



Career Day...you hear other students, faculty and even your parents talking about the importance of this...but what exactly is this and how can it help your career exploration and job search? Plain and simple, Career Day consists of a group of employers, and a few grad schools, who are actively marketing to new candidates for a variety of positions.

Career Day is a great opportunity for students to discover what types of companies they would like to work for because there is such a vast variety. If you aren't looking for a job, this is a valuable time to practice your networking skills and also explore majors if you are undecided.

PREPARE FOR CAREER DAY

- Create or update your resume. Have the Career Center review. Print plenty of copies. Upload in DiggerNet.
- Review the Career Day Program Guide. Choose your top 14 – 20 companies to visit.
- Perform basic research on each of the companies through DiggerNet, program guide, and company websites. If they have jobs posted, apply in advance.
- Create and practice your personal 30-second commercial. Include a hook statement. This should be slightly customized for each company. If the company can't take your resume, use it as a talking point!

"At Career Day, start with your least interested position for pitch practice and to help boost your confidence"

Sierra Nevada Corporation

"Know what you want, be confident in your abilities; seek those who fit what you are looking for; and make a personal connection with whomever you are speaking"

Hayward Baker

"Treat each encounter with a company like an interview. Prepare an elevator speech prior to the fair - important to stand out in the recruiters' minds so we remember you."

Frito Lay

"Dress in a suit or business casual as a minimum. Don't chew gum."

Ellwood Group

STAND OUT DURING THE EVENT

- Dress professionally—suits are preferred; no less than business casual.
- A smile and solid eye contact enhance your first impression.
- Be confident in your presentation. Practice your 30-second commercial.
- Make sure you know who you're speaking with. Review your company notes just before speaking with the recruiters.
- Talk about what interests you about the company; what you have achieved in the past; and how your experience fits the company's needs.
- Ask questions!
- Ask for a business card at the end. If the recruiter does not hand those out, make sure you write down the full name of the person as soon as you are finished at the booth.
- Turn the cell phone off...no texting, no calls, no sending Snapchats!!
- Go to the Resume Drop area for opportunities.
- Think outside the box. Be open to speaking with a company not on your list.



STRONG FOLLOW THROUGH

- Show the recruiters you appreciated their time by sending a thank-you, with resume attached, following the event.
- Continue to view and apply for jobs through DiggerNet.
- Check for companies who are interviewing on-campus.
- Attend the company information sessions after Career Day. These will be listed in DiggerNet.

