

CAREER FAIR EMPLOYER TIPS: WHAT ARE UGA STUDENTS LOOKING FOR?

Top 10 employer attributes UGA students are looking for*

1. Inspiring purpose
2. Secure employment
3. High future earnings
4. Ethical standards
5. Encouraging work-life balance
6. Respect for its people
7. Clear path for advancement
8. A creative and dynamic work environment
9. Variety of assignments
10. A friendly work environment

Companies that stand out at career fairs

- Employers who are enthusiastic and excited to be there and engage with students
- Recruiters that share the vision, purpose, and values of their organization
- Friendly demeanor and approachability
- Listen and connect to the students' interests and values
- Employers that are open to many majors and diverse student backgrounds
- Emphasize potential career paths; opportunities for advancement
- Include UGA alumni or current interns in recruiting events

Communication

On average, 6.2 different channels are used by students to find information about employers.*

95% of the talent use digital channels

83% of the talent use in-person channels

63% of the talent use print channels

KEEP IN MIND: All students use a combination of print, digital and in-person channels when learning about potential employers.

Top 5 **digital** communication channels preferred by UGA students

1. Social media
2. Online job boards
3. Employer's career websites
4. Career guidance websites
5. Blogs

Top 5 **in-person** communication channels preferred by UGA students

1. Career Fairs
2. Employer presentations on campus
3. Employer office/site visits
4. Industry fairs/conferences
5. Case studies as part of curriculum

Top 5 **print** communication channels preferred by UGA students

1. Career Guides
2. Student organization publications
3. University press
4. Brochures presenting career possibilities at a company/ organizations
5. Career magazines

*Taken from the 2020 Universum Survey of US college students across all main fields of study. On an annual basis Universum works with over 2000 universities, alumni groups, and professional organizations across 50 markets to gather insights from students and professionals in order to advise employers on how to attract talent that fits their culture and purpose.

