

Focus, Preparation!

Can Help College Students Win Over Employers at Job Fairs

BETHLEHEM, PA—To employers who participate in campus job fairs, students with a clear career focus, professional look, and a resume in hand are the most likely to stand out in a crowd of college candidates.

The employers revealed their expectations of student job seekers in a survey conducted by Amber Palomares, program coordinator for Midlands Technical College, Columbia, South Carolina. The results are reported in the Journal of Career Planning & Employment, published by the National Association of Colleges and Employers.

Based on the findings, students can attract the interest of employers at job fairs in the following ways:

- Have a clear career direction. Students who say

"I'll take anything" or answer "I don't know" when asked about jobs or careers that interest them are unlikely to be invited to interview with an employer.

- Dress in business casual or business attire. (Dress expectations are higher among employers who formally interview students at job fairs.)
- Have a printed resume handy should an employer request a copy. In general, only employers who conduct formal interviews at job fairs expect students to also provide a scannable resume, reference letters, and a portfolio.
- Research the organization(s) where they are interested in working.
- Inquire about job opportunities, not earning potential. Except for employers conducting formal interviews, many consider it a mistake for students to bring up the subject of salary.

The National Association of Colleges and Employers is the leading source of information for career services practitioners who advise college students and graduates in career planning and the job-search process and for human resources professionals who recruit and hire college graduates.



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Software Architects, Inc. will be on campus for the 25th Annual Career Fair Xtra 2000. We will be interviewing for entry-level Software Development positions on **Friday, September 8, 2000**. Please stop by our booth to schedule an interview time. We look forward to meeting you! If you are unable to attend, please forward your resume to: **Monica Dabney** at mdabney@sark.com for Tampa opportunities or **Lenny Myers** at lmeyers@sark.com for Atlanta opportunities. Visit our website at www.sark.com EOE



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