

Preparing for the Fall 2015 Career & Internship Fair



AUGSBURG COLLEGE

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

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Learning Objectives:



As a result of this Prep Session, students will....

- Be able to locate Career and Internship Fair information and preparation resources on the Strommen Center Website
- Be able to identify at least one cultural norm around professionalism within the U.S.
- Feel more confident with their ability to successfully interact with employers at the Career and Internship Fair

Agenda for today:



1. Career and Internship Fair Overview
2. What to expect
3. Tips →
 - Before the Fair
 - During the Fair
 - After the Fair
4. Logistics
5. Upcoming Events
6. Questions?



Career and Internship Fair Overview



Thursday, September 24th

3:00 to 6:00 p.m.

**Augsburg College, Oren Gateway
Center Lobby**

More than 20 employers!

*Open to all Augsburg students
(including Graduate students).*

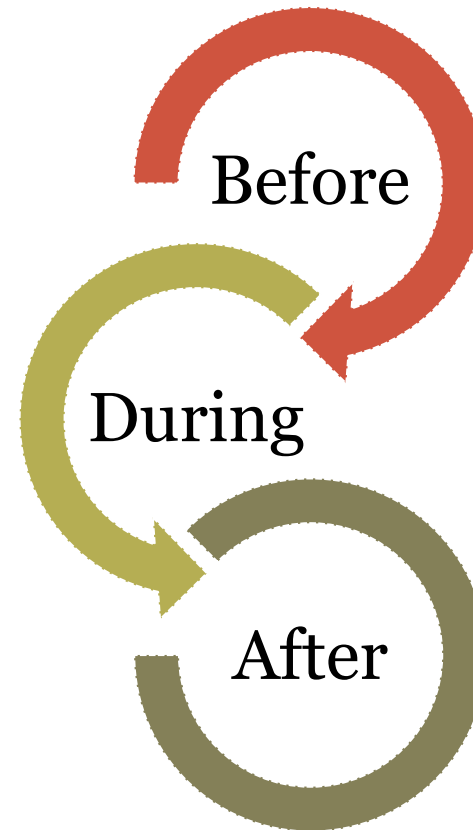


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Insider Tips...

The key to a
successful Fair?
Preparation.



... the Fair

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Before the Fair



The basics:

- Register – online, FREE.
- Attend a Prep Session – CHECK!
- Prepare your resume.
 - We *strongly* advise you to have your resume reviewed during Career Quick Stop hours before the fair.

Before the Fair



Stand out by:

- Clarifying your goals.
- Making a list of your top employers.
- 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. Access the Career and Internship Fair webpage 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. Use our Employer Research Tip Sheet to make notes and stay organized.

Preparing your Elevator Pitch



MAKING A GOOD IMPRESSION!

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Elevator Pitch



- 10-15 second introduction explaining...
 - **Who you are** (Major, School, Career Interests, etc.)
 - **What you have to offer** (Unique and relevant skill or strength)
 - **What you are looking for** (A skill you hope to develop or something that interests you about the employer)
- **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”*

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 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.



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Attire



- Clean, pressed, and well-fitting.
- Professional – in doubt? Go simple & conservative.
- Sensible – lots of walking involved.
- Consider culture and personal style in your choices.

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

Examples



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Avoid...

Dirty, wrinkled, stained clothes.

Too much skin.

Awkward or uncomfortable fit (you want to avoid pulling or tugging at clothes, fidgeting, etc).

Backpacks and bulky bags.

Inappropriate clothes that makes them question your competence.

Perfume/loud jewelry, excessive makeup.

Shirts/ties that are too bold

Skirts that are too short, heels that are too tall.



Attire Resources



- Affordable Dress Clothes:

- JCPenny
- Sears
- TJ Maxx
- Marshalls
- Herbergers
- Target
- Savers
- ARC Value Village
- Goodwill

- Visit our Website for more examples:

<http://www.augsburg.edu/strommen/career-preparation/interviewing/>

- Follow us on Pinterest for more ideas!

<https://www.pinterest.com/auggiecareers/dress-for-success/>

Plan what you will bring.



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Some ideas:



- 20 copies of a **well-prepared** resume
- Notebook or Padfolio
- Pens



During the Fair



1. Know where to go, when to arrive.
 - ✦ Location: Augsburg College, Oren Gateway Center Lobby
2. Have confidence interacting with employers.
 - ✦ Begin with employers that are not your favorite.
 - ✦ Greetings/handshakes.
 - ✦ Engage in conversation that demonstrates your strengths.
 - ✦ Be prepared for follow-up – get business cards, leave resumes, etc.
3. 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
 - ✦ Update LinkedIn and add professional contacts

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

Additional Career and Internship Fair Resources



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Visit the Strommen Career and Internship Fair Website for more helpful tips:



<http://www.augsburg.edu/strommen/2015/08/25/fall-2015-career-internship-fair/>

STROMMEN CENTER FOR MEANINGFUL WORK

Strommen Center
612-330-1148
careers@augsb.org

News and Events

FALL 2015 CAREER & INTERNSHIP FAIR

Posted on August 25, 2015 by heler



WHEN IS THE FAIR

Thursday, September 24, 2015
3:00-6:00 pm *You do NOT need to attend the entire time*
Augsburg College, Oren Gateway Center Lobby

[REGISTER NOW](#)

WHY IS THE FAIR IN THE FALL?

Many larger organizations will do their recruiting for Summer 2016 interns and entry-level positions in the Fall of 2015. While this may seem early to many students, this is the timeline that these larger organizations follow. Therefore, we are holding a Fall Career & Internship Fair in the Fall so that Augsburg students can compete for these highly desired positions. Should you wait until Spring of your senior year to apply for such positions, you may miss many deadlines. It's important for all Augsburg students graduating in Winter or Spring of 2016 to be "on the ball in the Fall" of 2015. Start early and you will have more opportunities after graduation!

WHY ATTEND THE FAIR

- Land an internship or full-time position. Many employers hire summer 2016 interns and entry-level positions starting in the Fall of 2015.
- Explore opportunities in a variety of industries and majors.
- Meet recruiters from over 20+ participating organizations and companies.
- FREE to all students at Augsburg College.

STEPS FOR PARTICIPATING

- [Register](#)
- Have 20 copies of a well-prepared resume
- Attend a preo session

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[FALL MAJOR/CAREER
EXPLORATION SERIES](#)

[2015 CAREER & INTERNSHIP
FAIR](#)

[VIRTUAL GRADUATE AND
PROFESSIONAL SCHOOL
FAIR](#)



Friday, September
18th

9 a.m. to 2:30 p.m.

*Strommen Center for
Meaningful Work*

Have any last questions or
concerns?

Stop by our Career and
Internship Fair Drop-in
Hours to make sure you
have all the finishing
touches in place and are
ready to go! Career
coaches will be on hand to
answer questions.

Last Chance Resume Glance



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FALL 2015 MAJOR/CAREER EXPLORATION SERIES

Career and Internship Services, in partnership with URGO, is introducing a new pilot program designed to help students explore majors and careers by academic discipline.



SERIES SCHEDULE

Professional Studies Week

September 21–25

Fine Arts and Humanities Week

September 28–October 2

Natural and Social Sciences Week

October 5–9

Pre-Health Week

October 12–16

Undecided and Exploratory Students Week

October 19–23

Week's event schedule at
augsborg.edu/strommen

CLAIR AND GLADYS
STROMMEN
Center for Meaningful Work

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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 by the front desk

Career Quick Stop Hours:
Tuesdays and Wednesdays:
2:30-4:00 p.m.

Questions? Email: Careers@Augsburg.edu or
Visit: <http://www.augsburg.edu/strommen/2015/08/25/fall-2015-career-internship-fair/>

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Questions?



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