

Career Fair Preparation on Student's Level of Confidence

DeVoneia Jordan
Career Counselor



Introduction

According to theorists, such as Frank Parsons and Donald E. Super, self-knowledge has been hailed as an absolute prerequisite to informed exploration and choice of occupations, majors and jobs.

This study explored confidence level of the students who attended the Spring 2019 Career Fair. According to studies, confidence plays a major role in the job search process. Confidence showcases a student leadership ability, knowledge skills, and abilities to an employer.

170 employers showcased their job opportunities to Cal Poly Pomona students.



Method

Student attendees were surveyed via mobile iPad stations. The Career Center Peer Advisors roamed the fair, randomly, asking student participants if they could complete a survey with a 7-point Likert Scale.

A total of **75** respondents completed the survey.

The data was captured by CampusLabs and Handshake.



Develop a Career Readiness Model that Provides Students with Early and On-going Opportunities to Engage with Alumni, the Community, and Industry Leaders

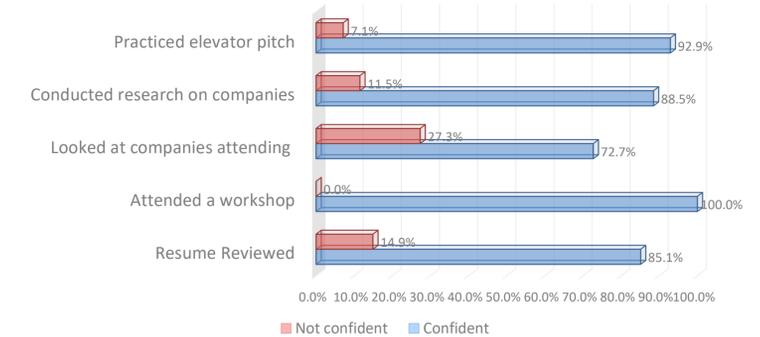
For more information please contact the
Cal Poly Pomona Career Center @ 909-869-2330



Results

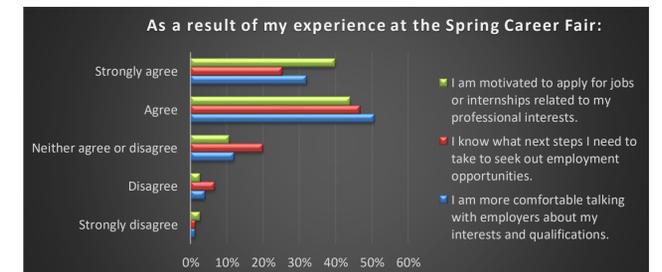
82% of student who responded to the survey, indicated feeling confident in their abilities to navigate the career fair. Of those students, 93% indicated having prepared for the Career Fair. Those who did not complete any planning for the career fair, only 50% felt confident in speaking with employers. The correlation between preparation and confidence is evident. Chart below shows correlations between confidence levels based on the different activities measured.

Career Fair Preparation influence on Confidence



Students seeking to "Find a Full-time job" had the least amount of confidence, 71.8%. This may be because they had the most on the line regarding the outcomes of the career fair. Students who indicated that they were there to "Network with Employers" displayed the highest confidence of 88.9%. This 24% decrease in confidence can negatively impact the job seekers performance and career outcomes at major career events.

Overall, students who attended the Career Fair gained confidence on their abilities for career exploration.



Discussion

While a career fair can be overwhelming for students, those with the confidence in the knowledge, skills, and abilities are able to successfully navigate the event, making greater connections and leading to better job outcomes. Engaging in a variety of career preparation methods is essential for student success at large scale career events.

Students who were the most prepared for the event were in the subset of students seeking a full-time position, however, this group showed the least amount of confidence. The Career Center will explore ways to support students in gaining confidence in the job search process. Future plans are to engage students early and often, so that students can build their networks, and understand the mechanics of the event. Having this background will help students when they have it all on the line, a full-time job post-graduation, to approach the fair with full confidence, knowing that they have the right preparation, knowledge, skills and abilities to be successful in obtaining their career of choice