

# Preparing for the 2014 MN Private College & Internship Job Fair



**STROMMEN CENTER FOR MEANINGFUL WORK  
CAREER & INTERNSHIP SERVICES**

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**Spring 2014**

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# Agenda for today:



1. Job Fair Overview
2. What to expect
3. Tips →
  - Before the Fair
  - During the Fair
  - After the Fair
4. Logistics
5. Questions?



# Job Fair Overview



**Wednesday, February 19**

**9:00 a.m. to 3:00 p.m.**

**Minneapolis Convention Center**

*More than 150 employers!*

*Open to sophomores, juniors,  
seniors and December grads.*



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# WHAT TO EXPECT



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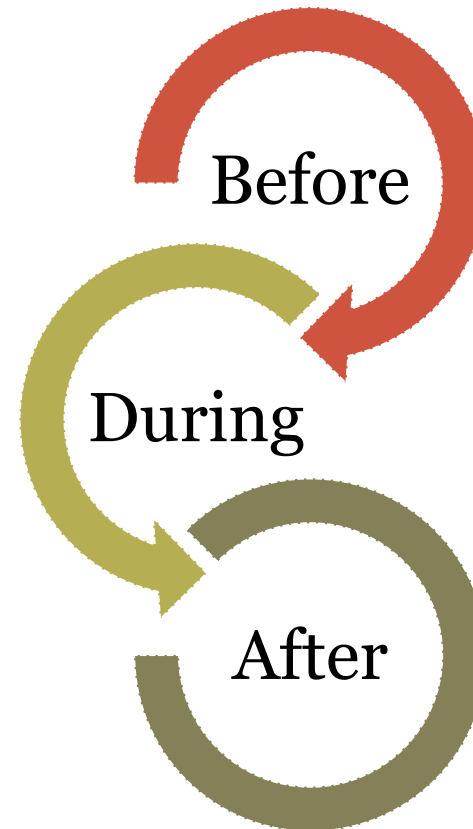
What did you notice in the video?

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## Insider Tips...

The key to a  
successful Fair?  
**Preparation.**



**... the Fair**

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# Before the Fair



## The basics:

- Register – [online](#), \$10 fee.
- Attend a Prep Session – CHECK!
- Upload your resume to the [Job Fair website](#).
  - We *strongly* advise you to have your resume reviewed during Career Quick Stop hours before you submit.

# Before the Fair



## **Stand out by:**

- Clarifying your goals.
- Doing your research.
- Preparing your elevator pitch.
- Preparing questions to ask employers.
- Planning your attire.
- Thinking about what you will bring.



# Researching employers



HOW WOULD YOU DO THIS?

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# Researching employers:



1. Use the Job Fair website to see who is coming.
2. See what open positions they have.
3. Go to the company website to explore.
4. Visit the company career page online.
5. Check out Linked In.
6. Google them.
7. Then Google and filter to see their News stories too.
8. Make notes to stay organized.

# Preparing your Elevator Pitch



SEE HANDOUT FOR EXAMPLE, OR:

HOW TO VIDEO  
EXAMPLE PITCH

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# Prepare your Questions



**WHAT INFORMATION DO YOU WANT TO  
GATHER FROM EMPLOYERS?**

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# Questions for Employers:



## DO

- I read online that XX... can you tell me a bit more about that?

## DON'T

- What does your company do?

# Questions for Employers:



## DO

- What qualities do you seek in ideal candidates for this position?

## DON'T

- How much does this job pay?
- What jobs do you have?

# Questions for Employers:



## DO

- I am looking for a position that will enable me to grow my skills in XX and XX. What professional development opportunities are available at here?

## DON'T

- Miss out on asking in-depth questions that demonstrate skills and interest in the organization or position.
- Stammer with ill-prepared questions.
- Share your weaknesses.

In summary...



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# Plan your attire.



**AVOID OBVIOUS MISTAKES WITH ATTIRE!**

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# Men



- Key tips:
  - Consider culture and personal style in your choices.
  - Suit, tie, and dress shirt OR dress slacks and shirt.
  - Iron, dry clean, and shine your gear.
  - Socks match pants.
  - Shoes match belt.
  - Keep your colors low-key – navy suit, white or light blue shirts, mellow ties.
  - Haircut, shave, scent.

- Video advice:



# Women



- Key tips:
  - Consider culture and personal style in your choices.
  - Make sure things are clean and pressed.
  - Suit – skirt or pants fine.
  - Blouse, shirt, or shell that gives you good coverage.
  - Limit shoes to 2” heels.
  - Keep accessories, hair and makeup simple.
  - When in doubt, lean towards what is simple and conservative.

- Video advice:



## Caution/Disclaimer:

- Meant for military women
- Suggests being “feminine”
- Extra complexity for women

# Summary



- Clean, pressed, and well-fitting.
- Professional – in doubt? Go simple & conservative.
- Sensible – lots of walking involved.

Your attire should help the employer focus on **you** – avoid anything that could distract from your message.

# Plan what you will bring.



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# Some ideas:



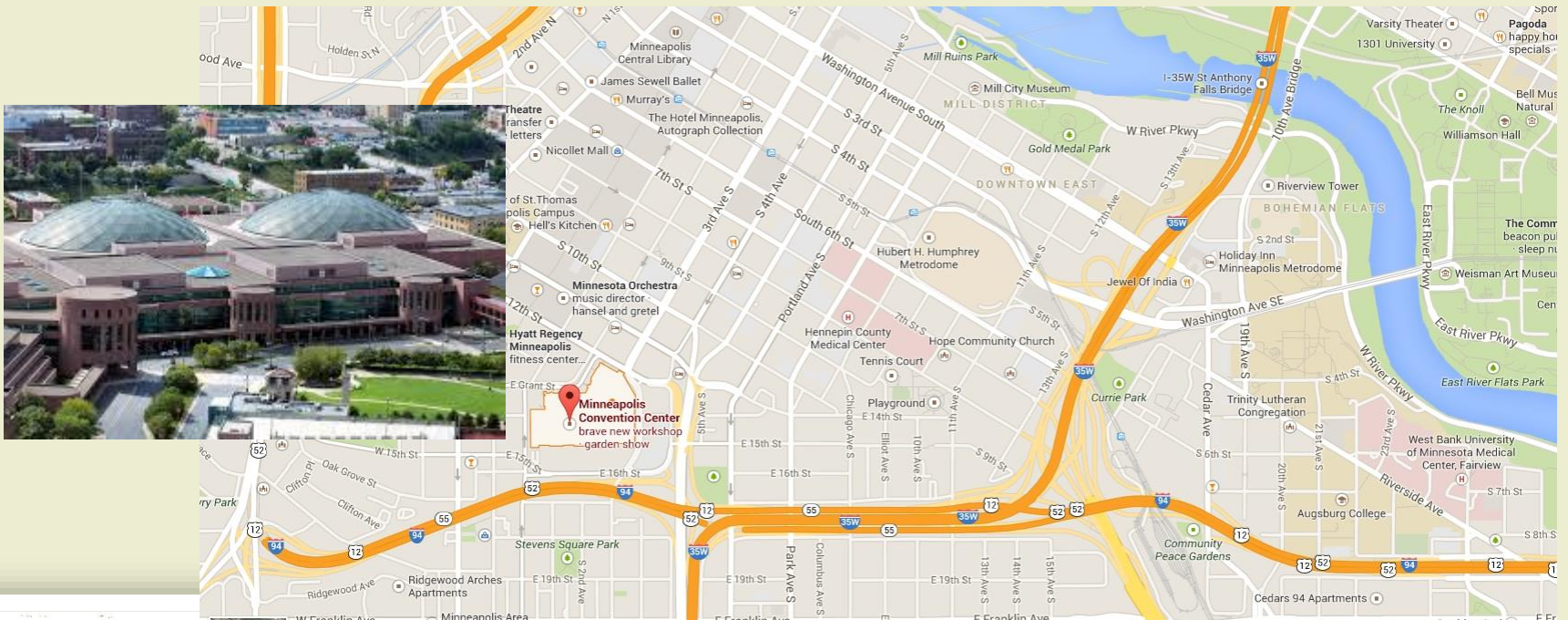
- Identification
- Directions
- Updated copies of resume
- Notebook
- Pens
- Snacks/water
- Money for lunch, parking, etc.
- Avoid bulky backpacks.

*There will be a coat check, but leave valuables at home.*

# During the Fair



1. Know where to go, when to arrive.
  - ✦ Location: Minneapolis Convention Center
  - ✦ Transportation, parking (\$10-15), etc.



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# During the Fair



1. Know where to go, when to arrive.
  - ✦ Location: Minneapolis Convention Center
  - ✦ Transportation, parking, etc.
2. Check in at the Augsburg College table.
3. Have confidence interacting with employers.
  - ✦ Begin with employer who is not your favorite.
  - ✦ Greetings/handshakes.
  - ✦ Engage in conversation that demonstrates your strengths.
  - ✦ Be prepared for follow-up – get business cards, leave resumes, etc.
4. Keep good notes to make follow-up easy.



# After the Fair



1. Plan time to follow-up with employers.
  - ✦ Send thank you notes
  - ✦ Email copies of your resume
  - ✦ Request follow-up meetings
  - ✦ Apply for positions
  
2. Keep the momentum going.
  - ✦ Schedule career coaching appointment
  - ✦ Reflect on accomplishments and progress towards goals
  - ✦ Determine next steps – this was just one part of your job search



MINNESOTA'S PRIVATE COLLEGES

## Minnesota's Private Colleges Job & Internship Fair Wednesday & Thursday, February 19 & 20, 2014

[MPCC Home](#) [Job Fair Home](#) [Career Centers](#) [Students Menu](#) [Employers Menu](#) [Employers Login](#)

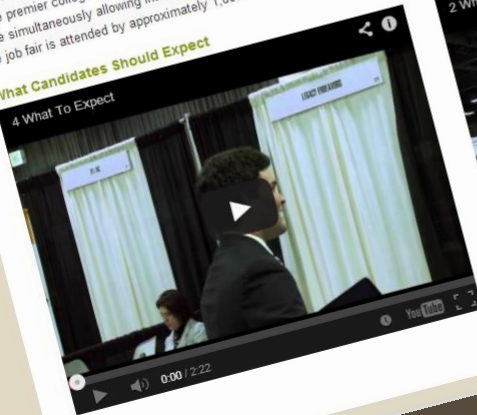
February 19 & 20, 2014  
9:00 am - 3:00 pm  
Minneapolis Convention Center, Minneapolis, Minnesota

This website is provided by a consortium of the Minnesota Private College Career Services Offices. It is intended exclusively for undergraduates from Minnesota's Private Colleges and employers interested in this group of candidates. (Alumni are encouraged to contact their alumni or career office for information about career services.)

For the 37th year, Minnesota's Private Colleges will host the annual JOB AND INTERNSHIP FAIR on February 19 and February 20 which stands out as one of the premier college/employer partnerships in the country. This Fair allows employers and candidates to meet at the booths from 9:00 a.m. to 3:00 p.m. while simultaneously allowing interviewing for either job or internship candidates until 5:00 p.m. The second day of the Fair will be exclusively for interviews. The job fair is attended by approximately 1,800 candidates.

### What Candidates Should Expect

#### 4 What To Expect



### What Employers Expect

#### 2 What Employers Expect



# MINNESOTA PRIVATE COLLEGE JOB & INTERNSHIP FAIR WEBSITE:

February 19, 2014  
Wednesday

<http://www.mnpcfair.org/>

# Questions?



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*Visit us!*

Location: 100 Christensen

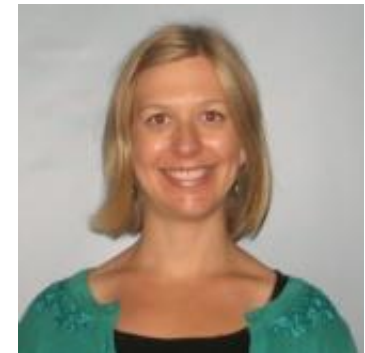
Hours: M-Th: 8:30 a.m. to 5:00 p.m. (Fridays closed at 4)

Appointments: 612-330-1148 or stop in

### **Career Quick Stop Hours:**

Tuesdays: 1:00-2:30 p.m.

Wednesdays: 10:00-11:30 a.m.



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# THANK YOU!



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