

February 23, 2015

Summary of USM 2015 Job Fair

Employer Information: A list of the employers and their industries is attached to this report.

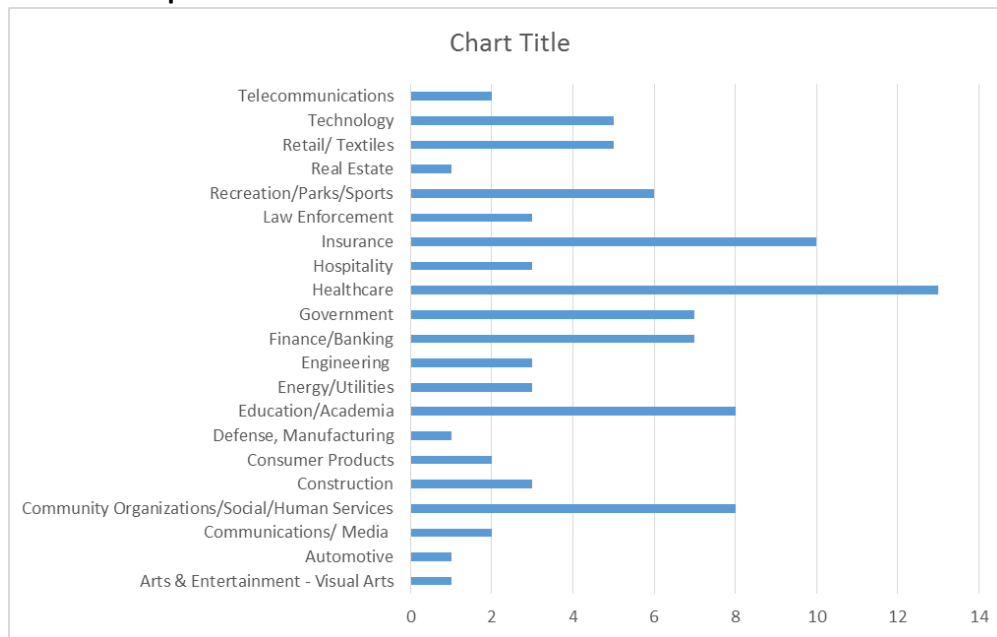
Number of Employers Registered: 94

Total Number of Employers Attended: 91

Number of Employer Participants: 147

Number of Industries Represented: 11

Industries Represented:



Employer Highlights: We doubled the number of employers from last year's Job fair. Invitations to employers started in September 2014 and continued up until February 10th, 2015. Outreach was carried out via Community Engagement and Career Development, University Advancement, Office of the President, Student Success and the School of Business.

A follow-up survey was sent to all the employer participants; we have received 30 responses at this time. Based on the survey results most employers were Very Satisfied to Satisfied with the Job fair. 75% reported that attending the USM Job fair was a good use of time. Approximately 80% of the employers are interested in on-campus recruiting and 69% are interested in developing an internship with the University. A copy of this survey, along with comments, is attached to this report.

We are following-up with employers. Several of the employers were alumni – we are encouraging them to become involved with the Alumni Association and in every communication we are inviting them to join Corporate Partners.

Suggestions from Employers: three areas that employers always recommend we work on (from past and current surveys).

- Increase student attendance
- Improve parking
- Assistance with unloading

Participant Information:

Approximate number of participants: 400+ based on programs

Types of participants: undergraduates, graduates, alumni and community members.

Number of participants surveyed: 120

Outreach: We recruited participants through multiple media sources; flyers, Facebook, posting on the USM calendar, Career Week PowerPoint, emails via eRecruiting, word of mouth, LCD screens and on-campus presentations.

Participant Highlights: Approximately 61% of participants were looking for full-time employment. Most were able to connect with 1-10 employers during their time at the job fair. The majority of participants were Extremely Satisfied or Very Satisfied with their overall experience at the fair. A complete copy of the survey results with comments is attached.

Media: The Portland Press Herald and WMTW Chanel 8 were our media sponsors this year. We also received a shout-out on the Time & Temp building – see attached picture. We created an improved program for participants; this gave a brief description of the company, their industry and their table number.

Staffing & Student Helpers: We had 30 staff and students assisting with the job fair. We implemented a new Student Host program, students were aligned with employers of their interest and checked-in with those employers regularly throughout the fair. This allowed the student host to support the employer and make a networking connection. Employers' feedback on the host program was positive; we would like to improve this program for next year and provide a student host for every employer. A complete list of staff and students helpers is attached.

Key Goals Achieved:

- Doubled the number of employers from last year.
- Improved logistics by deploying staff and student hosts to specific roles with organizational chart.
- Operated within budget.
- Improved program materials for the fair itself.
- Provided a LinkedIn Photo Booth

Goals for Job Fair 2016:

- Increase student attendance by 25%, thru early advertising and promotion.
- Increase corporate partnership in the planning of the job fair.
- Increase and improve faculty promotion of job fair in classes.
- Increase media coverage leading up to the job fair.
- Provide individual student hosts for each participating employer.
- Provide breakfast and coffee for employers.

Appendix A: Time & Temp Building



JOE SAYS "USM JBFR"

This could be a tricky message to decipher- we're all familiar with the University of Southern Maine, but did you know that today is **USM's job fair**? With over 80 employers attending from a wide variety of industries including healthcare, government agencies, technology, arts, and consumer products, the job fair will give job-seekers the opportunity to explore job opportunities, meet with employers, learn about the hiring process, and build professional relationships. The event is **today**, Thursday February 12th, from 11am-3pm at the Sullivan Gym in Portland. For more information about the job fair, check out USM's [career services page](#). Joe hopes the event is a success and wishes you well in your job hunt!



Photography by Corey Templeton. See more of Corey's photos [here](#) and [here](#).



PROVIDED BY



STAY IN THE KNOW WITH JOE:

Keep informed and up-to-date by reading Joe's monthly newsletter.

Email*

SUBMIT

"WE'RE COMMITTED TO GIVING BACK TO OUR COMMUNITY"

Click here to contact us on How to Promote your Charity with Joe Bornstein and the Time & Temperature Building



Appendix B: Employers & Industry Represented:

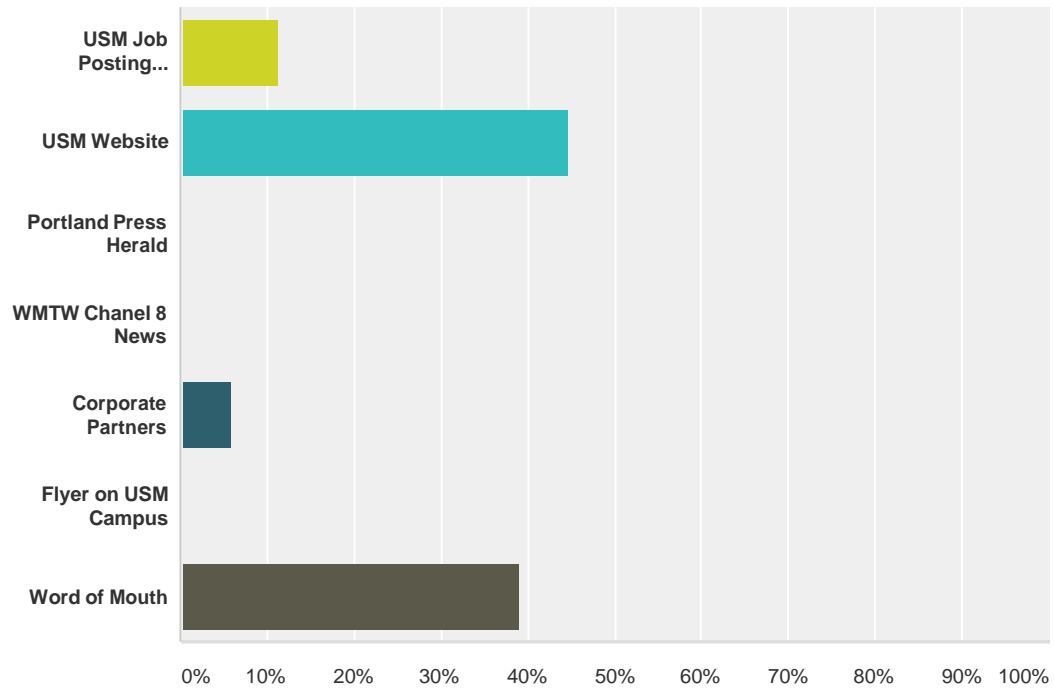
Employer Name	Employer Industry
Museum of Fine Arts Boston	Arts & Entertainment - Visual Arts
Evergreen Subaru	Automotive
MaineToday Media, Inc.	Communications/ Media
WMTW-TV	Communications/ Media
Bridges of Main, LLC	Community Organizations/Social/Human Services
Catholic Charities Maine	Community Organizations/Social/Human Services
Creative Work Systems	Community Organizations/Social/Human Services
Goodwill Industries of Northern New England	Community Organizations/Social/Human Services
PSL Services	Community Organizations/Social/Human Services
Community Care	Community Organizations/Social/Human Services
Providence Human Services	Community Organizations/Social/Human Services
Opportunity Alliance	Community Organizations/Social/Human Services
Cianbro	Construction
Crooker Construction	Construction
The Sherwin-Williams Company	Construction, Retail/Merchandising
Casco Bay Molding	Consumer Products
Ship Right Solutions	Consumer Products
General Dynamics Bath Iron Works	Defense, Manufacturing
Americorps-LearningWorks (Portland)	Education/Academia
Blackstone Accelerates Growth Innovate for Maine	Education/Academia
Easter Seals of NH	Education/Academia
Spurwink Services	Education/Academia
The Leadership School at Kieve	Education/Academia
University of Maine School of Law	Education/Academia- USM
USM Graduate Admissions	Education/Academia- USM
USM Undergraduate Admission	Education/Academia- USM
Iberdrola USA	Energy/Utilities
Maine Green Power	Energy/Utilities
Maine Water	Energy/Utilities
Hunting Dearborn, Inc.	Engineering
Cirrus Systems Inc	Engineering
eClinicalWorks	Engineering
Androscoggin Bank	Finance/Banking
Bangor Savings Bank	Finance/Banking
Barclay	Finance/Banking
National Credit Union Association	Finance/Banking
Prudential	Finance/Banking
TD Bank	Finance/Banking
WB Mason	Finance/Banking
Peace Corps	Government - Federal
USM Army ROTC	Government - Military
Maine DHHS	Government - State
Maine DHHS	Government - State
Maine DHHD, Early Childhood Division	Government - State
Maine Revenue Services	Government - State
Office of Information Technology (State of Maine)	Government - State
Hospice of Southern Maine	Healthcare

MaineHealth / MMC	Healthcare
MAS Home Care of Maine	Healthcare
The Barton Center for Diabetes Education	Healthcare
Kennebec Behavioral Health	Healthcare
Athenahealth, Inc.	Healthcare
Casco Bay Home Care	Healthcare
Eastern Maine Healthcare System (EMHS)	Healthcare
GMS	Healthcare
Maine Community Health Options	Healthcare
Martin's Point Health Care	Healthcare
MemoryWorks	Healthcare
Tri-County Mental Health Services	Healthcare
Ocean Properties Reservations	Hospitality
Pine State Beverage Co	Hospitality/ Food and Beverage
AAA Northern New England	Hospitality/ Travel and Tourism
Aetna Life Insurance Company	Insurance
AFLAC Regional Office Southern Maine	Insurance
Allstate - Amy Alward Agency	Insurance
Clark Insurance	Insurance
Concord General Mutual Insurance Company	Insurance
Cross Insurance	Insurance
Disability RMS	Insurance
New York Life	Insurance
RPS - Risk Placement Service Inc.	Insurance
Unum	Insurance
Maine State Police	Law Enforcement
Wells Police Department	Law Enforcement
Portland Police Department	Law Enforcement
Camp Arcadia	Recreation/Parks/Sports
Camp Susan Curtis-Susan Curtis Foundation	Recreation/Parks/Sports
Girl Scouts of Maine	Recreation/Parks/Sports
Maine Teen Camp	Recreation/Parks/Sports
The Summer Camp	Recreation/Parks/Sports
Monkey C Monkey Do	Recreation/Parks/Sports, Travel and Tourism
Peak Campus Management	Real Estate
UniFirst Corporation	Retail/ Textiles
Hannaford/ Delhaize America Supermarkets	Retail/Merchandising
Scotts Miracle Gro	Retail/Merchandising
SEI-Aaron's	Retail/Merchandising
Target	Retail/Merchandising
E2Tech	Technology
Eventective, Inc.	Technology/ Inernet/E-commerce
Epic	Technology/ Software
Certify, LLC	Technology - Software
Tyler Technologies	Technology - Software
Time Warner Cable	Telecommunications
Verizon Wireless	Telecommunications

Appendix C: Employer Evaluation

Q1 How did you hear about the Job Fair?

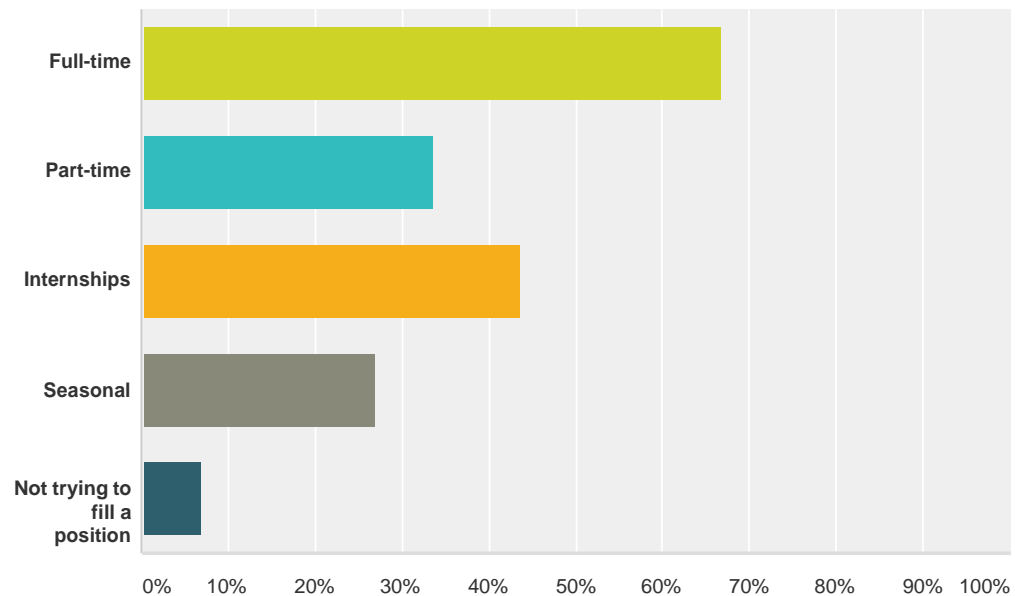
Answered: 18 Skipped: 13



Answer Choices		Responses
USM Job Posting (www.usm.experience.com)		11.11%
USM Website		44.44%
Portland Press Herald		0.00%
WMTW Chanel 8 News		0.00%
Corporate Partners		5.56%
Flyer on USM Campus		0.00%
Word of Mouth		38.89%
Total Respondents: 18		
#	Other (please specify)	
1	We were contacted by USM	
2	Email from USM	
3	My boss sent me the email to sign up	
4	Emailed an invite via the school	
5	Email from previous job fairs	
6	Been for the past few years	
7	We attend every year	
8	Direct email from USM	
9	notification from USM	
10	Stacy	
11	Employer Outreach	
12	Email - Attended previously.	
13	Google search for career fairs in Maine	
14	Was sent an email	

Q2 What types of positions are you recruiting for? (Please check all that apply)

Answered: 30 Skipped: 1

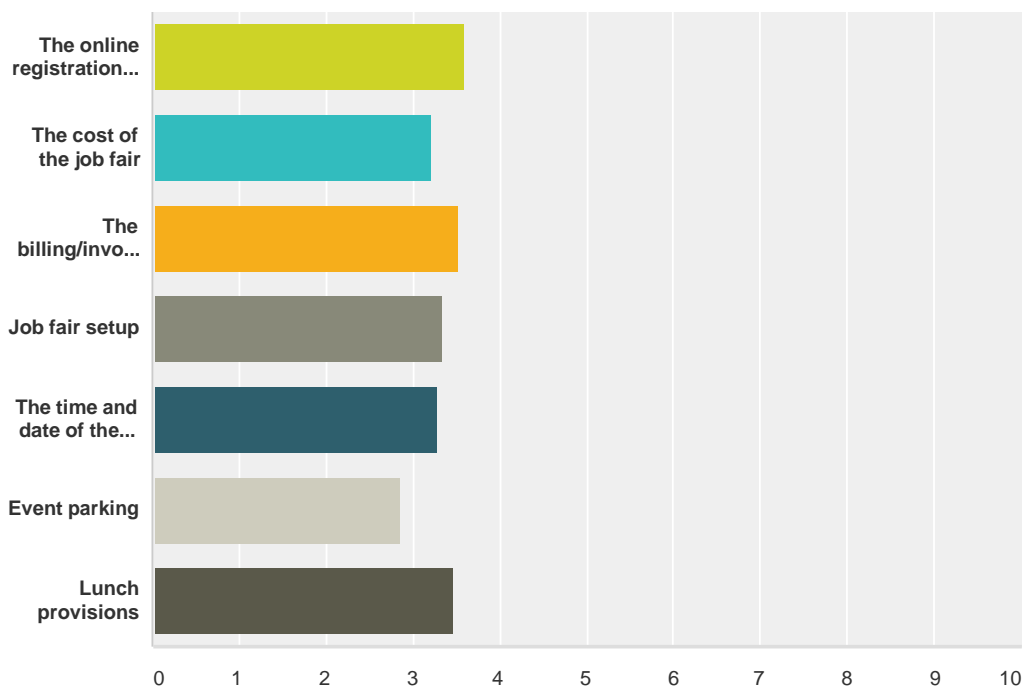


Answer Choices	Responses	
Full-time	66.67%	20
Part-time	33.33%	10
Internships	43.33%	13
Seasonal	26.67%	8
Not trying to fill a position - Just collecting resumes	6.67%	2
Total Respondents: 30		

#	Other (please specify)	
1	Graduate Admissions - recruiting	

Q3 Please rate your satisfaction with the following...

Answered: 31 Skipped: 0



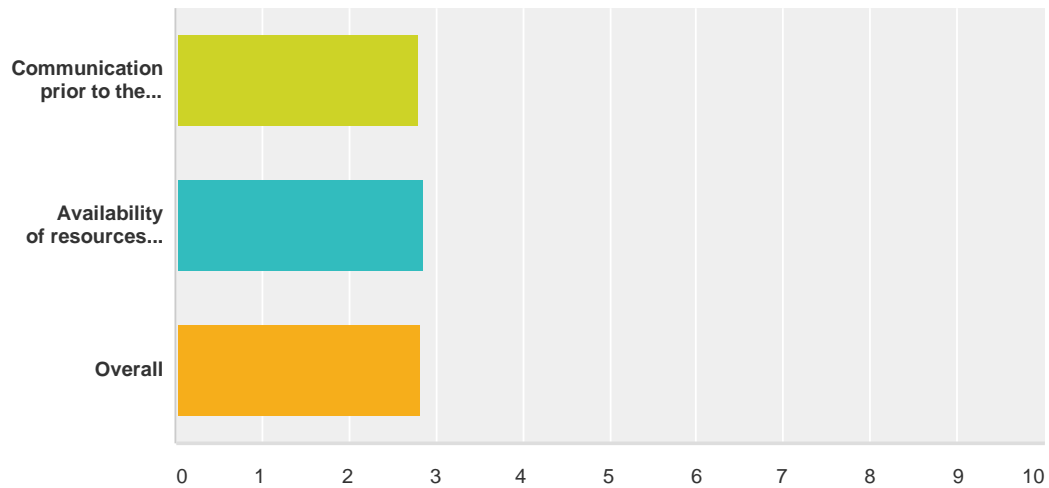
	Very Satisfied	Satisfied	Somewhat Unsatisfied	Very Unsatisfied	N/A	Total	Weighted Average
The online registration process	61.29% 19	35.48% 11	3.23% 1	0.00% 0	0.00%	31	3.58
The cost of the job fair	45.16% 14	35.48% 11	12.90% 4	6.45% 2	0.00%	31	3.19
The billing/invoicing process	51.61% 16	41.94% 13	3.23% 1	0.00%	3.23% 1	31	3.50
Job fair setup	41.94% 13	48.39% 15	9.68% 3	0.00%	0.00%	31	3.32
The time and date of the event	41.94% 13	41.94% 13	16.13% 5	0.00%	0.00%	31	3.26
Event parking	29.03% 9	32.26% 10	32.26% 10	6.45% 2	0.00%	31	2.84
Lunch provisions	54.84% 17	35.48% 11	9.68% 3	0.00%	0.00%	31	3.45

#	Please comment
1	Lunch provisions were AWESOME!
2	Lunch was excellent!
3	Thoughts: more lead time and promotion, consider doing pipe and drape dividers to spruce up space, more prominent on-campus signage
4	We were not invoiced until after the event.

5	Should split up types of businesses cause some of the kids wouldn't interact because they where more interested in on company over the other in the same industry
6	Usually at job fairs there is space and help to unload materials without having to worry about going inside to set up. There was no one outside to assist and no roped off areas for people to park to unload safely. So I dropped my car double parking someone in, ran into the site and dumped my stuff so I could park the car out of the way. What I would suggest is to have a few spots labeled for drop off of materials and someone outside to pick up the stuff and bring it in. That would have been much smoother.
7	Not enough parking. Should reserve Sullivan lot for the day. Had to leave building for lunch; however, lunch was good.
8	Would parking have been easier at a different time of day?
9	Very disappointed with degree of editing to company profile in brochure.
10	There were issues parking to set up for the event with too many people trying to get in and out of the small parking lot.
11	For the price of the job fair, and the very poor turnout, on top of the quality of people that showed up, I would never come back

Q4 Did you find USM staff helpful and attentive in the following areas?

Answered: 31 Skipped: 0

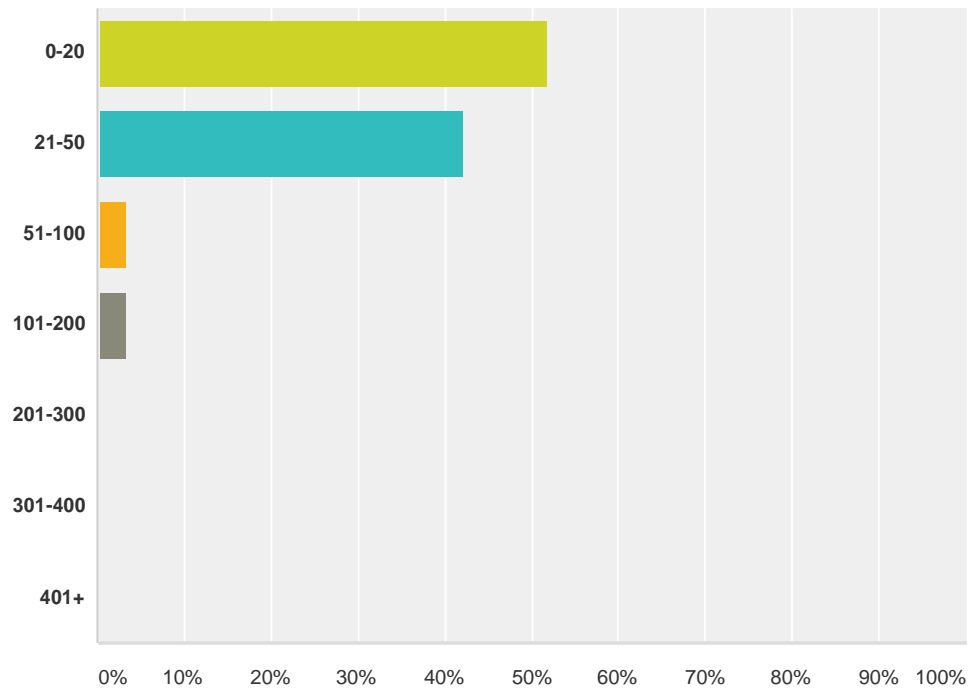


	Very Helpful	Somewhat Helpful	Not Helpful	Total	Weighted Average
Communication prior to the event	80.65% 25	16.13% 5	3.23% 1	31	2.77
Availability of resources and help at the event	83.33% 25	16.67% 5	0.00% 0	30	2.83
Overall	82.76% 24	13.79% 4	3.45% 1	29	2.79

#	Please comment
1	I thought this job fair was very well organized and my organization felt it was well worth our time.
2	need more lead time
3	Our helper was Chelsea and she was very pleasant.
4	See comment above about the lack of people outside to help offload materials.
5	Stellar!
6	I had to constantly follow up to get more information before the event.

Q5 Approximately how many candidates did you see?

Answered: 31 Skipped: 0

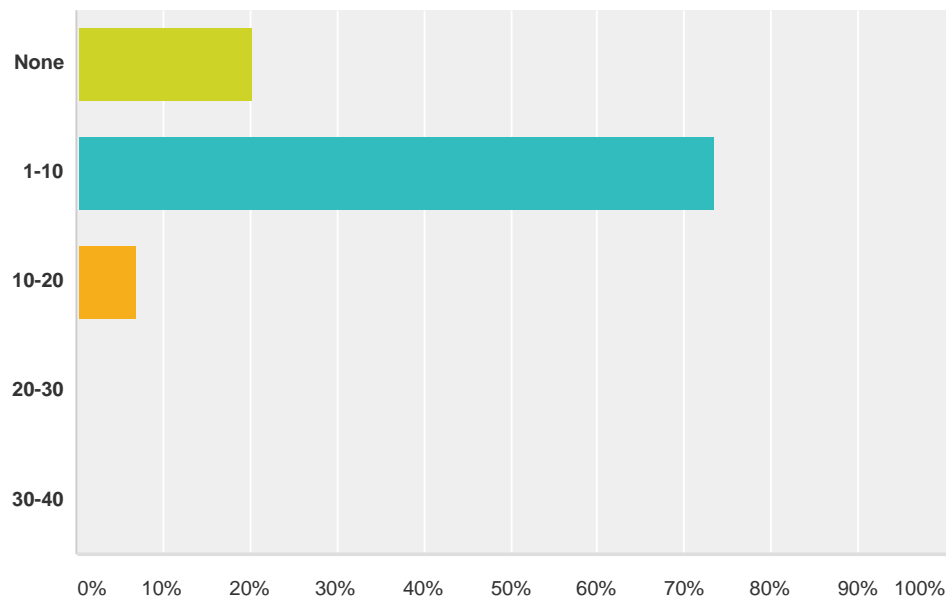


Answer Choices	Responses
0-20	51.61% 16
21-50	41.94% 13
51-100	3.23% 1
101-200	3.23% 1
201-300	0.00% 0
301-400	0.00% 0
401+	0.00% 0
Total	31

#	Other (please specify)
1	I'm not positive but a lot!

Q6 Approximately how many viable applications did you receive as a result of the job fair?

Answered: 30 Skipped: 1

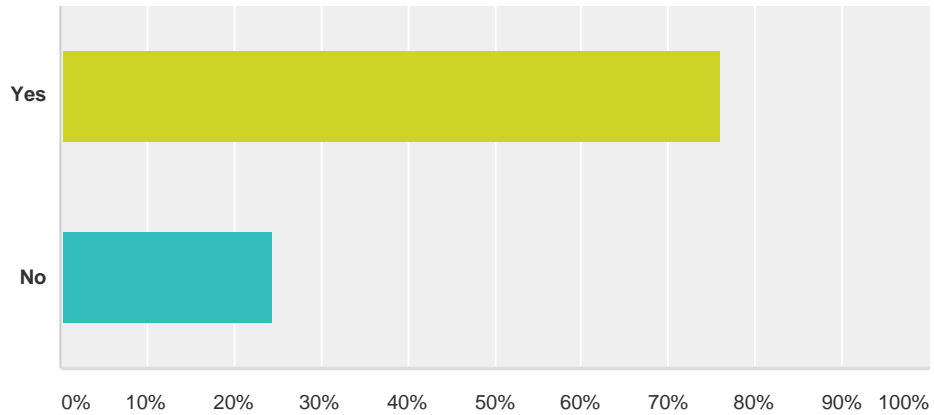


Answer Choices	Responses
None	20.00% 6
1-10	73.33% 22
10-20	6.67% 2
20-30	0.00%
30-40	0.00%
Total	30

#	Over 40 (please specify)
1	None so far but the deadline is still a few weeks away.
2	More like 1 to 2.

Q7 Overall, was attending the USM Job Fair a good use of time?

Answered: 29 Skipped: 2

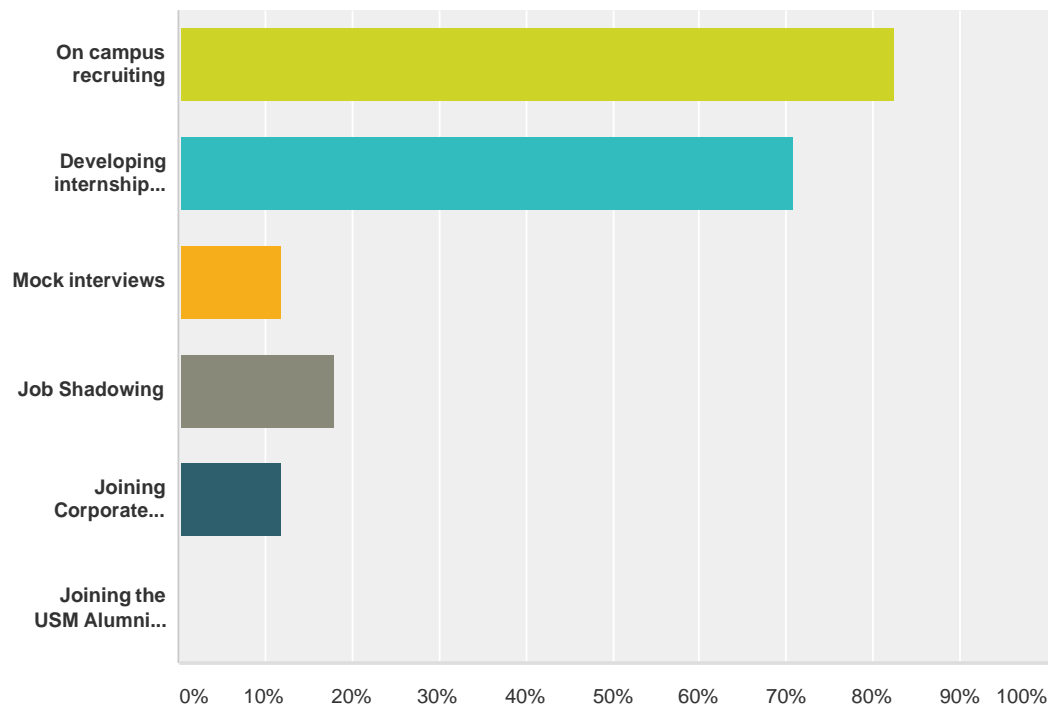


Answer Choices	Responses	
Yes	75.86%	22
No	24.14%	7
Total		29

#	Other (please specify)
1	Unfortunately, too few interested/qualified candidates, most looking for post graduate full time employment,
2	I'm recruiting student nurses for summer camp positions. Did not meet any student nurses.
3	Its hard to say, we are still waiting to see if any applications come back. It was a fairly low traffic event.
4	I think the snow put a major damper on the event, but we would try again in the future!
5	There was not enough traffic and the students didn't seem to want jobs
6	Yes, from a public relations perspective. Not necessarily from a recruitment standpoint.
7	Considering this was during business hours, it was a complete waste of time

Q8 Are you interested in working with USM Community Engagement & Career development with any of the following: (Check all that apply)

Answered: 17 Skipped: 14



Answer Choices	Responses	
On campus recruiting	82.35%	14
Developing internship opportunities with your organization	70.59%	12
Mock interviews	11.76%	2
Job Shadowing	17.65%	3
Joining Corporate Partners	11.76%	2
Joining the USM Alumni Association	0.00%	0
Total Respondents: 17		

#	Other (please specify)
1	All ready have existing working relations for intern placements.

Q9 New employers interested in working with USM Community Engagement & Career

Answered: 14 Skipped: 17

- 1 Athenahealth
- 2 Museum of Fine Arts, Boston
- 3 Cianbro
- 4 Wells Police Department
- 5 AETNA
- 6 Monkey C Monkey Do
- 7 Clark Insurance
- 8 Camp Susan Curtis
- 9 Scotts Miracle Gro
- 10 University of Southern Maine, Graduate Admissions
- 11 The Concord Group Insurance Companies
- 12 3Degrees/Maine Green Power
- 13 Girl Scouts of Maine
- 14 State of Maine

Q10 Please offer any specific suggestions for the 2016 USM Job Fair.

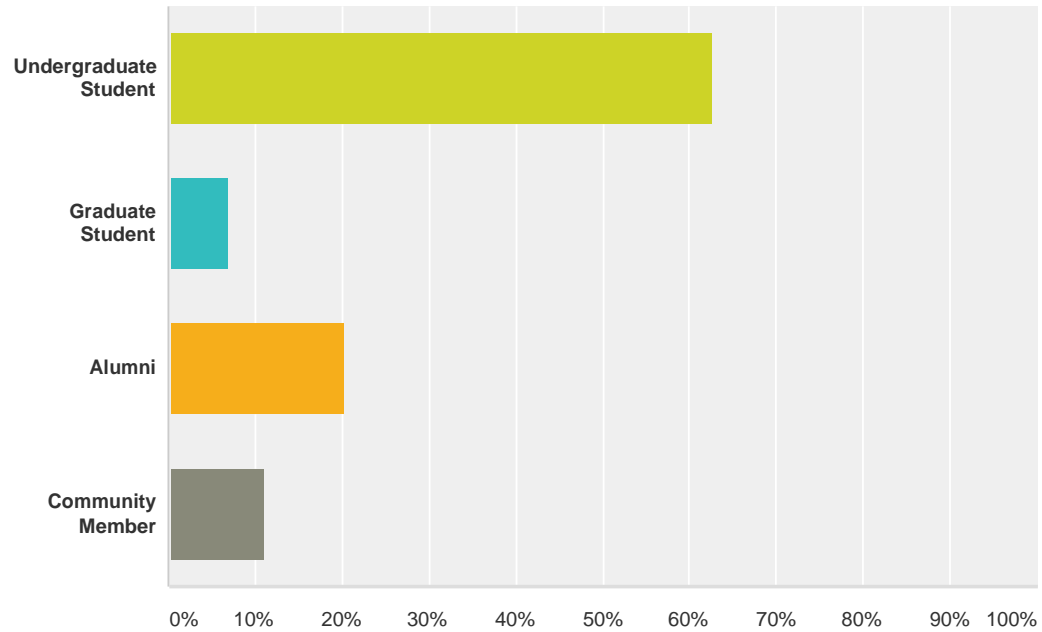
Answered: 11 Skipped: 20

#	Responses
1	Thank you! Well done!
2	I always enjoy the USM Job Fair. Logistically it is difficult to get the job fair materials to the gym as the parking garage is too far away to carry materials. This year I tried unloading the materials at the gym but there were no helpers available as they were assisting others and there was no place to park. The only other suggestion that I have is the timing of the job fair as I had several students looking for internships and by the time of the event, we have already made all of our internship decisions. I know Orono does a fair in late October followed by one in January. This allows us to gather potential intern candidates. Thank you.
3	Nothing additional to add. This is always such a great event!
4	The employer side was a positive experience and you clearly did a good job on that side. Unfortunately the crux of a good fair is student participation which was almost non existent. Many many employers including myself were wondering "where are the students??" This fair should be mandatory for graduating students. Its an ugly job landscape out there and this was a missed opportunity for many of your students. There were more students in the cafeteria than the job fair and nobody went down to drag some students the 50 steps up to the gym.
5	Just need more lead-time and more promotional investment; you may want to consider using broadcast media as a proof statement of the USM value proposition
6	Maybe if it was in the student center or a more high traffic area? It just didn't seem as though there were many students in attendance
7	Make it later in the day and get more students to attend.
8	better signage to find the location of the fair.
9	Coffee and muffins available. Lunch on the premises. A specific unloading area.
10	I think the student traffic may have been low because students might not be aware that there are many job opporunties. Might help to mix us. That being said, everything else was excellent!!
11	Not sure what type of advertising you did, but the turnout was horrible and it was bottom of the barrel candidates. Students need to be prepared not only with their appearance, but also by having resumes with them. Some even had their parents or boyfriends do the talking for them. With 80 employers on site, you would think they would have been taught some professionalism.

Appendix D: Student Evaluation Results:

Q1 Tell us about yourself:

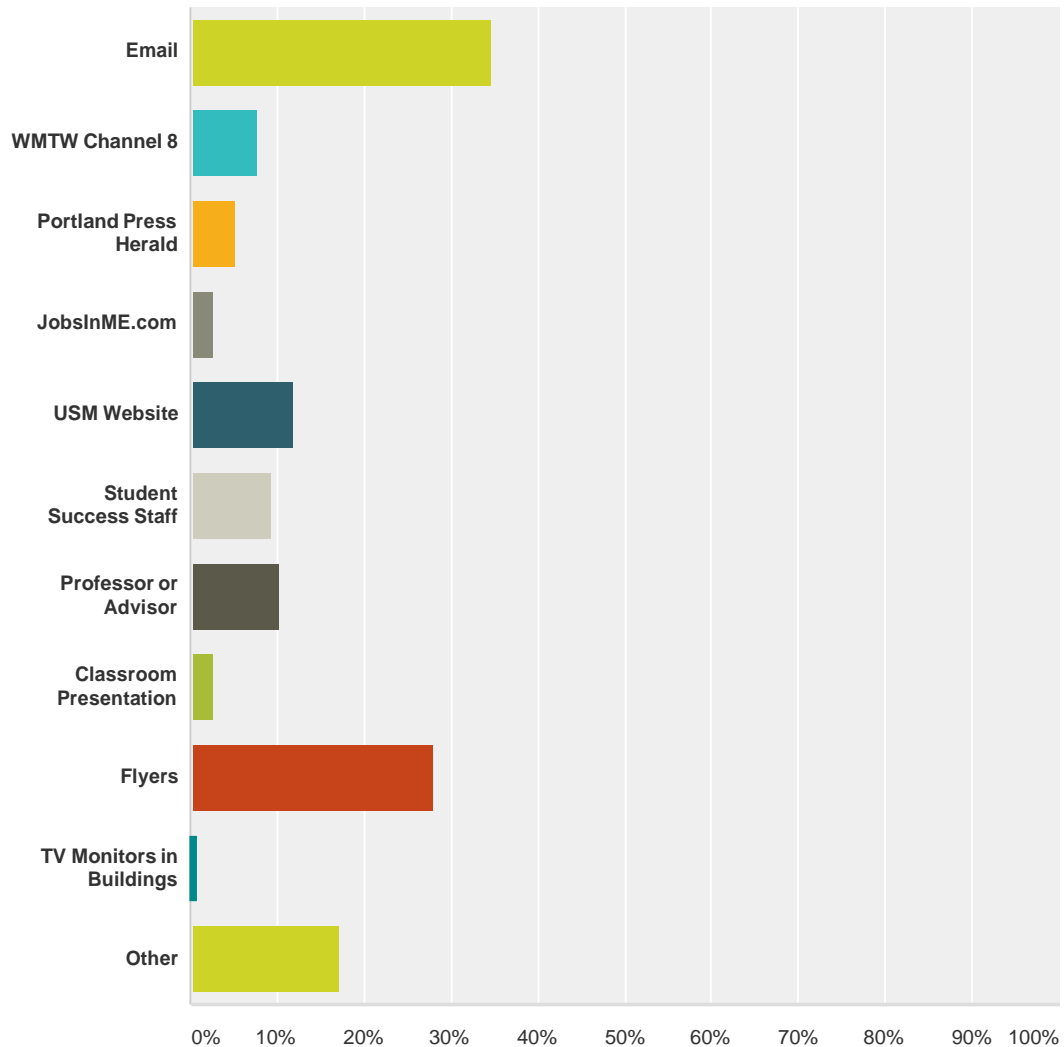
Answered: 120 Skipped: 2



Answer Choices	Responses	
Undergraduate Student	62.50%	75
Graduate Student	6.67%	8
Alumni	20.00%	24
Community Member	10.83%	13
Total		120

Q2 How did you hear about the USM Job Fair? (please check all that apply)

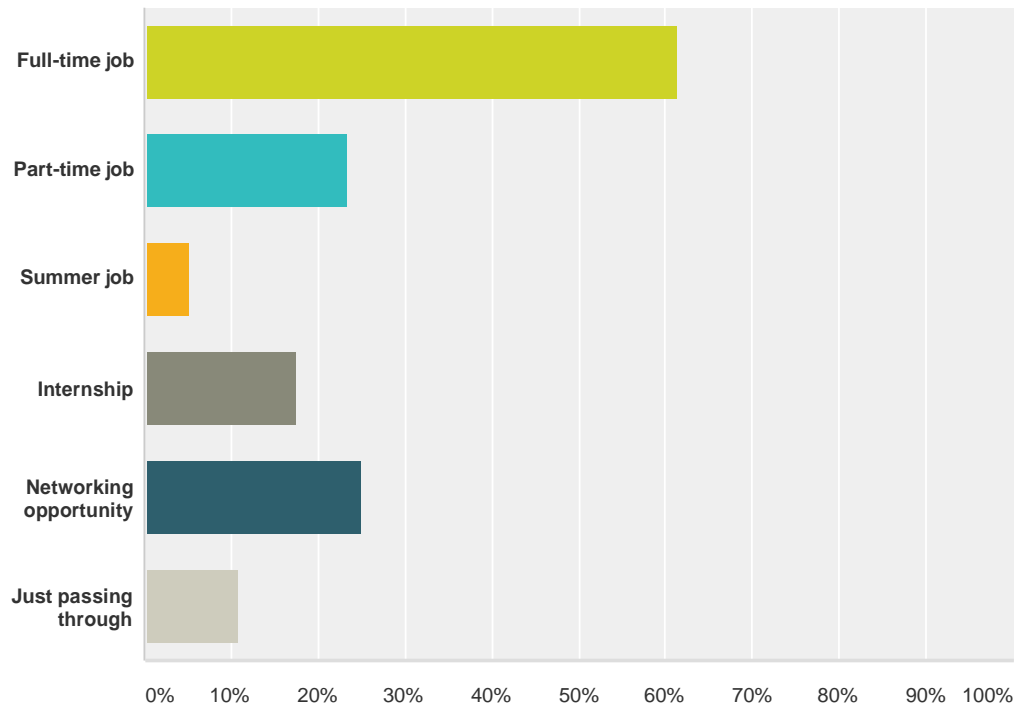
Answered: 119 Skipped: 3



Answer Choices	Responses	
Email	34.45%	41
WMTW Channel 8	7.56%	9
Portland Press Herald	5.04%	6
JobsInME.com	2.52%	3
USM Website	11.76%	14
Student Success Staff	9.24%	11
Professor or Advisor	10.08%	12
Classroom Presentation	2.52%	3
Flyers	27.73%	33
TV Monitors in Buildings	0.84%	1
Other	16.81%	20
Total Respondents: 119		

Q3 What were you looking for today? (Please choose all that apply)

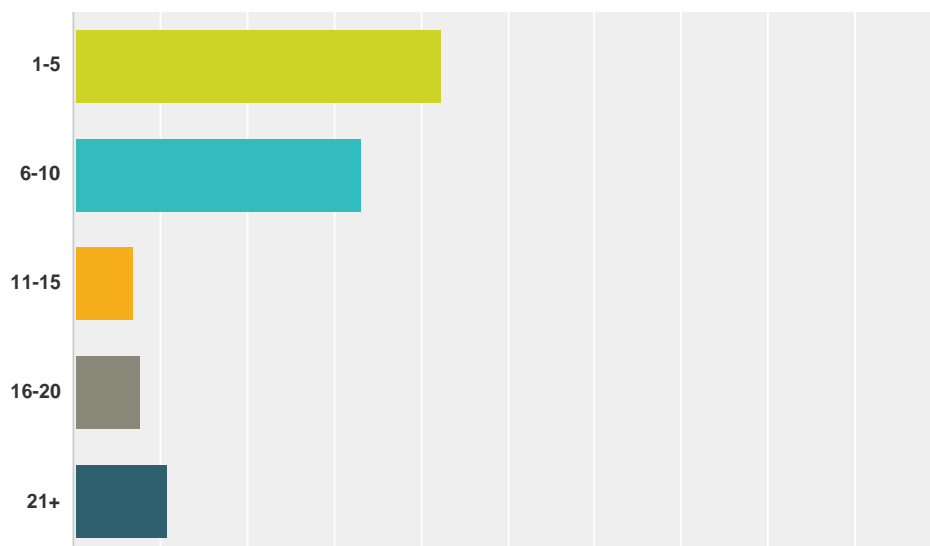
Answered: 121 Skipped: 1



Answer Choices	Responses	
Full-time job	61.16%	74
Part-time job	23.14%	28
Summer job	4.96%	6
Internship	17.36%	21
Networking opportunity	24.79%	30
Just passing through	10.74%	13
Total Respondents: 121		

Q4 Approximately how many employers did you connect with today?

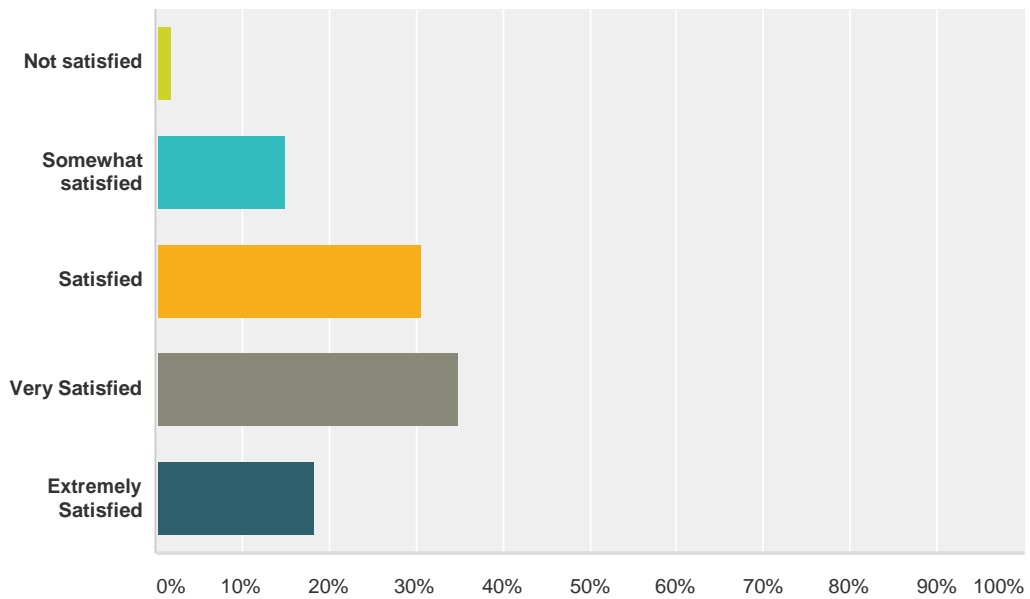
Answered: 121 Skipped: 1



	0%	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%
Answer Choices	Responses										
1-5	42.15%										51
6-10	33.06%										40
11-15	6.61%										8
16-20	7.44%										9
21+	10.74%										13
Total											121

Q5 How satisfied are you with your experience today?

Answered: 121 Skipped: 1



Answer Choices	Responses	
Not satisfied	1.65%	2
Somewhat satisfied	14.88%	18
Satisfied	30.58%	37
Very Satisfied	34.71%	42
Extremely Satisfied	18.18%	22
Total		121

Q6 Additional comments/feedback Answered: 41 Skipped: 81

#	Responses
1	Want the event to be more practical and not be sent to their website more concrete job prospects
2	Should have been in the fall
3	Like clustered companies that are similar
4	Need more variety of employers
5	Not helpful employers
6	Good turn out and mix of employment options
7	Color flyers worked,,,,,
8	My only knowledge of this was one email... Yesterday,,
9	Good opportunity
10	Got an interview!
11	Wanted more than a flyer and a business card
12	Lacked internship opportunities
13	More companies please, but it was great!
14	Internship pops were already full this late in the season
15	Feels like it's not very helpful... Said he can get just as much networking done through email
16	Needed more tv, media here
17	Good blend of companies here
18	Great job
19	Setup multiple interviews today
20	Lots of swag
21	lots of business and health, wants more outside of that
22	The pamphlet/guide/list of employers was very useful!
23	More employers please
24	Rodney is the best!
25	No federal agencies customs or homeland or tsa
26	More bio jobs
27	Law firms legal jobs would be great to see
28	I <3 USM
29	Tight space but very happy w turnout
30	Idexx wex beacon group consultant are missing
31	Lack of internship opportunities
32	Preparing for next year
33	Email
34	More options, startup companies,
35	Just looking
36	Impressed with aaa
37	More hospitality jobs
38	Good experience
39	Map of where employers are located
40	Wanted more entry level jobs, glad she came
41	Got the companies interested in!

Appendix E: Staffing & Student Helpers

Name	Department/ Student
Craig DeForest	Community Engagement & Career Development
Erin Dowling	Community Engagement & Career Development
Melissa Burns	Community Engagement & Career Development
Stacy Stewart	Community Engagement & Career Development
Travis Blair	Community Engagement & Career Development
Susan McWilliams	Community Engagement & Career Development
Alison Godbout	Student
Bryn Gallagher	Student
Chelsea Tibbetts	Student
Emily Maynard	Student
Emily Mitchell	Student
Jazmin Mobley	Student
Jordyn Cram	Student
Julia Elliott	Student
Keith Crogan (PMD)	Student
Krystle McLaughlin	Student
Leila Mohamed	Student
Rebecca Tanous	Student
ROTC students	Student
Rose Hyland	Student
Beth Round	Student Success
Chris Harriman	Student Success
Deb Kalikow-Pluck	Student Success
Helen Gorgus-Goulding	Student Success
Janet Etzel	Student Success
Janis Albright	Student Success
Jean Kerrigan	Student Success
Jen Hart	Student Success
Meg Wright	Student Success
Rodney Mondor	Student Success

Appendix F: All USM Departments That Assisted & Supported the Job Fair

Aramark
 Board of Student Organizations
 Campus Card Services
 Community Engagement & Career
 Development
 Corporate Partners
 Facilities Management
 Marketing & Brand Management
 Office of Public Affairs

Office of the President
 Office of Residential Life
 Student Life
 Student Success
 Sullivan Recreation and Fitness Complex
 University Advancement
 USM Public Safety & Parking
 USM ROTC