How to Sell your ECON Degree at the Career Fair
Overview

• Is attending the career *beneficial* to me and my search?
• **Preparation** for the Career Fair
• **Day-of** Fair Expectations and Etiquette
• **Follow-up**
• The Econ Advising Office and The Career Center can **help**!
Should I Go to the Career Fair?
Determine if the Career Fair is for You?

1) What employers are attending?  
2) What positions are they seeking to fill?  
3) What are my professional goals?

Career fairs can be a great tool to land a job or internship, but it is NOT the only tool.
Who and What Positions? Interested?

Business Career Fair - I-Link

All-Campus Career Fair - I-Link
Your Skills & Qualifications?

Quantitative analysis
Research and information retrieval
Analytical thinking
Creative thinking
Effective with ambiguity
Learning and synthesizing new ideas
Writing
Speaking
Foreign languages and cross-cultural knowledge
### What Do Employers Want?

#### Attributes Employers Seek on a Candidate’s Resume

<table>
<thead>
<tr>
<th>Skill/Quality</th>
<th>% Resp.</th>
<th>Skill/Quality</th>
<th>% Resp.</th>
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<tbody>
<tr>
<td>Leadership</td>
<td>80.6%</td>
<td>Communication skills (verbal)</td>
<td>67.2%</td>
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<tr>
<td>Problem-solving skills</td>
<td>75.3%</td>
<td>Initiative</td>
<td>66.7%</td>
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<tr>
<td>Communication skills (written)</td>
<td>74.7%</td>
<td>Computer skills</td>
<td>64.5%</td>
</tr>
<tr>
<td>Ability to work on a team</td>
<td>74.2%</td>
<td>Technical skills</td>
<td>64.0%</td>
</tr>
<tr>
<td>Strong work ethic</td>
<td>73.1%</td>
<td>Detail-oriented</td>
<td>57.5%</td>
</tr>
<tr>
<td>Analytical/quantitative skills</td>
<td>72.0%</td>
<td>Flexibility/adaptability</td>
<td>57.5%</td>
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NACE Job Outlook 2013
## What Do Employers Want?

<table>
<thead>
<tr>
<th>Skill/Quality</th>
<th>Rating</th>
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<th>Rating</th>
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<tbody>
<tr>
<td>Ability to <em>verbally communicate</em> with persons inside and outside the organization</td>
<td>4.63</td>
<td>Ability to <em>analyze quantitative data</em></td>
<td>4.30</td>
</tr>
<tr>
<td>Ability to <em>work in a team structure</em></td>
<td>4.60</td>
<td>Technical knowledge related to the job</td>
<td>3.99</td>
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<tr>
<td>Ability to <em>make decisions</em> and solve problems*</td>
<td>4.51</td>
<td>Proficiency with computer software programs</td>
<td>3.95</td>
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<tr>
<td>Ability to <em>plan, organize and prioritize work</em></td>
<td>4.46</td>
<td>Ability to <em>create and/or edit written reports</em></td>
<td>3.56</td>
</tr>
<tr>
<td>Ability to <em>obtain and process information</em></td>
<td>4.43</td>
<td>Ability to <em>sell or influence</em> others</td>
<td>3.55</td>
</tr>
</tbody>
</table>

NACE Job Outlook 2013
You’ve decided to go-
How to prepare...
What is it like?

Large room @ ARC, Illini Union
- 100+ booths
- 300+ recruiters
- 1500+ students
- Lines
- Loud
- Hot
The Basics

✓ Resume – updated and copied
✓ RecPass – Pre-register?
✓ Portfolio, pen, paper
✓ Business professional attire
✓ Personal grooming
✓ Elevator pitch
Professional Attire

Suits, shoes, and socks should be dark in color and fit
Always err on the side of conservative
Don’t let your attire be a distraction
If you think to yourself or ask someone if what you’re wearing is too much, it is!
Professional Attire

Not the time to make a fashion statement
No sports watches/fit bits/etc.
Careful with scents (perfumes, cologne, scented sprays/lotion)
Think about the colors you are wearing: better to blend than stick out!

Men:
Not the time to wear your pink or purple shirts
Ties are necessary (bowties are not recommended)

Women:
No high shoes or stilettos – make sure you are able to walk!
Do not apply too much make-up
No chunky, large, or flashy jewelry
If wearing a skirt, make sure it is appropriate (length and fit)
What is the goal?

For the day?
For each conversation?

– Land an interview
– Learn how to apply
– Expand your network
– Explore potential occupations/1st destinations
– Collect the freebies!
– Complete a class assignment
# Be Organized & Be Proactive!

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<tbody>
<tr>
<td>ABC</td>
<td>1</td>
<td>Mgmt Intern</td>
<td>Yes, I-link</td>
<td></td>
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<tr>
<td>DEF</td>
<td>2</td>
<td>Analyst</td>
<td>Yes, corp website</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>XYZ</td>
<td>2</td>
<td></td>
<td>Yes, corp website</td>
<td>Restricted on I-Link</td>
<td></td>
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<td></td>
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</table>
Know the Jobs & Requirements

- Be familiar with the positions the companies want (use this in your conversation with them)
- Know the skills they want/require so you can show them you have the ones they desire, and more!
Strategy

• We recommend going to 5-10 booths (this may take a lot of time, mostly waiting in line)
  – Be patient!

• Plan the order: Do not start with your 1st or 2nd choice, work up to those! Practice at one you are still interested in, but where you can adjust to the environment and boost your comfort and confidence

• Do not wear yourself out the first day! There are two days (make sure you know which days which companies will be there)
Get Professional!

• Set-up your phone
  – Make sure a professional voicemail is set-up on your phone
  – If you don’t recognize the phone number, it could be an employer!
  – Don’t answer your phone in a loud location
  – Answer Professionally: “Hello, this is (name)”

• Set-up your email
  – You can create a new professional email just for applying for jobs
  – Don’t lose emails from employers in your other crowded inbox
  – Easier to organize
  – Make sure it is a professional email: name@gmail.com

• Clean-up your Facebook and online profiles

• Create a LinkedIn Profile
Elevator Pitch

Your name

possibly your degree: are they hiring Econ students?

Your actions

Your interest

Your qualifications

Your question

Deliver resume (maybe)
Practice the Pitch!

**Name and education**
Hi, I am _______________. *I am a junior studying _______________.*

**Your action and interest**
I am really interested in learning more about _______________ that I found on _______________

**Your qualifications**
I believe my _______________ skills are well-fit to this internship. I have experience with ____________

**Your question**
Can you tell me more about the internship?
*don’t ask something which is easily answered on their website or on the job posting*
What to Expect from Recruiters

• Questions concerning your career goal(s) and interest in their company
  • Recruiter: “Why are you talking to me?”
  • Student: Articulating your interest
• Questions about your resume
  • Recruiter: “Are you qualified? Am I interested?”
  • Student: Articulating your skills and qualifications
Who are the Recruiters?

- Sometimes companies will send **UIUC Alumni** (they may not have a part in the hiring process, and they may have little to do with the available positions, but there is a campus connection)
- Sometimes they send **Recruiters/HR** who are in charge of hiring
- Don’t expect them to know the **skills** and **qualifications** you have as an **Econ major**!

Join Us!
Anticipate and Prepare

• “Why did you choose Economics?”
• “Submit your resume on I-Link.”
• “I am not the right person to talk to you about this position.”
• “Are you going to graduate school?”
• “Are you willing to relocate?”
• “Do you have permanent work authorization?”
• “Your GPA does not meet our requirements.”
• “What are your plans after graduation?”
Econ is not a selected degree?

Some jobs may seem a perfect fit for Econ students, but the job listing does not include Economics.

Don’t give up!

Sometimes it is an oversight by the company, where they would normally open up to Econ students.

1. Talk to them at the Career Fair
2. Let me know you didn’t see a posting on I-Link, or that it was not open to Econ majors
3. Tell them how great and perfect you are for the position
4. Tell them of your interest
5. Get their contact information
6. See if they are able to help open the position to Econ
7. Let The Career Center know (or notify Melissa in the Econ advising office menewell@illinois.edu) and we will attempt to contact the company to open to Econ majors
Let them respond!
Have a conversation
Confirm next steps in selection process
**Ask for alternative if needed**
Collect contact information
Day of the Fair
Let’s Do This!
Navigating the Fair

• Bring your I-Card
• Work the career fair alone
• Go early if possible
• Map out your path
• Relax and speak slowly
• Request business cards and/or contact information
• Take notes in-between contacts
• Smile and be enthusiastic
How to Approach Recruiters

• Respect others in line
• Listen to what those are saying/asking in front of you to know what to expect
• Do not be on your phone
• Pay attention to instructions at the booth
• Establish eye contact, present a firm handshake, and then introduce yourself using your elevator speech
• Be confident
• Take an active role in the interview/conversation
Sell YOURSELF first!

• Why are you as an individual great for the position?
• You define your degree, your degree does not define you
Why is an Econ Major perfect for the Job?

- Critical thinking skills
- Ability to analyze information
- Predict trends/forecast
- Liberal education (understanding from multiple areas, not linear focus)
- Supporting coursework
- ...add in your double-majors, minors, and other relevant coursework
Career Fair Follow-up
Weekend Plans....Done!
Following Up After the Fair Within 2-3 Days

• Apply or other next steps in process
• Send a note of thanks all employers with whom you spoke
  – Email
  – Attach your resume (.pdf)
  – Indicate your actions
  – Your I-Link challenges
Stay Organized!

Update your file
Keep contact information
Application deadlines
Info sessions
Remember...

The search is a marathon, not a sprint.
Resume Writing Assistance

@ Economics Advising Office
   – By appointment or Express Advising

@ The Career Center:
   -Monday-Friday
   -Between 2:00-4:30 p.m.
   -715 S. Wright St (across from Alma Mater)

@ the Undergrad Library

@ Ikenberry Commons

Or Call for a Counseling Appointment with a Counselor
   -The Career Center phone: (217) 333-0820
I-Link

Sign-up for I-Link (free!) via The Career Center’s website
http://www.careercenter.illinois.edu/jobs/ilink

Takes time to be approved, so sign-up now!

Search for:
- Internship postings
- Full-time employment opportunities
- Career fair information
- On-campus interviews
Summary

• Determine the career fair a “well-fit” tool for your search.
• Prepare, prepare, prepare
• Day of opportunity
• Follow-up
• Let The Econ Department and The Career Center help
Questions?