



CAREER SERVICES
Jobs | Internships | Events | Resources

UA CAREER SERVICES 101: University Career Fairs



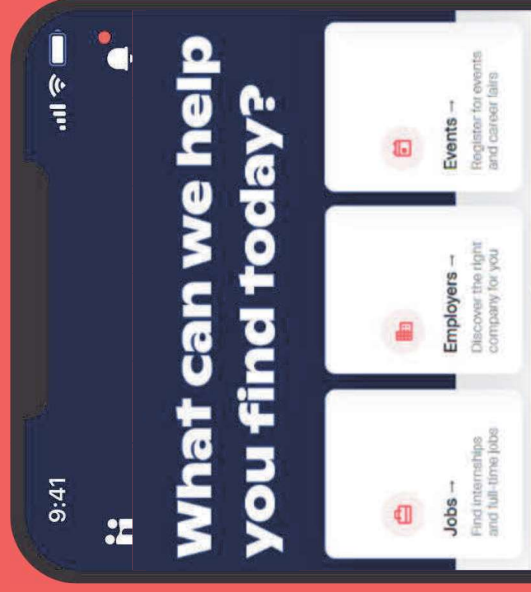
Events and Programming

All 3 campuses host a range of career development programming and events, including career fairs.

We use Handshake to communicate with employers and for event registration.



Using Handshake



Handshake is the UA system's career management platform for students and alumni.

With their Handshake account, UA students can:

- Search for and apply to hundreds of posted jobs & internships
- Network directly with employers
- Register for career fairs & events

**Connect with UA on Handshake at:
alaska.joinhandshake.com**

Meet Our Teams



Holly Johanknecht
Director of Career
Services - UAA



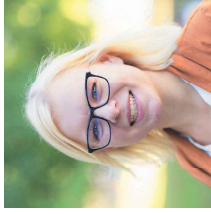
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Events & Programming



CAREER SERVICES

University of Alaska Fairbanks



**Fall & Spring
Career Fairs**



**Accounting
Recruitment Week**



**Career
Workshops**



**Classroom
Visits**

Career Fairs

UAF

FALL CAREER FAIR

- Thursday, October 12, 2023
- Registration opens late August
- Notice of registration goes out on Handshake
- 2023 sold out in a week!

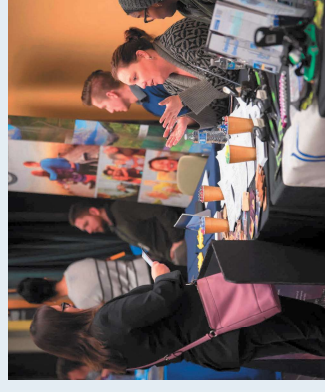
SPRING CAREER FAIR

- Week of February 19th - 2 days (divided by major)
- Registration opens EARLY January
- 2022 sold out quickly!

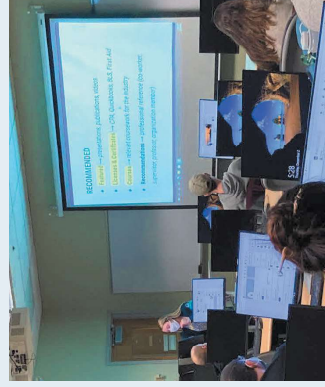
Events & Programming



**Fall & Spring
Career Fairs**



**Accounting
Recruitment Week**



**Workshops &
Classroom Visits**



**Collaborative
Programming**

Career Fairs

UAA

FALL CAREER FAIR

- Tuesday, October 24, 2023
- Registration opens late August
- Notice of registration goes out on Handshake
- 2023 sold out in 4 days!

SPRING CAREER FAIR

- First week of March - 2 days (divided by major)
- Registration opens in EARLY January
- Notice of registration goes out on Handshake
- 2022 sold out quickly!

Events & Programming



Fall Campus Kickoff



Student Job & Spring Career Fairs



Career Workshops



Classroom Presentations

Career Fairs

UAS

SPRING CAREER FAIR

- Last week of February
- Registration opens
EARLY January
- Notice of registration
goes out on Handshake
- Limited space so early
registration is important!

UA Career Fairs - Who to Expect?



ALL Students and Alumni are Welcome!

We invite students from Freshman to Senior and Alumni to participate in the career fair. This means you may be meeting with students who aren't ready to apply for a job yet.

Why do we do this?

1. We are building campus cultures of career development.
2. Opportunity for students to research career field and opportunities.
3. Building brand awareness for employers.
4. The hiring pipeline begins early - job shadowing, internships, mentorship relationships are critical!

Career Fairs Best Practices for Employers



Keep Handshake Profile Up to Date

Handshake is how we communicate with you - make sure our emails are going to the right person. Update your contacts with staff changes.

Handshake is how students research employers before the fair! Make sure your profile is sending the right message to students.

Post Jobs Ahead of Fair Dates

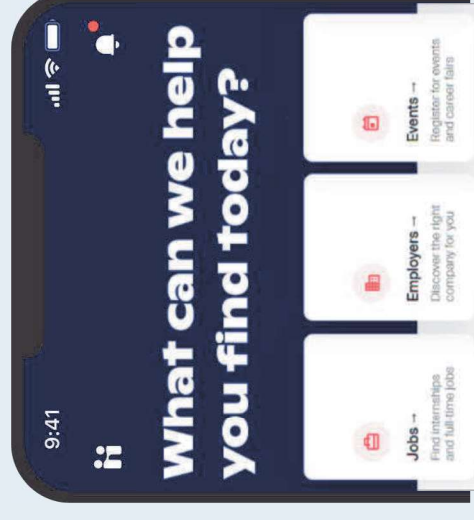
Students are researching employers and jobs. Make sure you have your open positions posted BEFORE the fair so students can get excited about your company and your jobs.

- Students are more likely to come to the fair and visit your table if you have positions posted, make it worth their time to come talk to you.
- Take the time to revisit your position descriptions - look at them from the perspective of a student or recent graduate. Are they searchable? Are they attractive?

Use Handshake to Connect

Build relationships before the fair -
search for students on Handshake
and reach out to them.

Let students know you are coming to
the career fair and invite them to
meet with you!



Think About Fair Display and Brand Recognition

What does your table display look like - what can students learn about your company and careers just by looking at your table?

Do you have brand recognition? If not, how can you help students understand your company's careers, mission, and values?

Are you open to internships, mentorship, and job shadowing? If so, make it clear to students - start building your hiring pipeline now.

What do your employees need to know about your company and careers to successfully staff the table?

TOP TIP: Make it EASY for Students

Easy to identify what your company is doing at the fair - who are you trying to hire?

Easy to find and apply for open positions - posted on Handshake and/or a QR code.

Easy to learn more about your company, its culture, mission and values - prepare your employees.

Easy to follow up with you after the fair
- identify best way to communicate and commit to being responsive.

Easy to approach your table - be welcoming and engaging!

Any questions?



Contact Us

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