

Thank you for registering for the **Government & Nonprofit Career Fair**. Below you will find key details to help you prepare for a successful Fair.

Location & Directions: [U of M, Coffman Memorial Union](#) (short walk from Augsburg)

Time: 10:00 a.m. -3:00 p.m. (stop by and stay for as long as you like)

Register at the U of M, Coffman Memorial Union

Preparation

- **Clarify your goals.** Know why the Career Fair can benefit you. (Are you looking for information to explore organizations and positions? Are you looking for a full-time job or internship?) What do you hope to accomplish at the event?
- **Do your research.** Review the [list of employers](#) and make a prioritized list of those employers you are most interested in. Learn which positions they are hiring for, and go online to their websites to learn more about their organization and work. Jot down any specific questions you want to ask each employer.
- **Prepare a resume.** Not all employers will be accepting resumes, however, it is always a good idea to be prepared. Come to our Career Quick Stop hours Tuesdays and 1:00-2:30 am or Fridays 10:00-11:30 am to have your resume reviewed by Strommen Center staff.
- **Prepare your elevator pitch.** This [30 second to one-minute introduction](#) will help you connect with employers and demonstrate your knowledge of the organization and to express your interest in them. Think about how your education or experience relates to the organization's needs. Here is a simple formula for creating your own pitch:
 - Brainstorm about your audience
 - Share who you are
 - What you offer – a unique skill or strength
 - What you are looking for – a skill you hope to develop or impact you wish to have
 - *Example: “Hi, I’m Auggie Eagle, and I am the mascot at Augsburg College. I have experience motivating and engaging people at athletic events and am now looking for an opportunity to build my communication skills in non-athletic situations through an internship with Alumni Relations at Augsburg College.”*
- **Prepare questions.** Think of questions you would like to ask the employer. For example: What skills and abilities are most valued in your company? What is the work environment like? Do you hire summer interns? What advice do you have for me as someone interested in this career field?
- **Plan your attire.** Dress professionally and try on your planned outfit to ensure it fits, is clean and pressed, and that it makes you feel confident in greeting employers.
- **Plan what you will bring.** Resume, notebook, pens, snacks, water bottle, etc.

At the Fair

- **Dress professionally.** You can see examples of appropriate dress in the video spots here: <http://www.augsburg.edu/strommen/interviewing/>
- **Warm up.** Career fairs can be intimidating. Don't run right over to your top pick employer right away. Give yourself some time to get acquainted with the room and try your elevator pitch on a different employer first to get warmed up.
- **Make a good first impression.** Maintain good eye contact, shake hands firmly (if culturally appropriate) and speak clearly and concisely.
- **Show your interest.** Show enthusiasm and interest by asking pertinent questions about the position or organization.
- **Interact with employers.** Greet employers on your own, not with friends. Present an organized and targeted resume, if requested or if they are interested. Don't hesitate to approach a representative or join a group already in progress. Feel free to take notes.
- **Plan for follow-up.** Request business cards from employers so you can follow-up with them or send thank you emails to let them know how much you enjoyed talking with them at the Fair. Do not wait for them to contact you!
- **If you feel stuck, ask for help.** If you get nervous or need help along the way, find one of the many career coaches and volunteers who are there to help you with on the spot coaching and support.
- **Have fun and enjoy the experience!**

Follow-up

- **Know how to follow up.** Take the initiative for effective, timely and appropriate follow-up. When you ask for the employer's business card, ask them how they prefer you follow up. Plan the time in your schedule to make sure this happens.
- **Consider sending a thank you note.** If you have received any special information or attention, send an email or mailed [thank you note!](#) You can send via email, mail, or both.
- **Apply.** If there are specific positions you are interested in as a result of the Fair, be sure to follow the employer's advice about how to apply and get your materials submitted.

Most importantly, have fun. Greet everyone with a smile and a firm handshake, and meet as many people as possible. Plan your time beforehand so you can connect with as many prospective employers as possible.

If you have questions, please email careers@augsbu.edu or call 612-330-1148