



 MINNESOTA STATE UNIVERSITY MANKATO

A Maverick's Guide to Success

at
Minnesota State Mankato
Career Fairs and Events



A Maverick's Guide to Success at Minnesota State Mankato Career Fairs and Events

Career Development Center
Minnesota State University, Mankato
209 Wigley Administration Center Mankato, MN 56001
507-389-6061
www.mnsu.edu/cdc



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Have you attended any Career Fairs and Events?



Lol, not yet



That's OK the Career Development Center is here to help



OK great. What do I need to know?

Start by reading this booklet



OK then what?

Go to MavJobs.com and check your emails from the CDC



OK what if I still have questions?

Come to the CDC and we will help you get prepared!



Career Fairs and Events – Why they matter to YOU!.....

...and how to improve your networking skills.
Before you jump in, it's important...

Each year the Career Development Center sponsors and co-sponsors fairs and events for YOU!

Career fairs and events are an opportunity for first year, sophomore, junior, senior and alumni to network with employers, ask questions, practice brief introductions and talk about strengths and qualifications for part-time, full-time, volunteer and internship opportunities in a professional setting.

In the next few pages you'll learn more about the specific fairs and events offered this year, how to prepare for these events, and how improve your networking skills. Before you jump in, it's important to reflect on where you are currently in your career development process. Answering these questions may help you understand what events are the best fit for you and where you should put your energy in preparation.



1. Have you declared your major or are you thinking about potentially changing your major before registering for classes next semester?
2. Do you need an internship for credit in your major and/or do you feel you know what an internship is?
3. Have you developed a resume?
4. If someone were to ask you what your goals are after graduation, how would you answer that question?
5. How specific could you be in talking about your ideal first career?
6. If you were attending a career fair how many employers would you want to speak with before you left?
7. Are you able to talk about your projects and coursework and how these skills might translate to a job or internship?
8. What do you think is the biggest barrier to you attending a career fair or event this semester?

Depending on how you feel about your answers to the questions on the previous page, you may want to consult with a career in the Career Development Center this semester. We offer a fantastic drop-in option for busy college students called Career QuickStop. Check-out our website mnsu.edu/cdc to learn what days/times QuickStop is offered this semester. After QuickStop if you would like to discuss your career development in more detail you may also want to schedule a 50-minute appointment with one of our career. The following pages of the booklet will give you a great starting point for developing some strategies to individually prepare for career fairs and events.

Here's a check list to help you gauge what you might need to work on this semester to be prepared for career fair and events and other professional networking opportunities

I feel confident talking to my friends about my major	1 ○ strongly disagree	2 ○ disagree	3 ○ neutral	4 ○ agree	5 ○ strongly agree
I feel confident talking to strangers about my major	1 ○ strongly disagree	2 ○ disagree	3 ○ neutral	4 ○ agree	5 ○ strongly agree
I feel comfortable attending an event and talking to strangers	1 ○ strongly disagree	2 ○ disagree	3 ○ neutral	4 ○ agree	5 ○ strongly agree
I feel comfortable attending an event if my friends are there	1 ○ strongly disagree	2 ○ disagree	3 ○ neutral	4 ○ agree	5 ○ strongly agree
I feel excited about learning about jobs and internships	1 ○ strongly disagree	2 ○ disagree	3 ○ neutral	4 ○ agree	5 ○ strongly agree
I feel excited about potentially interviewing for positions	1 ○ strongly disagree	2 ○ disagree	3 ○ neutral	4 ○ agree	5 ○ strongly agree
I feel comfortable talking to people about my career goals	1 ○ strongly disagree	2 ○ disagree	3 ○ neutral	4 ○ agree	5 ○ strongly agree
I feel comfortable talking to potential employers about my past work experiences	1 ○ strongly disagree	2 ○ disagree	3 ○ neutral	4 ○ agree	5 ○ strongly agree

Networking



What networking is:

- LISTENING and asking thoughtful questions
- Establishing mutually beneficial relationships with others
- Locating and meeting new people every day, everywhere
- Going the extra mile by reaching out to those who can help you in your field
- Understanding what you have to offer and how you can help someone
- Being open and receptive to any opportunities that may be available to you

Practice writing a elevator speech here

Example Sophomore Student: Hi, my name is Jordan and I am studying Mass Media at Minnesota State Mankato graduating in May 2019. While I'm new to my major I am really liking my public relations course and I am excited to explore internship opportunities in Public Relations for next summer."

Example Junior Student: "Hi! My name is Jamey and I am a Dietetics Major at Minnesota State Mankato graduating in December 2017. I'm currently researching clinical internships with a focus on sports nutrition. I'm hopeful that an internship with this focus area will help me start my career in working with an athletic organization on the west coast."

How to Survive a Job Fair

WHAT TO BRING

- Resumes on resume paper
- Portfolio/paper/pen
- A professional bag/briefcase/messenger bag

NOT

a school backpack

WHAT TO WEAR

- A suit
- Don't have a suit? Wear dress pants, a dress shirt, & dress shoes

NOT

jeans, hats, skin-revealing items, cologne or a heavy winter coat

WHAT TO SAY *(Sample introduction speech)*

"Hi! My name is ____ and I'm a/an ____ major graduating in ____.

It's nice to meet you.

<Insert handshake here>

I'm interested in pursuing (insert general/specific career goal here) ____.

I noticed on your website ____.

Could you please tell me more about ____?"

NOT

What does your company do?

Additional Suggestions:

- Use MayJobs.com to learn more about employers
- Connect with employers on LinkedIn
- Practice your introduction speech on a couple employers before you go to your TOP employer(s)
- Look for recruiters wearing "Alumni" ribbons and talk to these folks as they know what it's like to be a Maverick!

Campus & Community Fair.....

It's a new academic year and it's the perfect time to get involved, get experience, and discover your passion! What better way to do so than with a part-time job or a volunteer experience? Join us at the Campus & Community Fair to explore part-time jobs available in local businesses, meet non-profit organizations, and learn about the many opportunities in the community and on campus.

Majors in Minutes.....

Are you choosing or changing your major? Whether you have 5 or 50 minutes, this "come and go" event allows you to hear from upper-class students about what they love and why they chose their major! Hear their story, ask your questions, and discover your passion in 3 minute increments as this "speed dating style" event allows you to learn about 1 or 140 major choices and everything in between. Sponsored by the Career Development Center and the Office of New Student and Family Programs.

Government and Nonprofit Career Fair.....

The Government & Nonprofit Career Fair is sponsored by the Minnesota Colleges and Universities Career Services Association. This Career Fair allows government and nonprofit agencies to meet with candidates and alumni from the 30 participating Minnesota 4-year colleges and universities and participating regional colleges. Graduate Schools can attend this event if space is available. The Government & Nonprofit Career Fair allows candidates to pursue professional opportunities and internships in all levels of government and nonprofit agencies. The career fair is open only to students and alumni from participating colleges and universities.

www.togpartners.com/govnonprofitfair/

CAREER & INTERNSHIP EXPO

Bringing Students and Careers Together

Career & Internship EXPO.....

The Career and Internship EXPO is your fall semester opportunity to experience a career EXPO at Minnesota State Mankato!

First year and Sophomore students: Explore positions and fields of study, get more information about specific organizations and employers, and develop your network of contacts.

Juniors, Seniors, Internship/Job Seekers: Meet and engage with potential employers and professionals in the field!

All majors are welcome and encouraged to attend both days of the event. Industry focus by day Tuesday: Science, Engineering Technology & Construction and Wednesday: Business, Communications, Human Services & Healthcare. **Log into your MavJobs account to see which day employers are attending.** Dress for success: Professional portraits are provided at no cost to you by the Career Development Center!



EXPO QuickPrep

- QuickPrep offers brief tours of the Expo for anyone that is interested in walking through the Expo. This is a great way for Expo first-timers and returners to check-out the Expo and decide which employers they want to talk to first.



Coat and Bag Check

- Your Career Development Center provides a complimentary and supervised coat and bag check located in the CSU ballroom lobby.
- For a professional and prepared appearance, store your items prior to entering the EXPO



Complimentary Professional Photo

- Visit the CSU Ballroom Lobby for your complimentary professional photo.
- After the Expo (about 2 weeks) you will receive an email with your photo attached which you can use for social networking, etc.

Summer Job Fair

National, state, and local employers are looking for you! The Annual Summer Job Fair is taking place in the CSU Ballroom. Stop by to see a large selection of organizations and agencies that are looking to fill both full-time and part-time positions and practicum and internship opportunities this summer. With dozens of employers from near and far, no matter where you'd like to be this summer, there is something for you here.

Engineering Fair Sponsored by IEEE

This job fair is sponsored by the IEEE student group. This event serves students studying these majors: Automotive Engineering Technology, Civil Engineering, Computer Engineering (Technology), Computer Information Technology, Construction Management, Electrical Engineering, Electronics Engineering Technology, Information Systems, Integrated Engineering, Manufacturing Engineering Technology, Mechanical Engineering, Mathematics, & Physics. Students can expect to network with employers and establish connections for potential internships and full-time positions.

College of Social & Behavioral Sciences Career and Internship Day.....

No pre-registration or attendance fees required

This large career and internship fair is sponsored by the College of Social & Behavioral Sciences which serves students studying these majors: Aging Studies, American Indian Studies, Anthropology, Applied Organizational Studies, Corrections, Earth Science, Economics, Ethnic Studies, Gender and Women Studies, Geography, History, International Relations, Law Enforcement, Political Science, Pre-Law, Psychology, Public Administration, Social Studies, Education, Social Work, Sociology, Urban and Regional Studies, and Urban Planning. These students expect to network with employers and many will be seeking an internship or employment.

This event specifically targets students in the College of Social & Behavioral Sciences but the event is open to all students and alumni.



**Last year
50 employers with
118 Representatives
attended this event
and 244 students
attended.**

Education Career Fair.....

Only Minnesota college and university students and alumni are eligible to attend this event which includes Minnesota State Mankato students and alumni. Due to the number of teacher candidates attending this event, we cannot make any exceptions. This is a large event with many school districts from not just Minnesota but jobs from across the United States and a few international opportunities to consider. Attendees must be enrolled in an education program that leads to an education license.

Dressing for Success

What should I wear to professional networking events?

It is not necessary to buy high-priced clothes for professional networking; do your research and shop in advance. Quality is key. Your professional wardrobe is an extension of your educational investment.

- Dress conservatively – a neutral-colored suit is always appropriate (black, gray, navy).
- Wear moderate shoes, clean and polished.
- Make sure your hair is well groomed and neat.
- Don't overdo the perfume, makeup, or aftershave.
- Limit your jewelry.
- Make sure you try on your outfit BEFORE the day of the event.
- It is better to be overdressed than underdressed.
- If it's too tight or too loose, too short or too long - don't wear it!
- Don't bring too much baggage with you—leave bulky coats or bags in the car.

Your clothes are your image; check the mirror and see what others see. You may not plan to wear a suit on a day-to-day basis, but you **SHOULD dress up for career fairs and professional networking events.**



Researching Companies.....

General Research Tips



- Check out the organizations' websites and learn about their mission, noteworthy items that have been in the news, new program developments, and staff members.



- Mavjobs.com is a great resource for researching organizations that are specifically invested in Minnesota State Mankato students and graduates.



- Talk with people in your network to see if anyone has additional information about the organization you are interested in—often they have the “off the record” scoop and you can learn a lot from trusted sources.
- Keep organized notes on your findings to use as a resource in the application and interview process.
- Utilize your notes to form solid questions that you will ask employers. You will impress them if you can say something like “I did some online research before talking to you today and I’m curious to know more about...”
- In any interactions with employers, know that they are the experts. Approach conversations with curiosity, not authority.



Employers Might Research YOU



- Build a great LinkedIn profile and connect with professionals working for the organizations you are researching.
- Update public social media profiles with a professional photo.
- Update public social media profiles with posts and comments that reflect a level of professionalism.
- Adjust social media privacy settings appropriately, delete accounts you aren't using/monitoring.
- Typically, in professional settings email is the preferred form of communication; brush up on your email etiquette.



Practice your STARR Technique.....

Advanced Networking Skills

In order to effectively communicate who you are and the experiences you've had it is important to think of these situations ahead of time. Take some time to reflect on situations where you have utilized skills such as motivation, initiative, flexibility, problem-solving, technical skills, organizational skills, communication skills, integrity, teamwork, and interpersonal skills. By thinking of these situations in advance they will be at the forefront of your memory and easily retrieved while you network.

For each skill you can develop your answer by telling a STARR story including these 5 things:



Situation: Set up the situation



Task: Describe your process and the tasks involved



Action: Talk about the various actions that you used to solve the problem or issue



Result: What were the results that followed because of your actions?



Relate: Relate your story back to your conversation

Starr Stories

MOTIVATION & INITIATIVE	FLEXIBILITY/ADAPTABILITY	TEAMWORK
S	S	S
T	T	T
A	A	A
R	R	R
R	R	R
INTERPERSONAL SKILLS	INTEGRITY	COMMUNICATION SKILLS
S	S	S
T	T	T
A	A	A
R	R	R
R	R	R
TECHNICAL SKILLS	SUPPORT DIVERSITY	PROBLEM SOLVING SKILLS
S	S	S
T	T	T
A	A	A
R	R	R
R	R	R
ORGANIZATIONAL SKILLS	JOB SPECIFIC SKILLS	STRONG WORK ETHIC
S	S	S
T	T	T
A	A	A
R	R	R
R	R	R

S – SITUATION

T – TASK

A – ACTION

R – RESULT

R – RELATE

Interviewing

You've met with employers at the career fair and have been invited to interview. Congratulations! Whether you're interviewing here on campus or at the employer's work location, you'll want to follow these tips to get your interview off to a great start. Dress for success Arrive a few minutes early. Relax Bring a couple copies of your resume with you in case the recruiter asks for it Silence or turn off your cell phone. NO GUM! treat everyone you meet in a professional manner Remember to thank the recruiter for his/her time Follow-up with a note reaffirming your interest in the position for which you interviewed



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