



**KENNESAW STATE
UNIVERSITY**
EXTERNAL AFFAIRS
Career Planning and Development

All Majors and Government & Non-Profit Job Fair Report

2,323

Total Attendees

Combined attendance across both career fairs

1,997

All Majors Fair

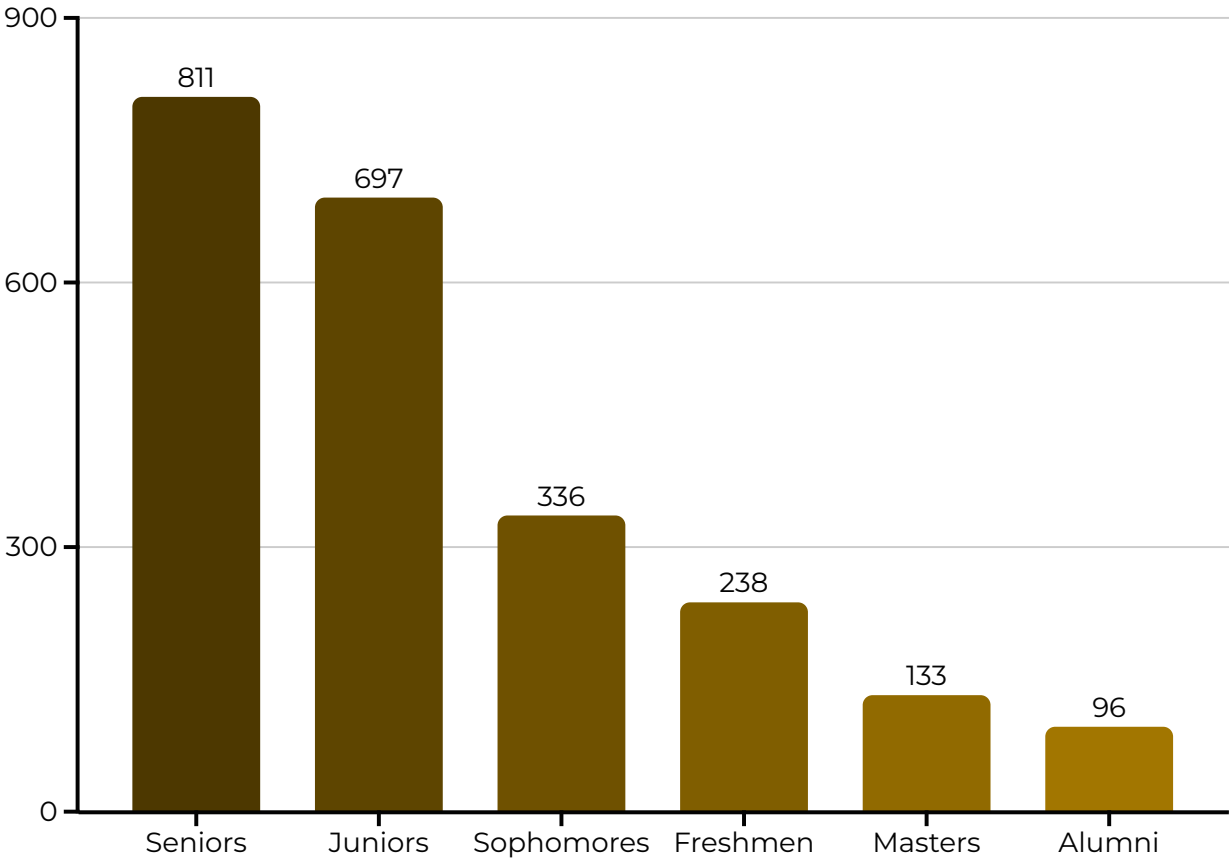
October 28-29, 2025

326

Government & Non-Profit

October 30, 2025

Student Classification Distribution (Overall)



Key Insights

The student classification distribution shows a high presence of upper-division students. Seniors accounted for 811 attendees (35%), while Juniors represented 697 attendees (30%). Combined, these groups make up approximately 65% of total attendees, demonstrating alignment with career readiness and placement objectives.

Undergraduate attendees also included 336 Sophomores (14%) and 238 Freshmen (10%).

Post-undergraduate engagement was significant, with 133 Masters students (6%) and 96 Alumni (4%) participating, collectively representing 10% of attendance and showcasing continued interest beyond undergraduate years.

Fair-Specific Attendance Patterns



All Majors Fair

October 29 • 1,997 attendees

- Seniors: 695 (35%)
- Juniors: 598 (30%)
- Sophomores: 291 (15%)
- Freshmen: 195 (10%)
- Masters: 120 (6%)
- Alumni: 82 (4%)

Attracted full academic spectrum with high levels of upperclassmen



Government & Non-Profit Fair

October 30 • 326 attendees

- Seniors: 116 (36%)
- Juniors: 99 (30%)
- Sophomores: 45 (14%)
- Freshmen: 43 (13%)
- Masters: 13 (4%)
- Alumni: 14 (4%)

Higher proportion of upperclassmen seeking public service pathways

Top Majors & Colleges (Overall)

Leading Majors by Attendance (Top 10)

1. Marketing 193 (8.3%)
2. Finance 190 (8.2%)
3. Management 164 (7.1%)
4. Integrated Health Science 137 (5.9%)
5. Psychology 124 (5.3%)
6. Information Technology 115 (5.0%)
7. Accounting 110 (4.7%)
8. Computer Science 105 (4.5%)
9. Economics 98 (4.2%)
10. Criminal Justice 95 (4.1%)

College Representation Breakdown

1. Coles College of Business: 1,207 (55.4%)
2. Radow College of Humanities & Social Sciences: 464 (21.3%)
3. Wellstar College of Health and Human Services: 216 (9.9%)
4. College of Computing and Software Engineering: 156 (7.2%)
5. Southern Polytechnic College of Engineering: 80 (3.7%)
6. College of Science and Mathematics: 70 (3.2%)
7. College of the Arts: 15 (0.7%)
8. University College: 10 (0.5%)

Top Major and College Attendance by Fair

All Majors Fair

1. Marketing (165)
2. Finance (162)
3. Management (140)
4. Integrated Health Science (118)
5. Psychology (95)
6. Information Technology (98)
7. Accounting (94)
8. Computer Science (89)
9. Economics (83)
10. Human Resources (76)

Government & Non-Profit Fair

1. Criminal Justice (28)
2. Psychology (29)
3. Political Science (24)
4. Public Administration (22)
5. Social Work (19)
6. International Affairs (18)
7. Communications (16)
8. History (15)
9. Sociology (14)
10. English (13)

All Majors Fair

- Coles College of Business: (1,050)
- Radow College of Humanities & Social Sciences: (380)
- Wellstar College of Health and Human Services: (185)
- College of Computing and Software Engineering: (135)
- Southern Polytechnic College of Engineering: (70)

Government & Non-Profit Fair

- Radow College of Humanities & Social Sciences: (84)
- Coles College of Business: (157)
- Wellstar College of Health and Human Services: (31)
- College of Computing and Software Engineering: (21)
- Southern Polytechnic College of Engineering: (10)

Employer Feedback

Note: The data presented in this report reflects responses from employers who completed the post-event survey. Not all participants rated every section, and response rates varied across questions. As a result, some figures represent partial feedback rather than the full set of employer participants. Percentages and counts are based on available responses for each item to ensure accuracy and transparency.

Employer Engagement

Participation Snapshot

168 employers who shared feedback, providing valuable insights.



70% Returning Employers

118 organizations demonstrated positive retention and satisfaction.



30% First-Time Participants

48 organizations joined, reflecting expanding reach and growing reputation.

Top Reasons Employers Choose KSU

Employers cited reputation, student quality, and partnerships as key factors.



Established Reputation

KSU Career Fairs are recognized for quality and professional execution.



Diverse Talent Pool

Access to students across multiple majors and skill sets.



Partnership Value

Opportunities for networking and long-term recruiting relationships.

“

"We always have great success hiring from KSU. The professionalism and enthusiasm of students keeps us coming back year after year."

”

Exceptional Satisfaction Ratings Across All Metrics

Employer satisfaction levels were high, with **95% reporting positive experiences**. This indicates that employers viewed event coordination and communication processes favorably.

62%

Very Satisfied

104 employers rated their experience as exceptional

33%

Satisfied

55 employers reported positive overall experience

<1%

Dissatisfied

Only 1 employer expressed dissatisfaction. 8 non-responses excluded

95%

Overall Success Rate

Combined satisfied and very satisfied responses

What Employers Are Saying

"The KSU staff is amazing! The students were professional and well-prepared."

"Everything ran smoothly, and there was great communication before and during the fair."

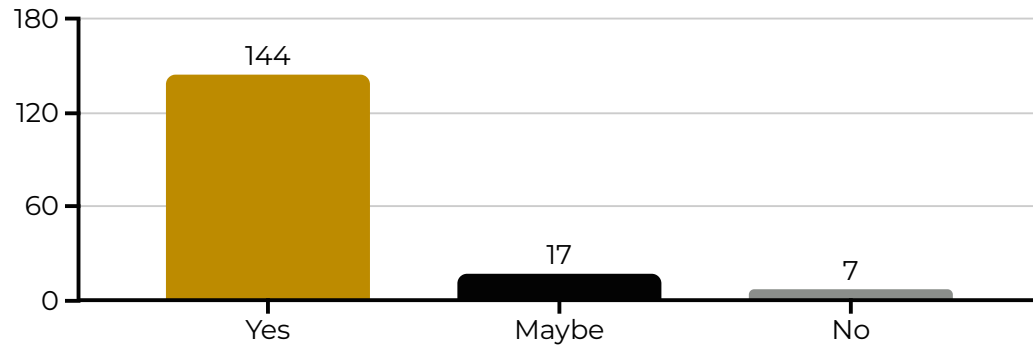
"I always appreciate how organized KSU's fairs are, it makes recruiting easy."

Key Insight

High satisfaction levels suggest that employers view KSU career fairs as **well-organized, efficient, and worth their investment** of time and resources.

Intent to Return and Partnership Value

85% of employers (144 organizations) confirmed their intention to return to future KSU career fairs, with an additional 10% considering participation.



Data indicates that continued cultivation of partnerships with employers, driving high re-engagement rates and establishing long-term recruiting relationships.

Some employers indicated they would not return due to low student alignment with their hiring needs, limited engagement or preparation among attendees, and logistical factors such as event timing or table traffic.

Building Enduring Relationships

"This is one of our favorite career fairs each year. We definitely plan to return—the student turnout and engagement were great."

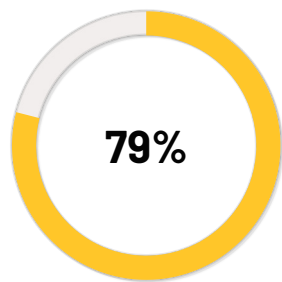
Primary factors influencing return decisions:

- Quality of student interactions and preparedness.
- Event organization and staff support.
- Recruiting outcomes and qualified candidate pipeline.
- ROI on recruitment time and resources invested.

Recruiting Outcomes

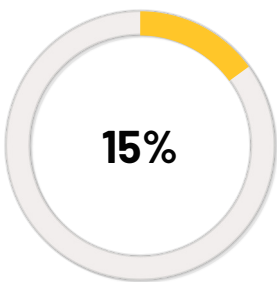
Meeting Hiring Goals The fair delivered positive results with 80% of employers meeting or exceeding their recruiting objectives. This suggests effective alignment between student attendance, preparation levels, and employer hiring needs.	Met Expectations 55% (92 employers) Achieved their anticipated recruiting goals
Exceeded Expectations 25% (42 employers) Surpassed their hiring objectives	Below Expectations 15% (25 employers) Did not fully meet goals but gathered leads

Post-Fair Engagement Plans



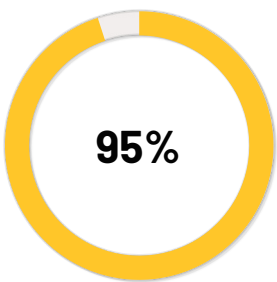
Identified Candidates

79% (133 employers) plan immediate follow-up with specific students



Reviewing Resumes

15% (26 employers) will evaluate collected materials soon



Total Active Follow-Up

95% (159 employers) taking next steps with candidates

"We met a lot of students who align with our current openings. I already reached out to several candidates from the fair. We didn't fill positions on the spot, but we gathered strong leads for our pipeline."

Student Engagement Quality

Employers evaluated student interactions across four critical professional competencies. Results show **consistently positive ratings in soft skills**, with 83-98% of ratings in the 'Excellent' or 'Good' range, while highlighting opportunities for enhanced industry-specific preparation.

Evaluation Category	Excellent	Good	Poor/Very Poor	Total
Professional Appearance	79 (49%)	80 (50%)	2 (1%)	161
Resume Quality	69 (43%)	88 (55%)	3 (2%)	160
Communication Skills	54 (33%)	99 (60%)	8 (5%)	161
Preparation & Industry Knowledge	43 (26%)	86 (53%)	30 (19%)	162



Professional Appearance

99% positive ratings

Students generally presented themselves professionally and made positive first impressions through appropriate attire and grooming.



Resume Quality

98% positive ratings

Resumes were generally strong and well-formatted. Employers suggested minor improvements in tailoring content to specific roles.



Communication Skills

93% positive ratings

Communication received high ratings. Students were articulate, confident, and personable in their interactions.



Industry Knowledge

79% positive ratings

The area with most variance. Many students showed high levels of preparation, while others demonstrated limited understanding of specific industries.

"Students were confident and asked thoughtful questions. Many had great energy and engagement—they really wanted to be there. A few didn't fully understand our field, but overall the conversations were strong."

Employer Voices: Key Takeaways

Employers shared their candid feedback, highlighting what went well and where there's room for growth. These insights will inform planning for future events.

“

Positive Experiences

"Students were friendly, engaging, and enthusiastic — one of the best groups we've met this season, with many coming prepared and confident, making for great conversations."

"We appreciated the variety of majors and backgrounds represented."

"It was great to see such strong student turnout and interest in our organization."

”

Staff Support

"The event was very well-organized. Staff were visible and ready to assist with any questions."

"Check-in was quick and efficient, and the setup was very smooth."

"Everyone we interacted with, from staff to students, was courteous and professional."

”

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Event Organization & Logistics

"The venue layout was easy to navigate and made it simple to connect with students."

"Check-in was quick and efficient, and the setup was very smooth."

"The communication before the fair was excellent — everything was clear and timely."

”

“

Student Preparation & Professional Skills

"KSU students were prepared and confident, which made for great conversations."

"We liked seeing how many students had researched our company before approaching."

"There were some gaps in student preparation, but their enthusiasm made up for it."

”

“

Areas for Improvement

"Some students didn't have resumes ready or were unsure of positions, and we'd benefit from more technical majors and clearer signage."

"It would help to have more breaks scheduled for employers during long sessions, and maybe shorten the day slightly or build in small pauses."

"More signage or guidance for parking and unloading would be appreciated, and Wi-Fi access was spotty at times; a dedicated network for employers would help."

"The lighting in the room could be improved — it felt a bit dim in certain areas. Also, I wish there were more chairs or lounge areas available during breaks."

”

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Recruiting Success Stories

"The fair was productive for us, and we met good candidates for potential follow-up."

"It was great to see such strong student turnout and interest in our organization, leading to promising conversations."

”

“

Future Participation Intent

"The fair was productive for us, though we'll likely adjust which day we attend next time."

"We met good candidates but may focus on a smaller set of majors moving forward."

”

“

Overall Experience Summary

"Overall a great experience despite minor logistical hiccups. Student interest was solid, though it varied by major, and we found it productive."

"Student interest was solid, but it varied depending on the major, which led us to consider refining our target audience."

"There were some gaps in student preparation, but their enthusiasm made up for it, making it a generally positive event."

”

Student Feedback

Note: The data in this section reflects responses from students who completed the post-event survey. Not all respondents answered every question, and response rates varied by item. Percentages and totals are calculated based on the number of responses received for each question to provide an accurate representation of student feedback.

Student Preparedness Levels

Student preparedness levels indicate that most attendees felt confident and ready to engage with employers.

92%

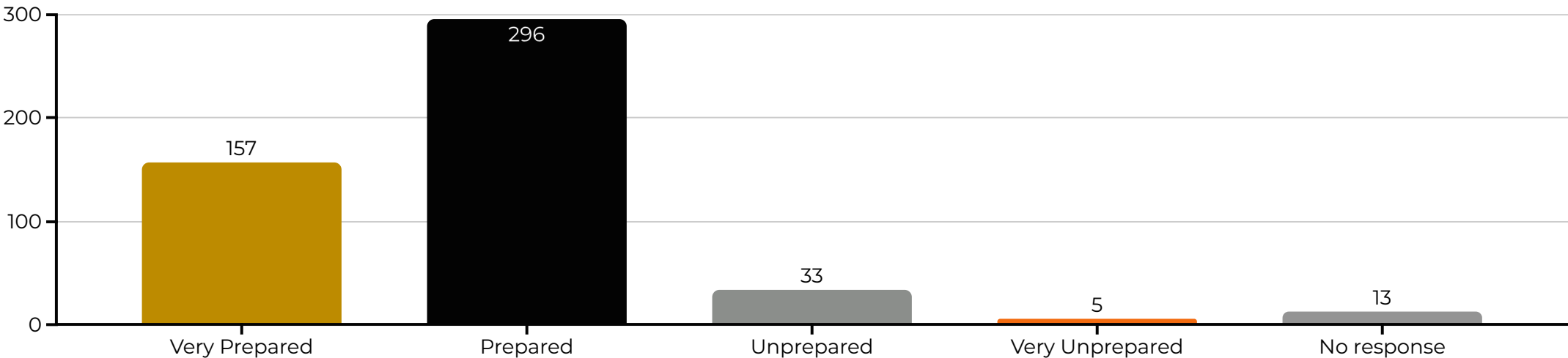
Well-Prepared Students

Combined "Prepared" and "Very Prepared" responses demonstrate positive pre-event readiness and effective outreach

491

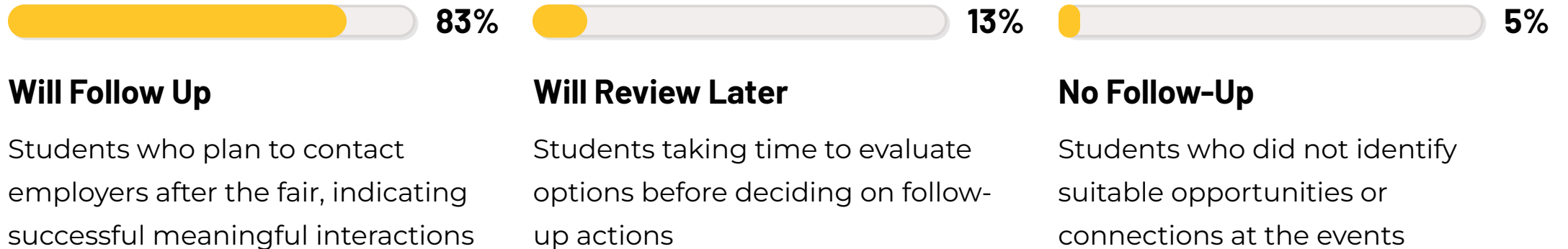
Total Responses

High response rate provides reliable data for understanding student preparation patterns



Meaningful Employer Connections

High follow-up rates show that most students made meaningful connections worth pursuing after the fairs.



Will Follow Up

Students who plan to contact employers after the fair, indicating successful meaningful interactions

Will Review Later

Students taking time to evaluate options before deciding on follow-up actions

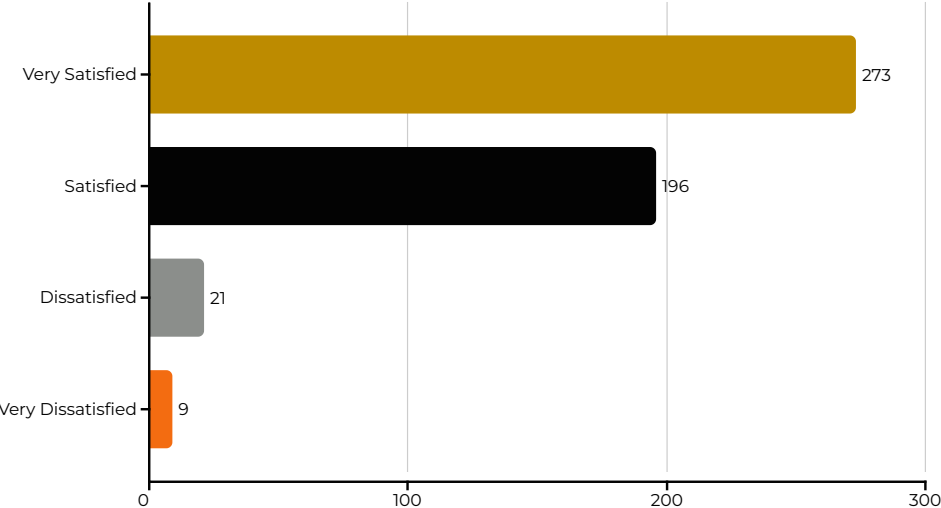
No Follow-Up

Students who did not identify suitable opportunities or connections at the events

An **83% follow-up intention rate** suggest that the fairs successfully facilitated genuine, actionable connections between students and employers.

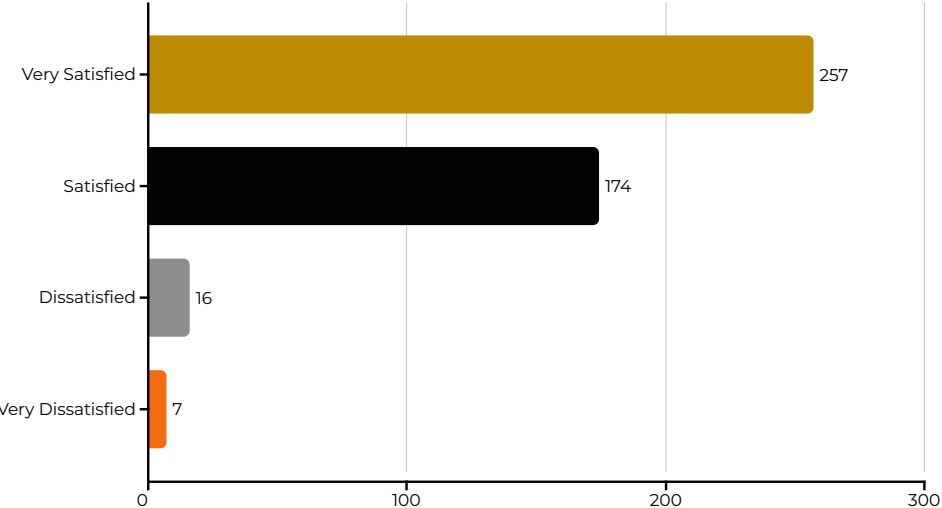
Student Satisfaction Ratings

Employer Quality



93% positive rating (469 of 499 students)

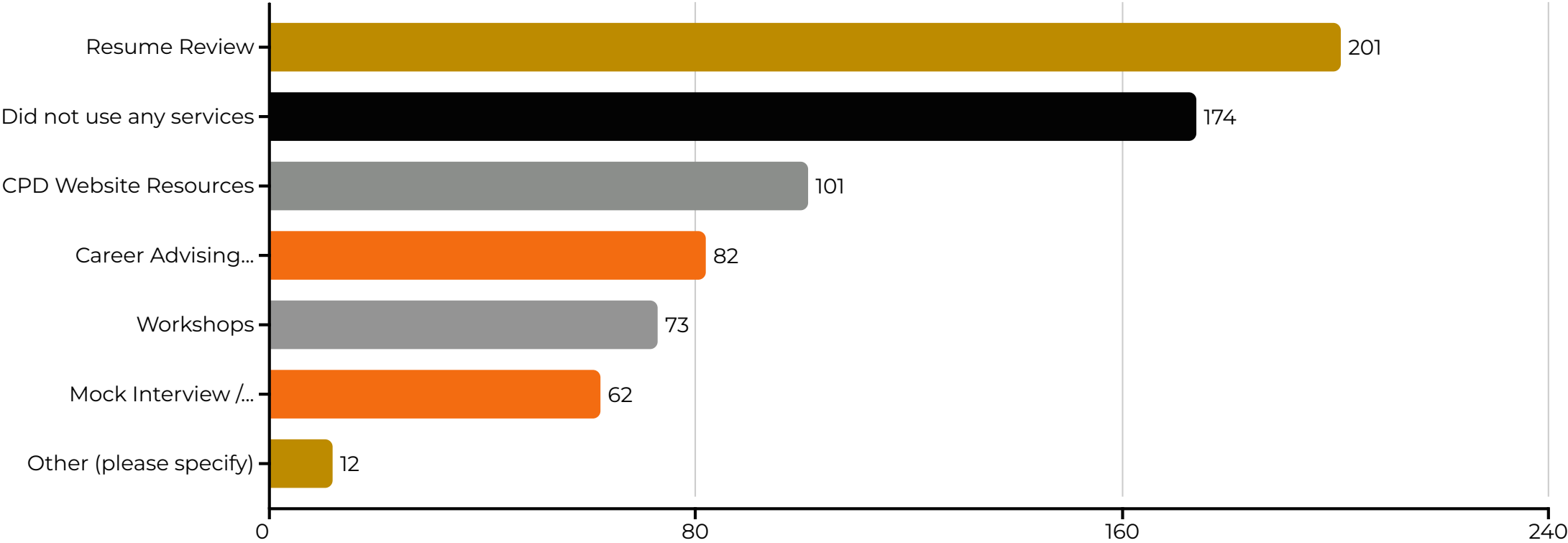
Overall Experience



95% positive rating (431 of 454 students)

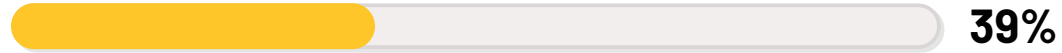
Students consistently rated both employer quality and overall experience as professional and well-organized. The small percentage of negative feedback primarily centered on specific employer engagement concerns and perceived limitations in industry diversity.

Career Planning & Development Engagement



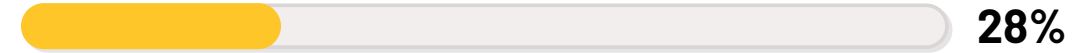
Based on **481 respondents with 705 total mentions, 64% of students** engaged with at least one CPD resource, while **36% attended without any preparatory services**. Totals exceed 100% because many students utilized multiple services. Resume reviews proved most popular.

Why Students Attended: Clear Career Goals



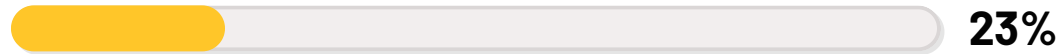
Internship/Co-op Seekers

Largest group actively pursuing experiential learning opportunities



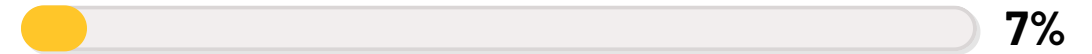
Job Hunters

Nearly one-third seeking full-time employment positions



Career Explorers

Students investigating potential career paths and industries



Course Requirement

Faculty-directed attendance as educational component

A combined **67% attended with concrete job or internship goals**, indicating that career fairs serve as recruitment venues rather than purely exploratory events.

Student Voice: What Worked & What Needs Improvement

Praise & Positive Themes

"Very organized and all employers were welcoming. Found a business that fits me perfectly."

"The entire event felt incredibly professional and well-structured, making it easy to navigate and connect with companies."

"Every employer I spoke with was genuinely friendly and eager to share information, which made the experience much less intimidating."

"I wasn't expecting to find so many diverse opportunities. I discovered a field I hadn't even considered before!"

"The networking opportunities were fantastic; I made several valuable connections that could lead to future internships."

"It was really valuable to see such a wide range of organizations in one place. Great exposure!"

Areas for Enhancement

"Perhaps someone should talk to the employers about engaging with people rather than looking like they'd rather not be here."

"Some of the recruiters seemed distracted or uninterested, which made it hard to approach them."

"There were so many logistics and consulting firms, but I was really hoping to find more options in healthcare."

"I felt there was a real lack of healthcare and administrative roles. More variety would be appreciated."

"The map was a bit confusing, and the floor layout made it difficult to find specific companies quickly."

"It would be great if there was an option for on-site resume review workshops. That would be incredibly helpful."