

Get Ready for the Career Fairs Spring 2023

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.

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.

Spring 2023: Fairs, dates, and platforms

Fair	Dates	Platform	Links for Information
Fulton Schools of Engineering Career Fairs	Master's & PhD: Feb 14 Undergraduate: Feb 15 Poly: Feb 16	In person	
SSEBE Career Fairs	Civil/Env Engr: CM/CNE/CON Undergrad: CM/CNE/CON Grad:	In person	Distributed by SSEBE
Fulton Schools of Engineering Virtual Career Fair	March 24	CareerEco	https://www.careereco.com/User/Login
ASU-wide Virtual Career Fairs	Various	Various	https://asu.joinhandshake.com/career_fairs

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.

Today's goal: what you need to do, NOW

1. Résumé
2. Research companies
3. Apply
4. Learn about interviewing
5. Prepare to interact

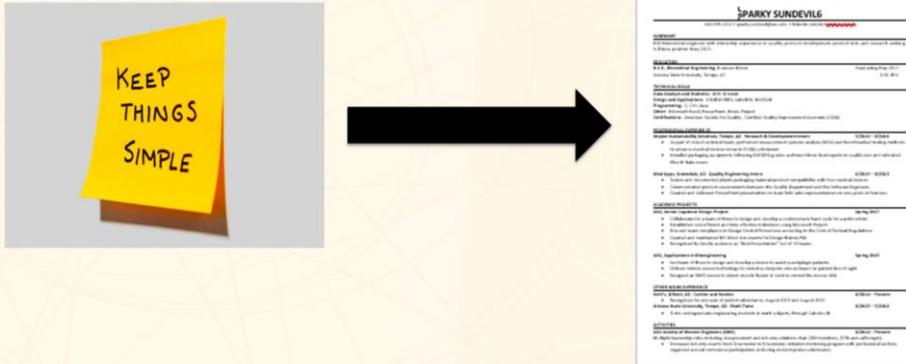


This is designed to be a fast and efficient survey of the things you need to do to be successful at the career fair. We will not cover any of the topics in detail. You can do all of these things, NOW – do not wait until just before or the day of the fair.

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 in person and via webinar. Also, our website has many of the presentations and other materials (<https://career.engineering.asu.edu/>).

Résumé: use the standard format

Résumé Example- Most companies expect this format



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.

1. 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.
2. Summary: ensure the reader knows what your main qualification is and what you are looking for.
3. 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. If you want to add Relevant Coursework, do it here.
4. 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.

5. 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.
6. Academic Experience or Academic Projects: show off experience applying skills. Remember that other students in that class did that same project.
7. 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.
8. 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.

Every year we look at best practices in developing a technical résumé . Some of the basics will never change, such as the need to use good grammar and to ensure your spelling is perfect. Also your résumé needs to be easy to read, it needs to look nice. It should definitely include the skills the reader (hiring leader) is seeking and has listed in the job description.

Samples and other tools

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

Find sample résumés here

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

**Watch the video 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: First-Second Year Student](#)

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

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

[Résumé Example: Experienced Engineer](#)

[WATCH](#) [Résumé Basics in 10 Minutes](#)

[Technical Résumé presentation](#)

Tip: Get a review of your résumé:

<https://skillsfirst.com/organizations/asu-engineering>

First thing: get your résumé ready.

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Don't forget about Handshake

- ❑ Complete your profile
- ❑ Add photo
- ❑ Make profile “visible”
- ❑ Upload résumé and “Feature on Profile” (make visible)

The screenshot shows a Handshake profile for Barbara Haney, a student at Arizona State University. The profile is 35% complete. Key elements highlighted with red circles include: the 'Add Photo' button, the 'My Journey' section which is missing a description, and a red warning message stating 'Your profile is hidden from employers'. The profile also lists education at Arizona State University (Masters, Chemical Engineering) and Purdue University (Bachelors, Industrial Engineering), and work experience at Stryker Sustainability Solutions.

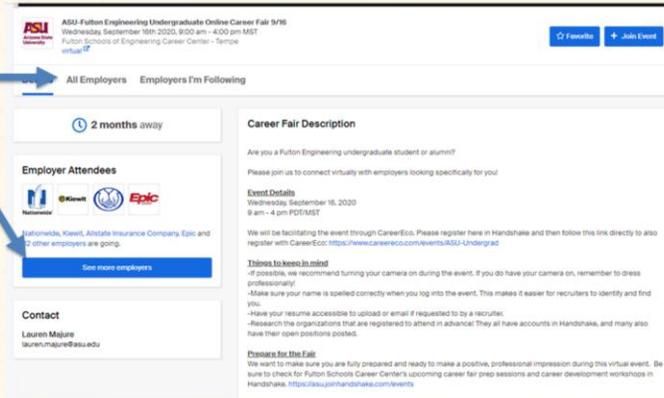
What's wrong with this profile?

- 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.

Research companies and positions

Who is coming?
see Handshake:
"Fairs"



ASU-Fulton Engineering Undergraduate Online Career Fair 9/16
Wednesday, September 16th 2020, 9:00 am - 4:00 pm MST
Fulton Schools of Engineering Career Center - Tampa
virtual

All Employers Employers I'm Following

2 months away

Employer Attendees

National Instruments Microsoft Epic
National Instruments, Microsoft, Altitude Insurance Company, Epic and 2 other employers are going.

See more employers

Contact
Lauren Majure
lauren.majure@asu.edu

Career Fair Description

Are you a Fulton Engineering undergraduate student or alumni?
Please join us to connect virtually with employers looking specifically for you!

Event Details
Wednesday, September 16, 2020
9 am - 4 pm PDT/MST

We will be facilitating the event through CareerEco. Please register here in Handshake and then follow this link directly to also register with CareerEco: <https://www.careerco.com/events/ASU-Undergrad>

Things to keep in mind

- If possible, we recommend turning your camera on during the event. If you do have your camera on, remember to dress professionally!
- Make sure your name is spelled correctly when you log into the event. This makes it easier for recruiters to identify and find you.
- Have your resume accessible to upload or email if requested to by a recruiter.
- Research the organizations that are registered to attend in advance! They all have accounts in Handshake, and many also have their open positions posted.

Prepare for the Fair

We want to make sure you are fully prepared and ready to make a positive, professional impression during this virtual event. Be sure to check for Fulton Schools Career Center's upcoming career fair prep sessions and career development workshops in Handshake. <https://asu.joinhandshake.com/events>



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.

Apply

- Apply to positions **BEFORE** the career fair



You want to go to the fair and be able to tell the company rep that you have applied to position “ABC, a ___ internship at the Dallas TX location”. Do not expect to be called for an interview without applying first. Don’t find positions listed? This is an indication that the company is not hiring this type NOW. Good to discuss this with the rep, as in, “I see that only internships are posted for your company now. Can you tell me when the full time positions for May graduates will be posted?”

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.

Prepare to interact: 2 goals



**#1: Present yourself:
confident, competent,
and enthusiastic**



**#2: Determine next steps:
the company's interview
plans**

Dress for the fair.

Drop backpack off.

Padfolio of resumes, job descriptions, and able to take notes.

Have resumes out.

Sample: "I have applied to position 3345, a development engineering internship at the Dallas TX location. As you can see, I have the project experience through my coursework that aligns with the desired qualifications for this position. Can I tell you more about my qualifications?"

Let the rep lead this part of the conversation.

Be prepared to ask questions about the company, job, location.

Ask about the plans for this position: Samples: "Will the company be interviewing on campus this semester?" "Are there other positions that I should apply to that are similar to this role?" "Are there any plans to open more positions (typical for internships) at this or other locations? How would I find out about those?"

Then thank the rep and move on – other students are waiting.

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>.

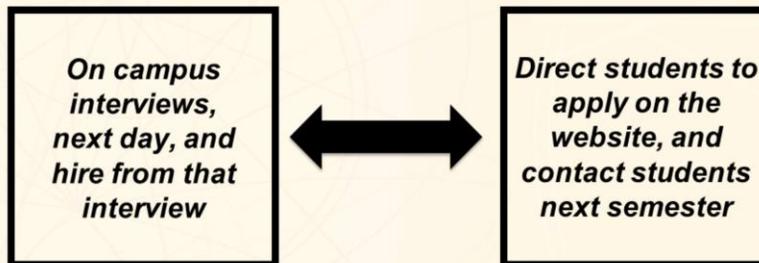
In addition to performing some of the testing, I created the team schedule which accommodates team members who are both on campus and on-line.”
- From you, speaking to interviewer:
 - “I see that this role has multiple locations. Can you tell me how candidates are assigned to the different locations?”
 - “Can you describe a typical day for someone in this role?”
- From you, speaking to recruiter or interviewer:
 - “Can you tell me the plans for interviewing candidates for 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...

What happens next? Depends...

Company processes differ widely:



This is why you ask about the plans for this position.
The role of the rep on campus differs in these scenarios.

What about virtual career fairs?

1. *Résumé*
2. *Register*
3. *Learn about the platform*
4. Research companies
5. Apply
6. Learn about interviewing
7. Prepare to interact



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Why virtual career fairs?

Companies want them

- Connect with on-campus and on-line students in one event
- Can put many reps on the platform at once
- Allows hiring managers to attend

More opportunities for students

- Less waiting = speak with more companies
- May speak with different company reps (not only recruiters)
- Use time before, between, and after classes

Why?

Companies want on-line career fairs. They love the in-person, but they also tell us they are fully committed to the virtual events.

They find all the students in one place

No restrictions – they can have many more reps at the fairs

No travel – hiring managers are more likely to attend themselves, in addition to HR reps

This means that you can speak with more companies at a virtual event than you might at an in-person fair.

Many times, we are broadcasting: “No waiting for Company A”

Students may end up talking to more company reps and may talk to the hiring manager

Use your time better – click in and out, no need to walk back and forth

Register and learn about the platform

- Create your account on CareerEco: <https://www.careereco.com/User/Login>
- Review the tutorial and materials provided on CareerEco's site
- Register for the fair(s) you are attending
 - *Use your name as you want companies to see it*

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: “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
 2. Various staffing levels, depending on time of the day
 3. 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.

Prepare: How does this work?

- You will “enter” the employer’s “main room”
 - Before the career fair, type out and save:
 - **Your basic introduction**, to be customized per employer
- Be ready for:
 - Group chat
 - Private chat
 - Video chat

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

Prepare: How to Enter The Group Chat

- Read through the existing chat (1-2 pages of it)
- **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

Video interview:

- Check all systems ahead of time: audio, webcam, background
- Have your camera set up correctly:
 - Light source in front of you
 - Look into your camera
- Be dressed in career fair attire

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...

Additional Information

- **Handshake** <https://asu.joinhandshake.com/login>
 - Learn about career fairs, company information sessions and other career events
 - Apply to internships and jobs
- **1:1 Appointments** <https://asu.joinhandshake.com/login>
 - Schedule an appointment with the career center staff or coaches
 - Click “Career Center” in upper right corner, and follow the prompts
- **Fulton Schools Career Center website** <https://career.engineering.asu.edu/>
 - 24/7 access to presentations and tools
- **SkillsFirst** <https://skillsfirst.com/organizations/asu-engineering>
 - Submit your résumé for review without an appointment

Here are some notes

SSEBE Career Fairs: Using Handshake

[Handshake's Student Guide to Attending a Virtual Fair](#)

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 in advance 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/>

Learn about interviewing – yes, now

Interviews
may be the
next day!

Fulton Schools of Engineering Career Center

The screenshot shows a navigation menu for the Fulton Schools of Engineering Career Center. The menu is organized into three columns. The first column, titled 'Pathways', lists options for exploring majors and careers, and pathways for first-year, sophomore, junior, and senior students. The second column, titled 'Career Planning', includes links for career plans, resumes, internships, portfolios, networking, and career fairs. The third column, titled 'Credit and Experience', provides information on internships and international student options. The 'Students' menu item is currently selected, and the 'Career Planning' and 'Interviewing & Negotiation' sub-items are highlighted.

Pathways	Career Planning	Credit and Experience
Explore Majors & Careers	Career Plan & Competencies	Got Internship? Need a Student Placement Agreement.
First Year 1st Semester Pathways	Résumés & Cover Letters	International Students
First Year 2nd Semester Pathways	Internship & Job Search	CPT/Pre-OPT Internships
Sophomore Pathways	Portfolios	
Junior Pathways	Networking & Mentorship	
Senior Pathways	Career Fair Student Info	
	Interviewing & Negotiation	

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Spend time now learning about how to interview.
You don't want to get that call on the evening of the career fair for an
interview the next day, and not know what to do/how to do/...

Research: companies and positions

Who is coming?
See Handshake

Career Fair information for students

Career Fair Preparation Resources

- [Prepare for the Fulton Schools Career Fair presentation](#) – Make a positive first impression and maximize your job fair experience.
- [Career Fair Preparation for 1st Year Students](#) – Why you should go.
- Use the [Career Fair Plus App](#) (iOS, Android, Weblink) to find the company booth locations.
- Log into [Handshake](#) to see which employers are coming – filter by career fair session to see the daily employer list.
- View [Spring 2019](#) and [Fall 2019](#) Fulton Schools Career Fairs employers.

Find this information in Handshake.

Be attentive about WHICH fair and WHAT hours you can attend (see the matrix here: <https://career.engineering.asu.edu/career-fair-student-info/>).

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.

Too early to see the list? See who came last year – good probability that they will attend again, or are hiring.