:
  1. Fully staffed, all day of the fair
  2. Fully staffed, some times of the fair
  3. Various staffing, depending on time of the day
  4. Unstaffed: resume collection only

These events are new to most of the companies. We are asking for students to understand that – companies have had lots of years to get familiar with in-person fairs, but this is new for everyone. They might not: have built out their room, be fully staffed, familiar with the functionalities, or remember the event time zone.

The point here: in-person career fair experiences are pretty standard, company-to-company: there is a booth or table, and 1, 2, 3, ... company reps that you can see. Virtual event experiences will have more variation among the companies present.



## What happens after the fair? Depends...

*Collect résumés,  
answer a few  
questions, and  
plan to contact  
students later*

**Company plans will  
vary**

*Multiple representatives  
engage with students  
through private chats*

*Students contacted for  
in-depth interviews  
soon after the career  
fair*

This is why you ask about the plans for this position.

# Don't forget about Handshake

- Complete your profile
- Add photo
- Make profile “visible”
- Upload résumé and make “visible”

The screenshot shows a Handshake profile for Barbara Rose Haney, a student at Arizona State University. The profile is incomplete, with several key sections highlighted by red circles to indicate missing information:

- Profile Photo:** A red circle highlights the "Add Photo" button, indicating that no photo has been uploaded.
- My Journey:** A red circle highlights the "My Journey" section, which is currently empty. The text below it asks, "What are your passions about? What are you looking for in Handshake? What are your experiences or skills?"
- Profile Visibility:** A red circle highlights a notification that says "Your profile is hidden from employers," indicating that the profile is not visible to potential employers.
- Resume:** A red circle highlights the "Your profile is 35% complete" bar, indicating that the profile is missing significant information, likely including a resume.

The profile also lists education at Arizona State University (Masters in Chemical Engineering) and Purdue University (Bachelor's in Chemical Engineering), and work experience at Stryker Sustainability Solutions.

What's wrong with this profile?

- No photo
- My Journey: Missing a description of “what you are looking for” – not really “passion”: show off your professional you.
- Profile is hidden – employers can't find you

Note, employers may seek students in Handshake by searching for majors, keywords, and other criteria – and invite those students to networking events.

# SSEBE Career Fairs: Using Handshake

## Limited to specific majors and structured differently:

- Employers are able to host two types of sessions to interact with students:
  - Group Sessions: 30 minutes each; multiple students can attend
  - 1:1 Sessions: 10 minutes each; one student and one employer representative can attend

## You must register in Handshake to attend:

- Fill out your Handshake profile, *including school year, major, GPA, and work authorization*
- Check your Handshake Privacy settings:
  - Group sessions: must be set to 'Community'
  - 1:1 sessions: must be set to "Community" or "Employers"

← **Tip: you may want to reset these after these fairs finish**

## Sign up to meet with specific employers:

- Register for the overall event **AND** sign up for a group or 1:1 session before the specific session starts
- Employers have the option to set qualifications for 1:1 sessions: make sure your profile is accurate!

SSEBE will have their own career fairs this semester.

Student profiles must be completed and show appropriate degrees/majors to be able to register for these fairs.

To meet with employers:

Students must register AND sign up for group/1:1 sessions

Student profiles must be set as shown ("privacy settings") – if not, Handshake will prompt you to change the settings while you are registering.

More Information on these fairs:

Find on the fair description in Handshake

Information on this slide was sourced from:

From the fair descriptions and from Handshake's

<https://learn.joinhandshake.com/students/attending-a-virtual-career-fair-here-are-10-tips-you-need-to-know/>

## Additional Information

- **Handshake** <https://asu.joinhandshake.com/login>
  - Learn about career fairs, company information sessions and other career events
  - Apply to internships and jobs
  - Schedule an appointment with the career center
- **Fulton Schools Career Center website** <https://career.engineering.asu.edu/>
  - 24/7 access to presentations and tools
- **Optimal Résumé** <https://career.engineering.asu.edu/optimal-resume/>
  - Submit your résumé for review without an appointment
- **CareerSpot videos** <https://career.engineering.asu.edu/careerspots/>
  - Short videos from recruiters and career services for quick career topics
- **GoinGlobal** <https://career.engineering.asu.edu/goinglobal/>
  - Worldwide opportunities, visa petition history from US employers
- **InnerCircle** <https://innercircle.engineering.asu.edu/category/career/>
  - Weekly enewsletter about all things Fulton, including timely career topics and events
- **Fulton Career Center on Facebook** <https://www.facebook.com/fultoncareercenter/>
  - Featured events and opportunities

Here are some notes