How to be Successful at Education Career Expo

PRESENTED BY THE:
CAREER SERVICES CENTER
Purpose of Education Career Expo

- To make initial job search contacts
- To explore career interests
- To gather employer information
- To follow-up on job leads/contacts and...
- NETWORK
Three Types of Job Fair Interviews

- **Screening Interview**
  - 2-3 minutes
  - (30 second elevator pitch)

- **Mini Interview**
  - 5-10 minutes

- **Full Interview**
  - 20-30 minutes
People Behind the Tables

- HR Professionals vs. Hiring Managers?

- Do they stand in front of the table or at their booth? Or behind?

- Do they smile and act comfortable with their role? Or not?
Prior to Education Career Expo

- Develop a strong resume
- Coordinate your attire
- Review skills and strengths
- Research the districts attending the fair
- Develop your 30 second elevator pitch
- Pre-register through Mules4Hire to ensure you have a printed nametag ready for pick up at the event
What to Wear

- Conservative, professional attire
- Pressed
- Well-groomed
What to Take to Education Career Expo

- Good handshake, smile and good eye contact
- Pen/pencil and paper
- Copies of your resume
- Carry a folder or portfolio to hold your materials
- Business cards
- Your introductions
  ○ (30 second elevator pitch)
What to do When You Arrive

- Get in line (if pre-registered, get in pre-registered line)
- Sign in
- Collect handouts
- Review the list of employers
- Broaden your focus and include many types of districts
Total Tables Needed (6 additional tables plus 102 = 108) as of 3/26/13

Need Electricity: (12)

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Make the Most of Education Career Expo

- Be aware of time demands on school districts
- Introduce yourself
- Be direct. If you are job seeking, state the type of position in which you are interested
- Ask for employers’ business cards for follow-up discussions/correspondence
What to Learn from Employers

- Employment and/or hiring trends
- Skills necessary for different jobs
- Current/future openings
- Salary, benefits, training and other information about the organization
- Who to contact for follow-up discussions
What Employers May Want to Learn About You

• Specific career/job objectives
• Individual strengths and weaknesses
• Contributions you will make to the district
• Additional skills that could enhance your candidacy
30 Second Elevator Pitch

- **Confidence**: Personality, appearance and competencies
- **Preparation**: Always be ready
- **Research**: Know your audience
- **Delivery**: Concrete, important and actionable
- **Speed**
- **Follow-up**
Example of 30 Second Introduction

“Hi (shaking hands), my name is Shelley Schoolhouse (pause briefly for the other person to return their introduction).”

Question 1:
Tell me about yourself.

Ok, now the clock is ticking. You have 30 seconds...
“I will be receiving my BSE degree in May from the University of Central Missouri and will be certified in K-12 Physical Education. I am currently doing my student teaching in the Warrensburg R-VI school district. This past fall, I substituted in the Knob Noster district. I’m currently seeking a teaching position in the Kansas City area for the 2016-2017 school year, which is why I wanted to talk with you today.”
During Education Career Expo

- Introduce yourself and shake hands
- Ask intelligent questions
- Focus on what you can offer
- Leave your resume and card with each representative
- Be prepared to answer questions about your web presence
What to Take Away from Education Career Expo

- Business cards from the recruiters you met
- Information about the districts you contacted
- Better sense of career options
- Self-confidence in interacting with employer representatives
- Understanding of “Next Steps”
What is Next?

- Take notes
- Follow up on promises
- Send thank you notes
DO NOT...

- Take children
- Take food/drink
- Come the last half hour of the event
- Skirt the GPA issue
- Ask personal questions of recruiter
- Stand in line to talk to a recruiter
- Wing-it
- Ask questions you should have researched
Questions