

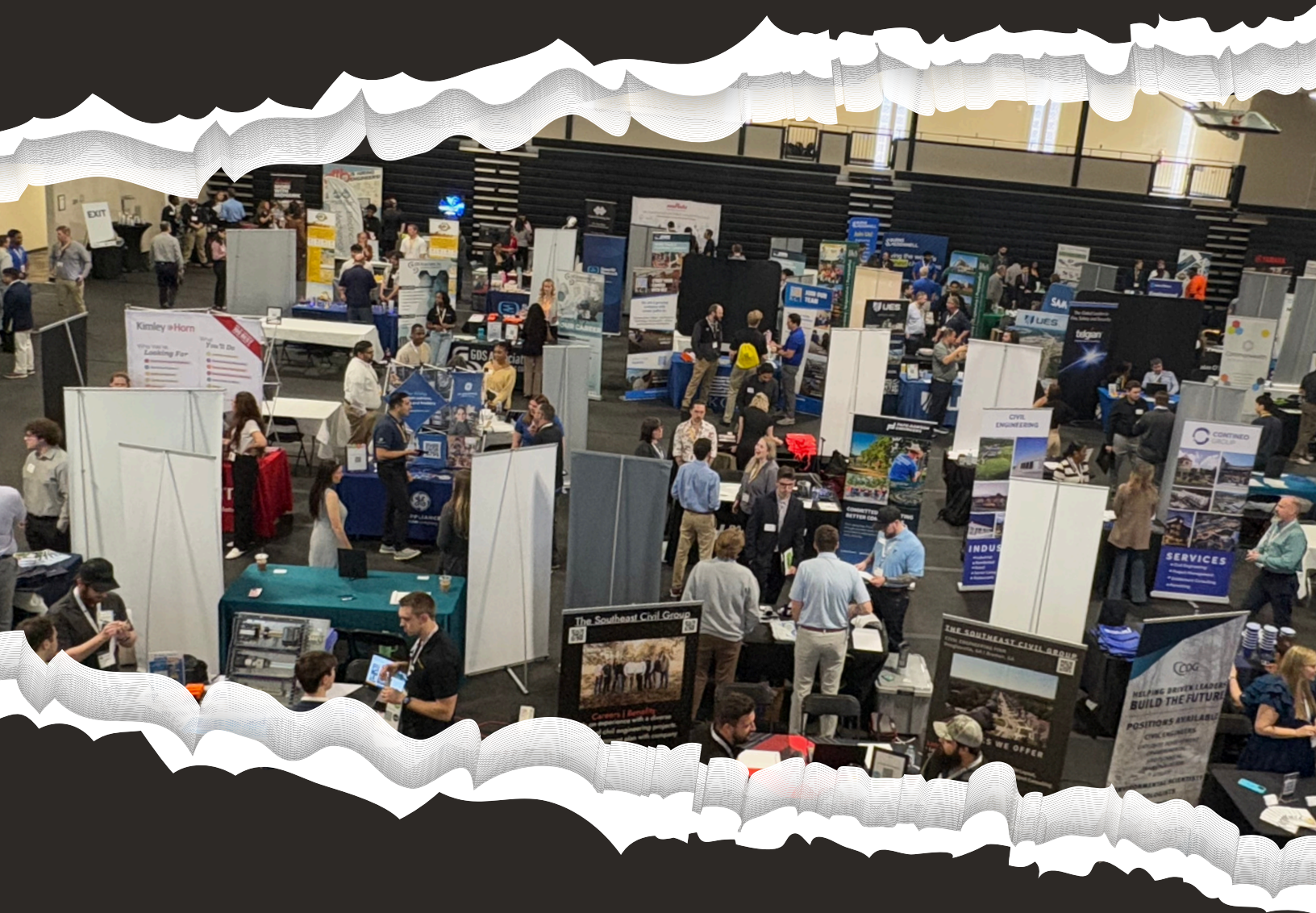


**KENNESAW STATE
UNIVERSITY**

EXTERNAL AFFAIRS
Career Planning and Development

Academic Year 2025

Career Fairs



Connecting Talent
Igniting Futures

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Yearly Overview

Career Planning and Development hosted 8 career fairs this academic year leading to the following touch points:

 9,587
**Students
Attended**

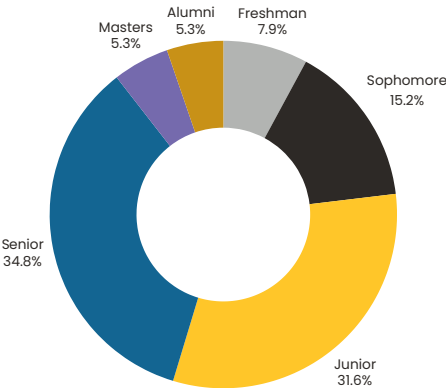
 895
**Registered
Employers**

 3,402
**Unique Booth
Check-ins**

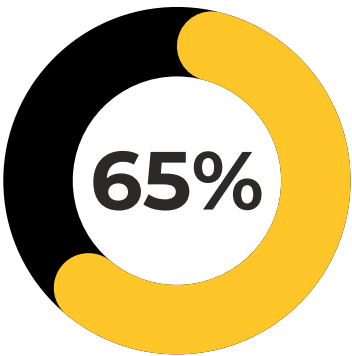
 3,599
**Seniors
Attended**

Accounting, Finance, & Fintech Job & Internship Fair

Attendance by Classification

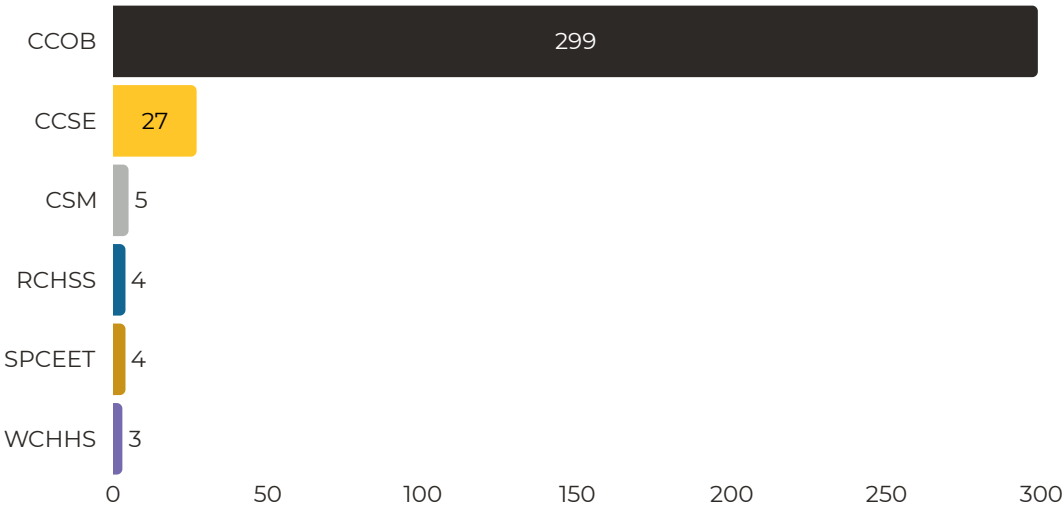


Self-reported Student Preparedness



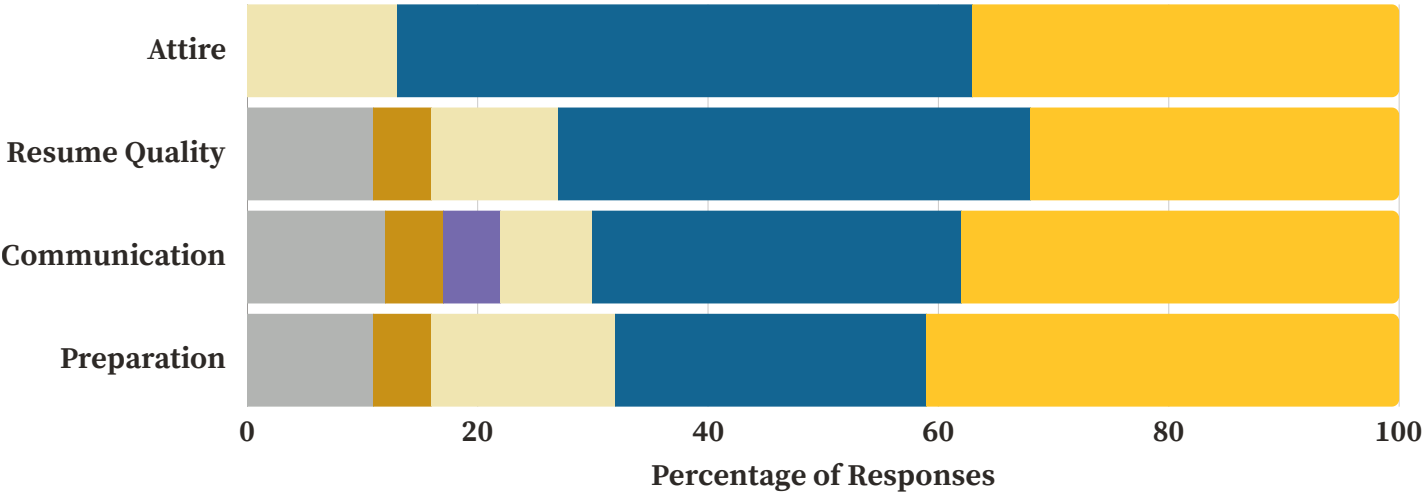
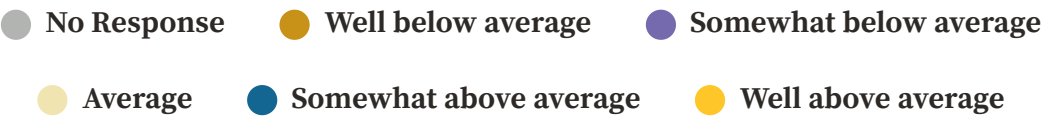
65% of attendees rated themselves as feeling moderately prepared or better

Student Attendance by College

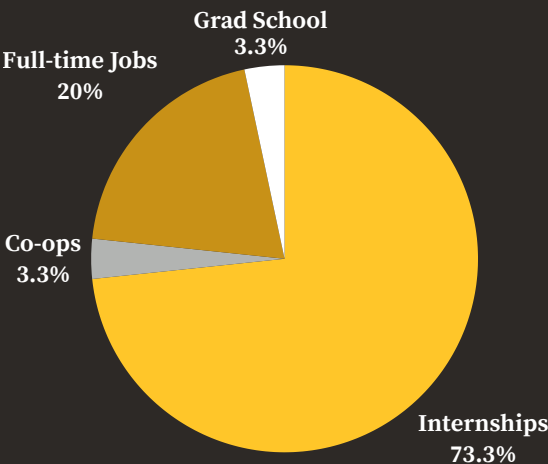


Accounting, Finance, & Fintech Job & Internship Fair

Employer Rating of Student Professionalism



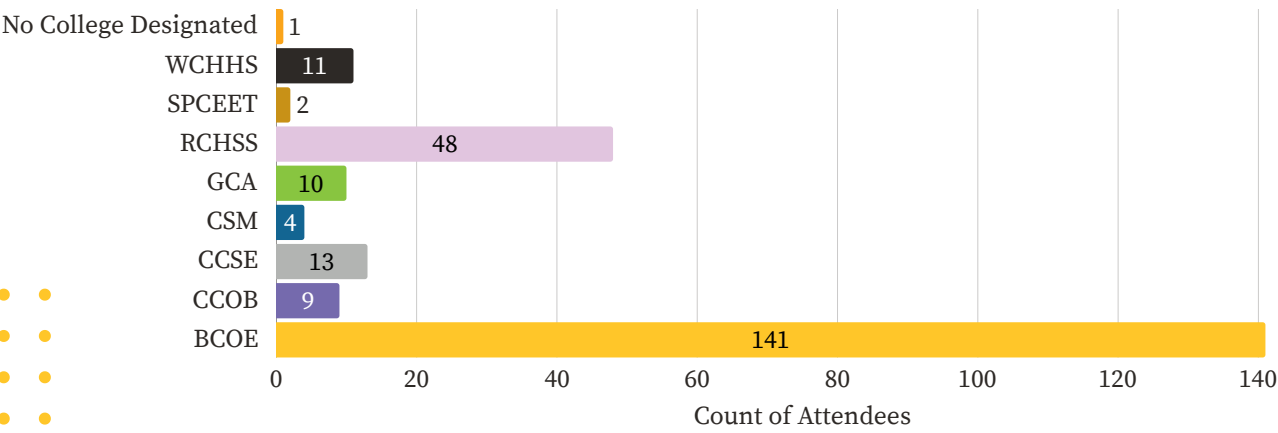
Recruitment Roles by Frequency





Education Fair

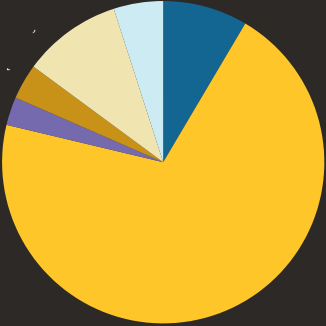
Attendees by College



Bagwell: A Closer Look

Attendees By Major

- Early Childhood
- Elementary Education
- Elementary Education-Interest
- Master of Arts in Teaching
- Middle Grades Education
- Secondary Education

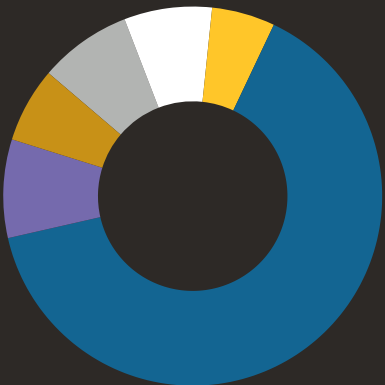


65%

percent of students surveyed described themselves as somewhat prepared for the fair or better

Attendees By Classification

- Freshman
- Sophomore
- Junior
- Senior
- Masters
- Alumni



37%

percent of students surveyed at the Education fair cited the DCPD website as the primary location where they learned about the fair

EMPLOYERS EMPLOYERS EMPLOYERS EMPLOYERS EMPLOYERS

A 7x3 grid of dots, representing a 3x7 matrix. The dots are arranged in 7 rows and 3 columns.

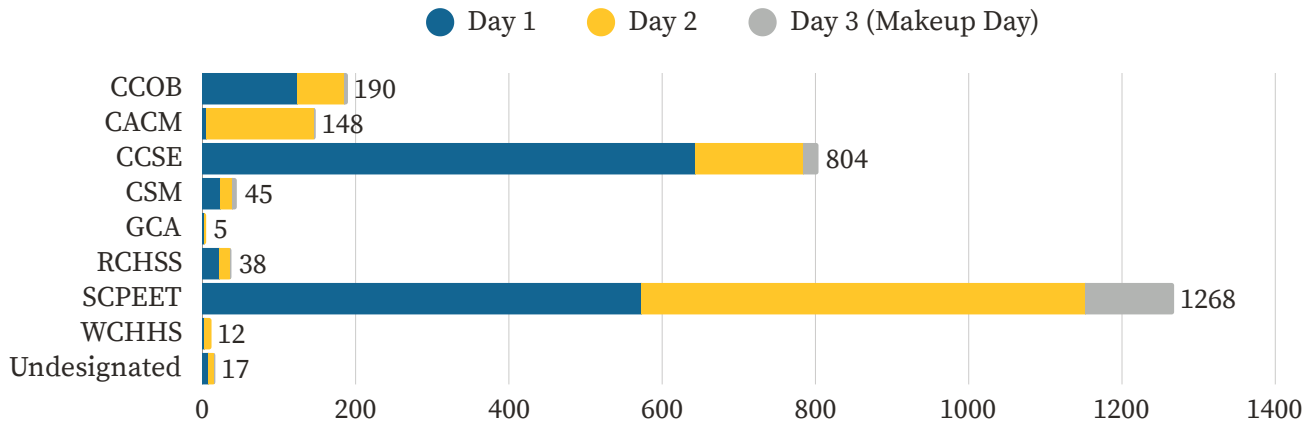


A 7x3 grid of dots, representing a 3x7 matrix. The dots are arranged in 7 rows and 3 columns.



Fall STEM Career Fair

Attendees by College

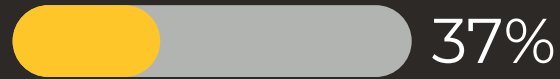


Student Preparedness



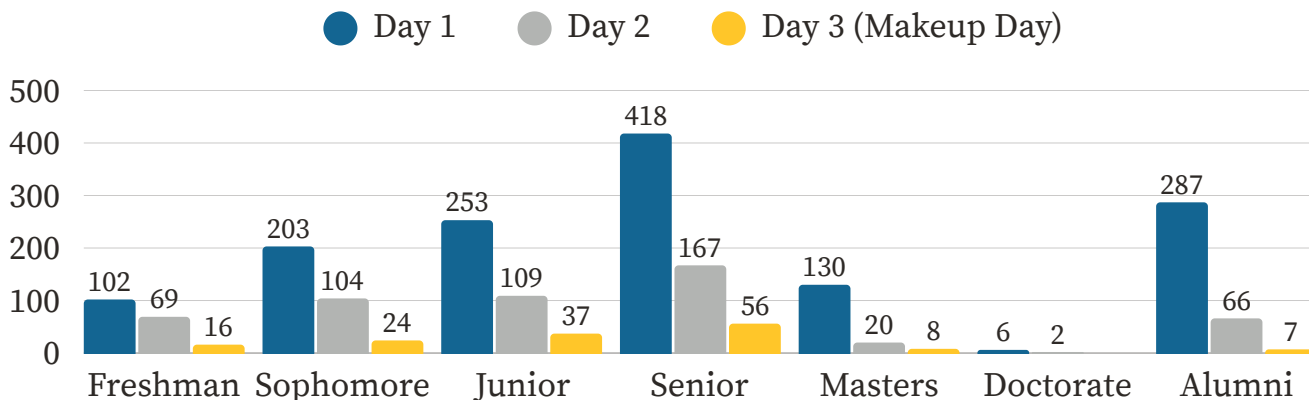
69% of attendees rated themselves as feeling moderately prepared or better

Event Awareness



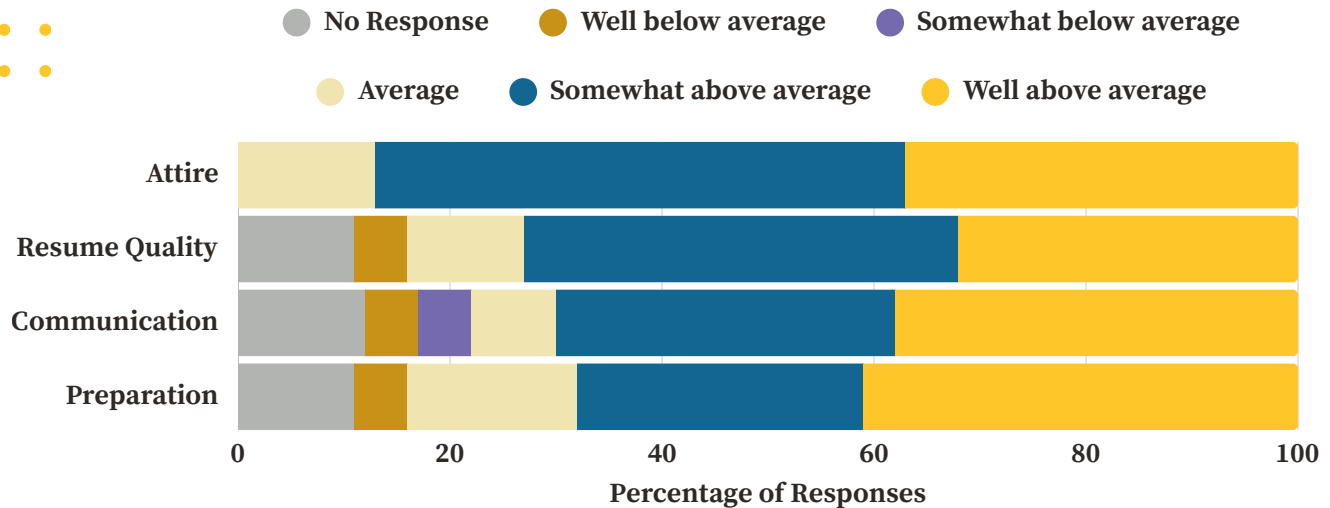
The largest percentage of students surveyed cited other DCPD events as the location where they learned about the fair: workshops, tabling, etc.

Attendance by Classification

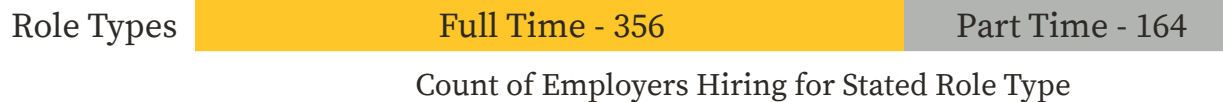


STEM Career Fair

Employer Rating of Student Professionalism



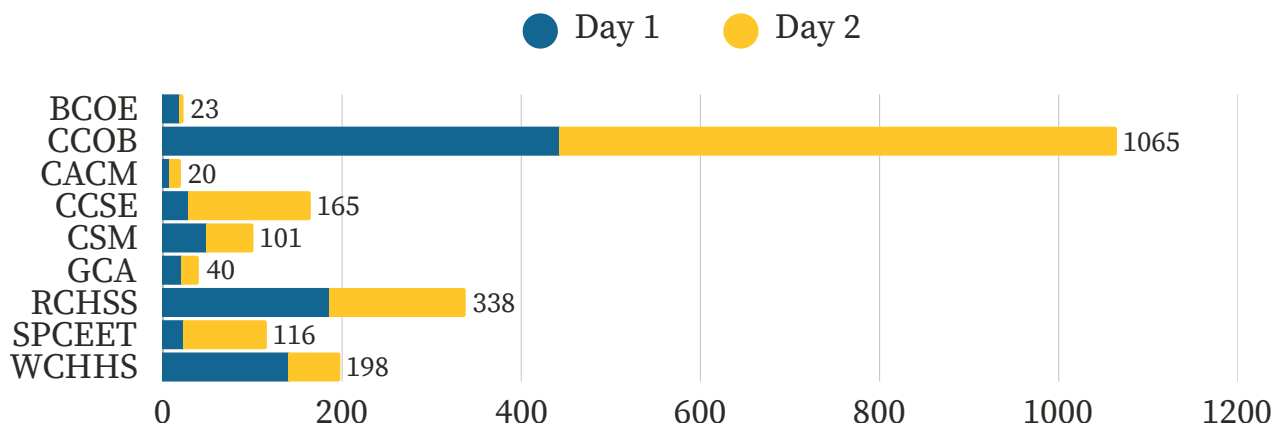
Recruitment by Job Type



Reasons for Recruiting	First Time Recruiters	Returning Recruiters
Relevant Majors at KSU	18%	41%
Reputation of KSU's Career Fair	3%	24%
Diversity of KSU Students	16%	21%
Affordability of Career Fair Costs/Fees	21%	13%
Current Recruitment Needs	23%	1%
Networking Opportunity	19%	

Fall Job and Internship Fair

Attendees by College



Student Preparedness



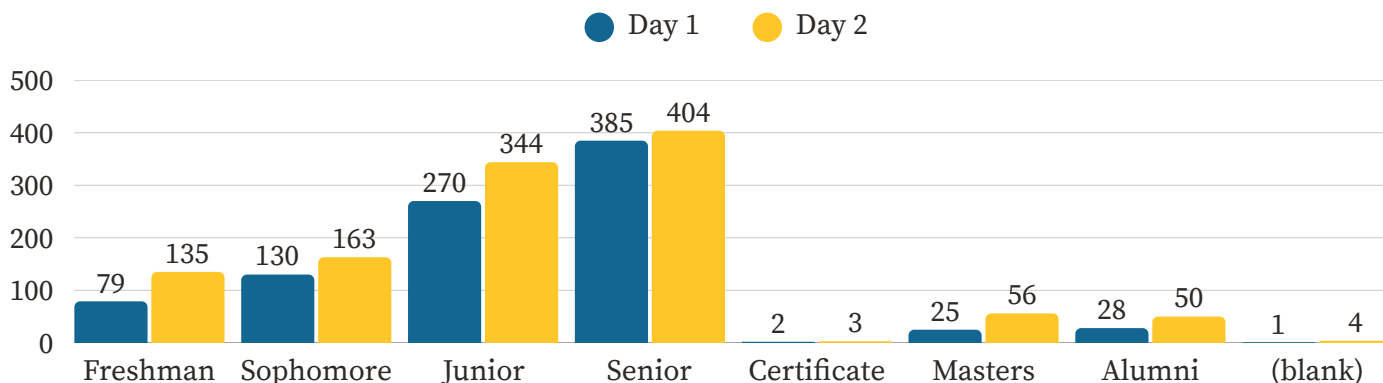
69% of attendees rated themselves as feeling moderately prepared or better

Preparation Resources



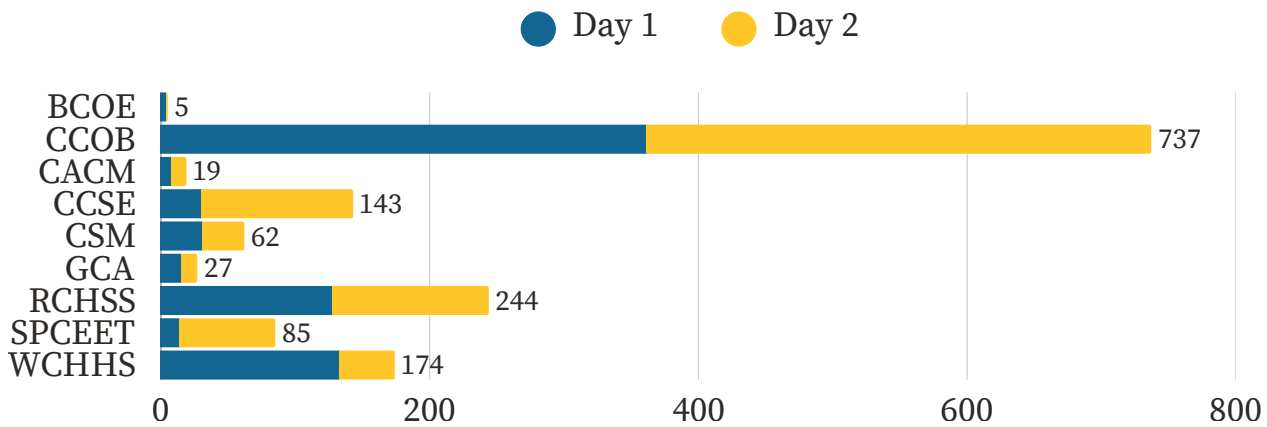
29% of students cited the DCPD website as their main source of preparation material ahead of a job fair, more than any other resource

Attendance by Classification



Spring Job and Internship Fair

Attendees by College



Student Preparedness



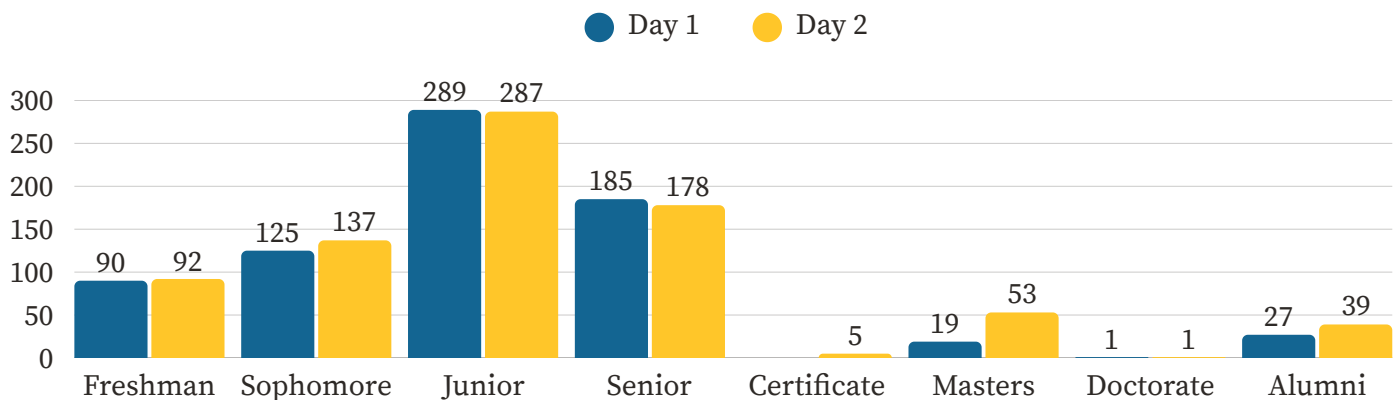
68% of attendees rated themselves as feeling moderately prepared or better



5.8

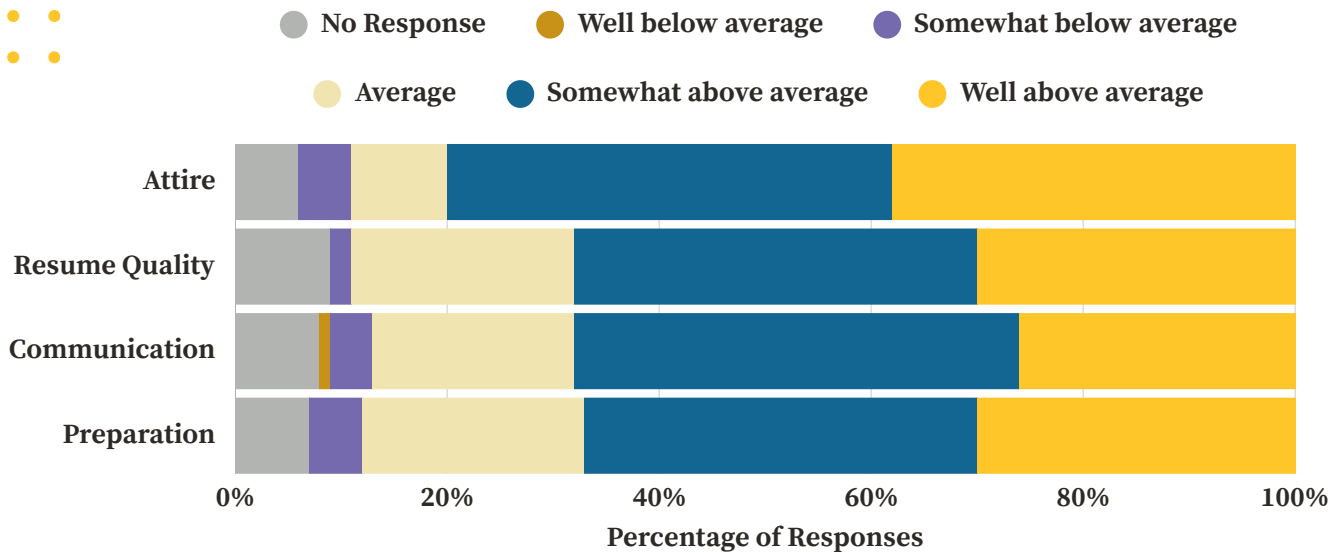
Surveyed students reported speaking to an average of 5.8 employers on a visit to the fair.

Attendance by Classification

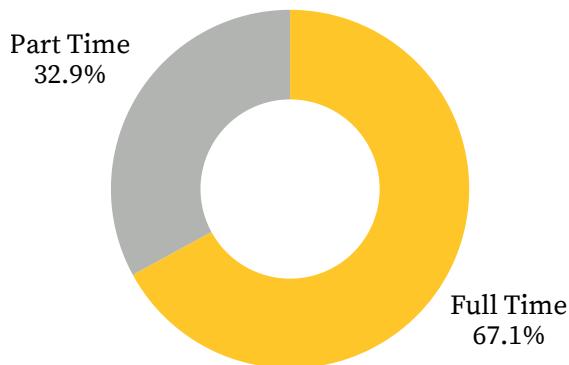


Job and Internship Fair

Employer Rating of Student Professionalism



Recruitment by Job Type

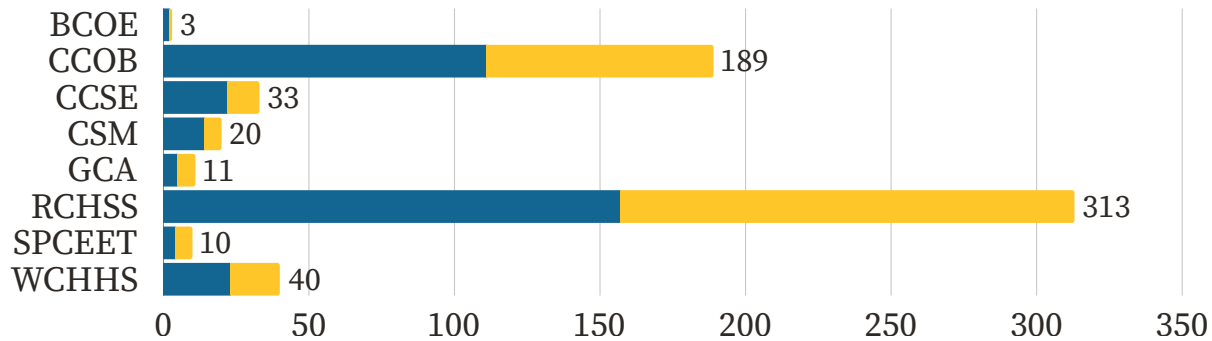


99%

percent of employers surveyed plan on participating in this fair in the future.



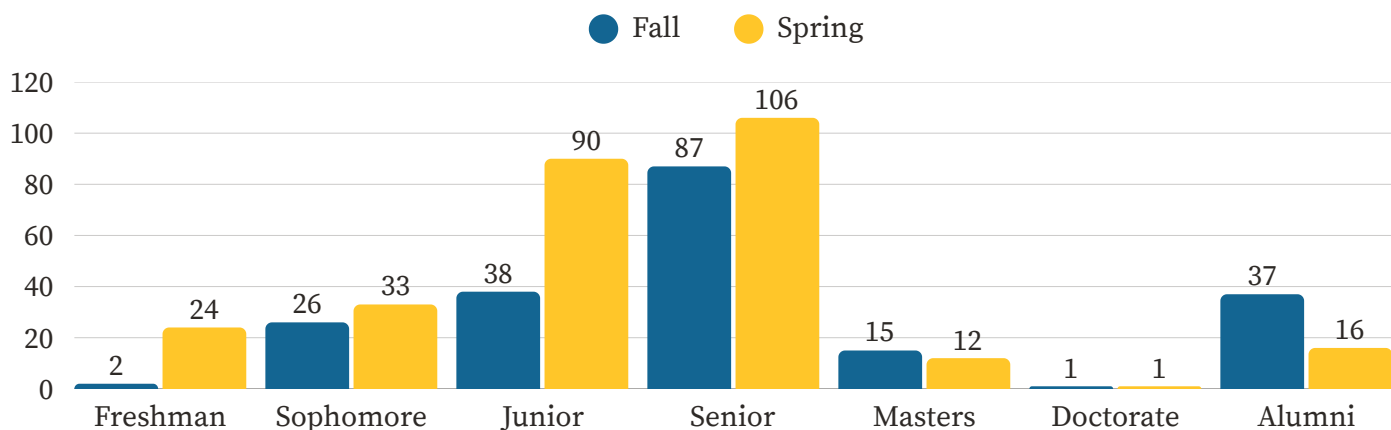
● Fall ● Spring



83%

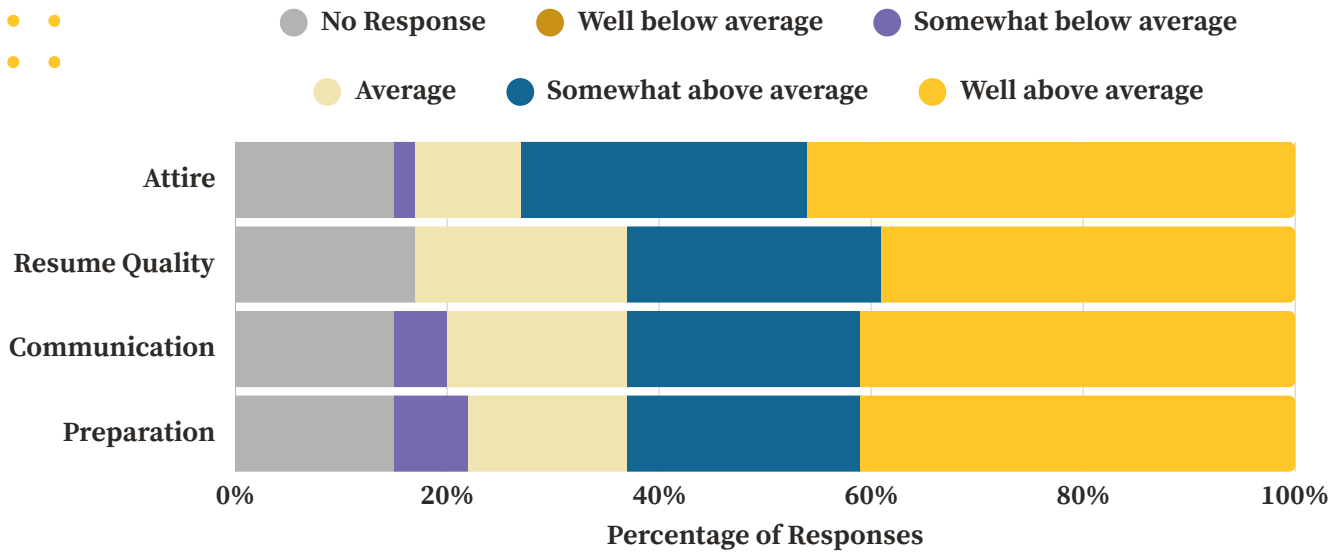
36%

Attendance by Classification

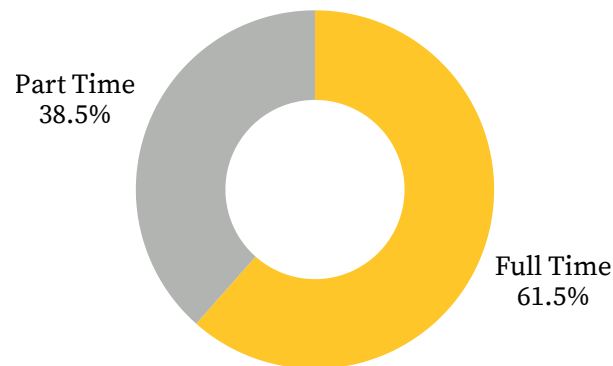


Government & Non-Profit Fair

Employer Rating of Student Professionalism



Recruitment by Job Type



100%

percent of employers surveyed plan on participating in this fair in the future.





COMING SOON

Stay Tuned

Fall 2025 Career Fairs

-  **Virtual Accounting & Finance Job and Internship Fair**
September 9th | 11 AM to 3 PM | Kennesaw Mac Gym
-  **STEM Job, Co-op, and Internship Fair**
September 30th - Oct. 2nd | 11 AM to 3 PM | Marietta Event Center
-  **All Majors Job and Internship Fair**
October 28th and 29th | 11 AM to 3 PM | Kennesaw Rec Center
-  **Government & Non-Profit Fair**
October 30th | 11 AM to 3 PM | Kennesaw Rec Center

THANK
YOU

Career Planning and Development

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Academic Learning Center - Suite 3500

Marietta Campus
Joe Mack Wilson Student Center - Suite 000

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