



KENNESAW STATE
UNIVERSITY
EXTERNAL AFFAIRS
Career Planning and Development

Career Planning and Development

Fall 2025 STEM Co-op, Job, & Internship Fair Report

September 30, 2025, to October 2, 2025

A review of student and employer engagement

Attendance Overview

The Fall 2025 STEM Fair successfully connected students, employers, and academic leaders across three dynamic days of networking and career opportunities. Hosted from September 30 through October 2, 2025, this flagship Career Planning and Development event attracted **3,063 total student check-ins**, representing an impressive breadth of academic interests and professional aspirations across the STEM disciplines.

Event Days

Sept 30 - Oct 2

Colleges

12 Represented

Student Check-ins

3,063 Total attendance

Distinct Majors

114 Participating

Comprehensive Event Analysis

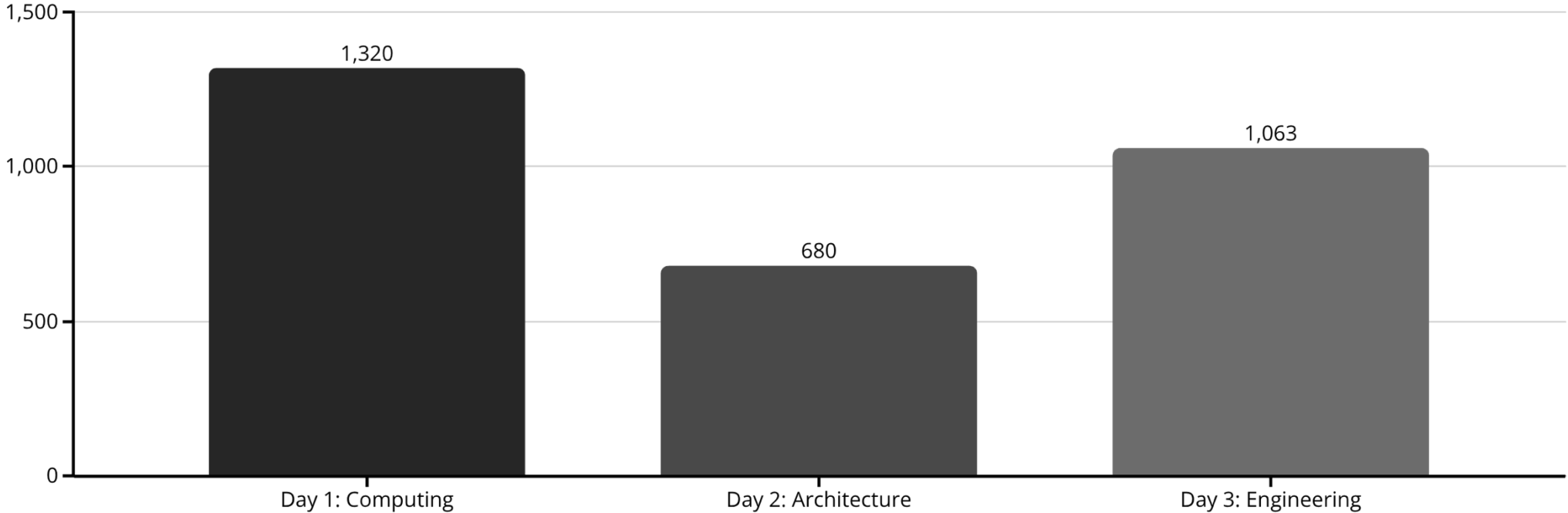
This summary provides detailed insights into key metrics that demonstrate the fair's reach and impact across the university community:

- Daily attendance patterns and peak engagement periods
- Student classification breakdowns by academic level
- College and major distribution analysis
- Cross-disciplinary participation trends

📌 **University Commitment to STEM Excellence:** With participation spanning 12 colleges and 114 distinct majors, the Fall 2025 STEM Fair exemplifies our dedication to connecting top STEM talent with premier industry opportunities and fostering meaningful partnerships between academia and the professional world.

Attendance by Day

The three-day event was strategically organized by discipline, allowing students to target days aligned with their academic focus and career interests. This structure enabled employers to engage with relevant talent pools efficiently.



Day 1 Highlights
Computer Technology, Math, Data & Engineering
1,320 students (43.1%)
60 employers
Highest single-day turnout

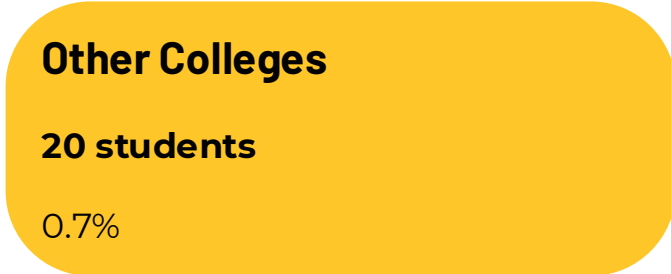
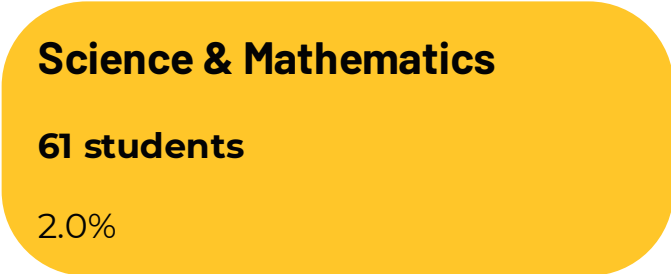
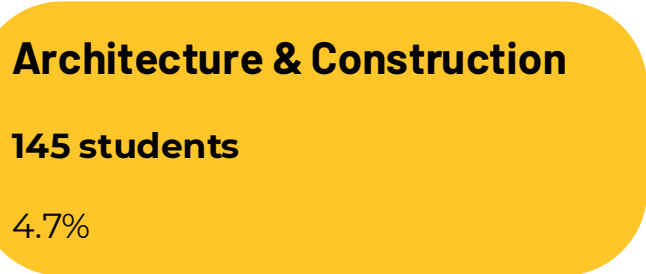
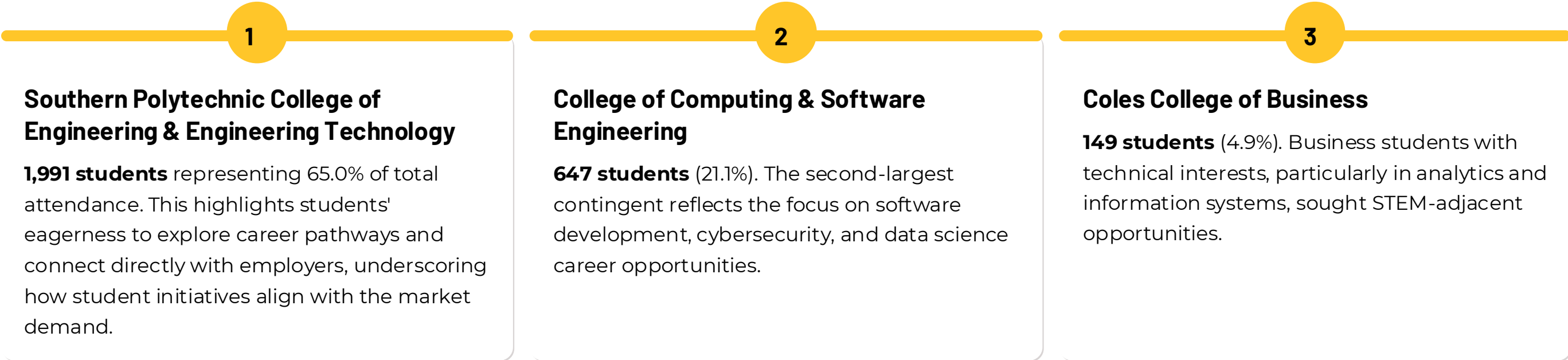
Day 2 Highlights
Architecture, Construction & Structural Design
680 students (22.3%)
85 employers
Focused engagement

Day 3 Highlights
Engineering Disciplines
1,063 students (34.7%)
77 employers
Strong concluding day

Key Insight: Day 1 attracted the highest turnout, reflecting strong student interest in computing, data science, and digital technologies—fields experiencing explosive career growth and competitive compensation.

Top Colleges by Attendance

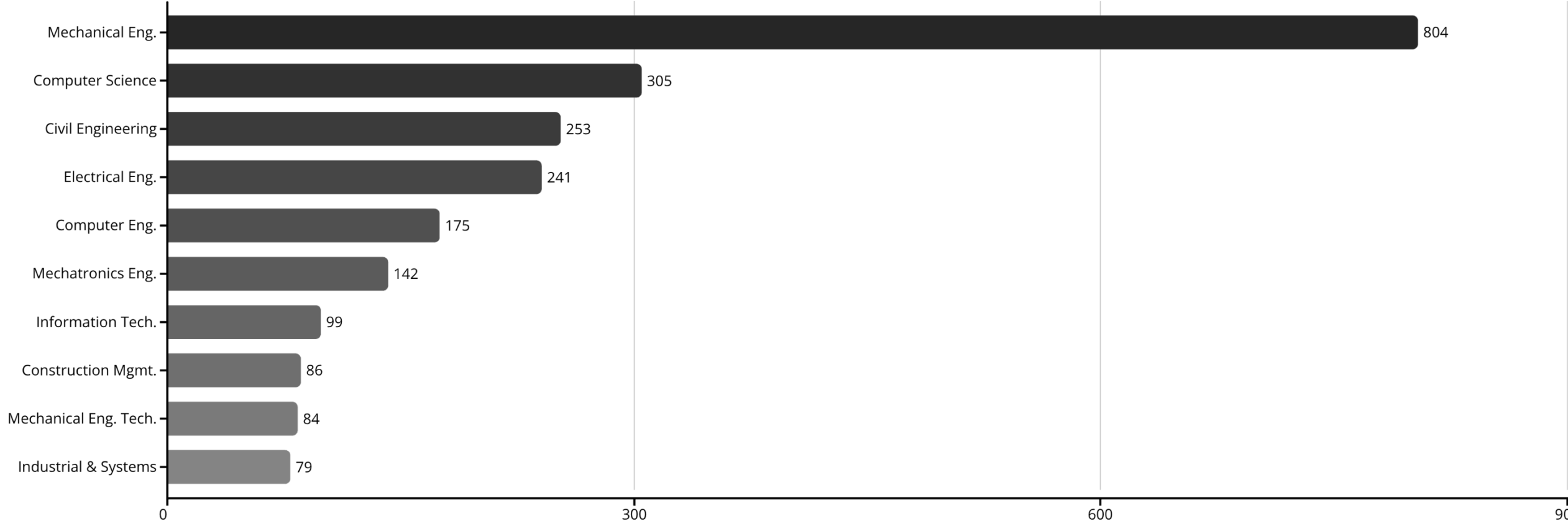
Attendance distribution across colleges reveals clear patterns in student engagement, with engineering and computing disciplines dominating participation. The concentration reflects both program size and industry demand for technical talent.



Engineering and computing disciplines combined represented approximately 86% of all fair attendees, demonstrating concentrated demand in technical fields and suggesting opportunities for expanded recruitment in underrepresented colleges.

Top Majors by Attendance

Major-specific attendance data provides granular insights into student career interests and emerging trends within STEM disciplines. The top ten majors accounted for over 70% of total attendance, with mechanical engineering leading significantly.



26.3%

Mechanical Engineering

Largest single major with 804 students

10.0%

Computer Science

Second-place showing with 305 students

48%

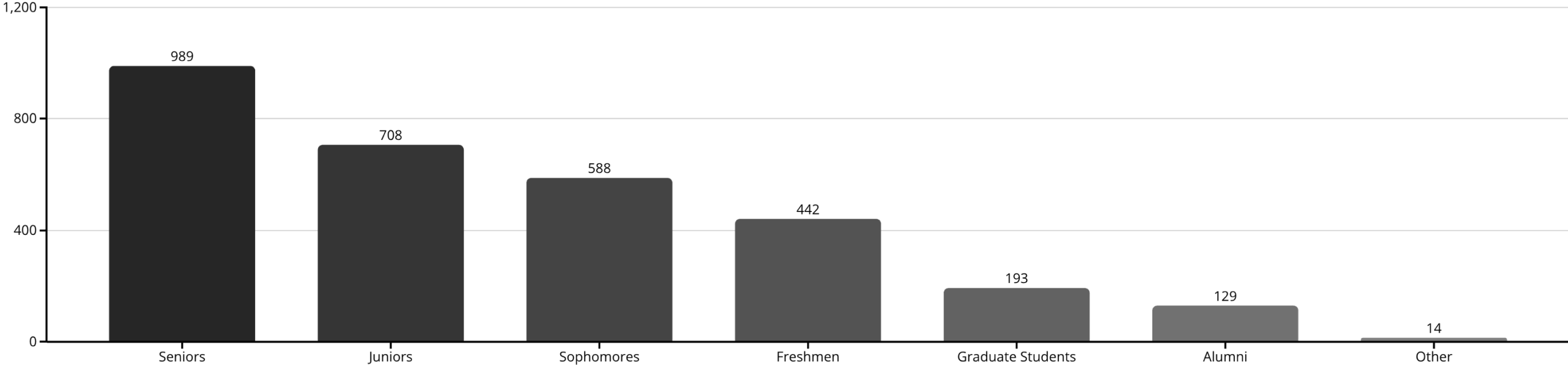
Top 3 Majors Combined

Nearly half of all attendees from mechanical, civil, and computer science programs

The dominance of mechanical engineering reflects the major's versatility and applicability across industries including automotive, aerospace, manufacturing, robotics, and energy. Computing disciplines (Computer Science, Computer Engineering, and Information Technology) collectively represented nearly 19% of attendees, highlighting sustained demand for software and digital skills.

Classification Breakdown

Understanding attendance by academic classification helps event organizers and employers tailor their recruitment strategies. The distribution reveals strong participation from students at critical career decision points.



1

Upper-Class Students

Juniors and seniors combined (1,697 students) actively seeking internships and full-time positions

2

Seniors Leading

989 seniors represented the largest single classification, focused on post-graduation employment

3

Graduate Level

193 masters and doctoral students pursuing advanced research and specialized technical roles

Strategic Insight: More than half of all attendees were upper-class students (juniors and seniors) preparing for critical career transitions. This concentration suggests optimal timing for employers seeking both intern candidates and new graduates for full-time positions. The 14.4% freshman participation indicates early career awareness and planning.

Alumni attendance (4.2%) demonstrates ongoing engagement with university career resources, while graduate student participation (6.0%) reflects opportunities in research-intensive and specialized technical roles across academia and industry.

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.

Event Overview

1

Total Responses

170 employers shared their feedback, providing valuable insights into every aspect of the three-day event experience.

2

Event Dates

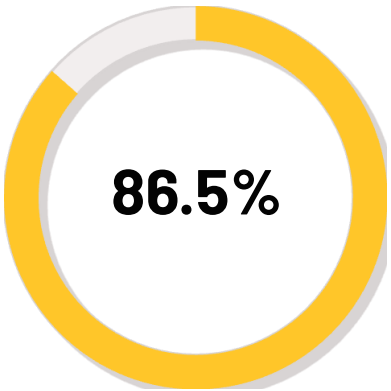
The fair ran **September 30–October 2, 2025**, spanning three consecutive days to maximize employer-student connection opportunities.

3

Focus Areas

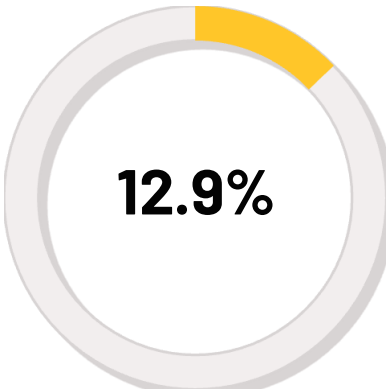
STEM jobs, co-op positions, and internship opportunities across engineering, computer science, mathematics, and related technical fields.

Attendance Profile: Building Long-Term Partnerships



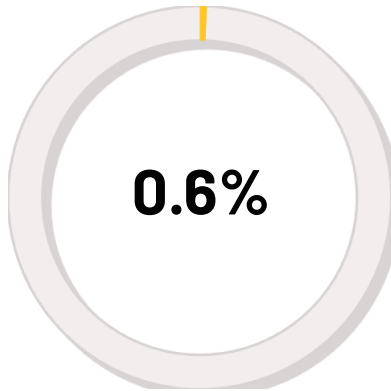
Repeat Attendees

147 employers returned, demonstrating sustained confidence in KSU's recruiting platform



First-Time Participants

22 new employers expanded the recruiting ecosystem and brought fresh opportunities



No Response

Minimal non-response rate indicates strong engagement with feedback process

Key Insight: The 86.5% repeat attendance rate reveals consistent employer trust and validates CPD's long-term partnership approach. Year-over-year participation demonstrates that employers find tangible value in connecting with our STEM talent pipeline.

Recruitment Outcomes: Exceeding Expectations

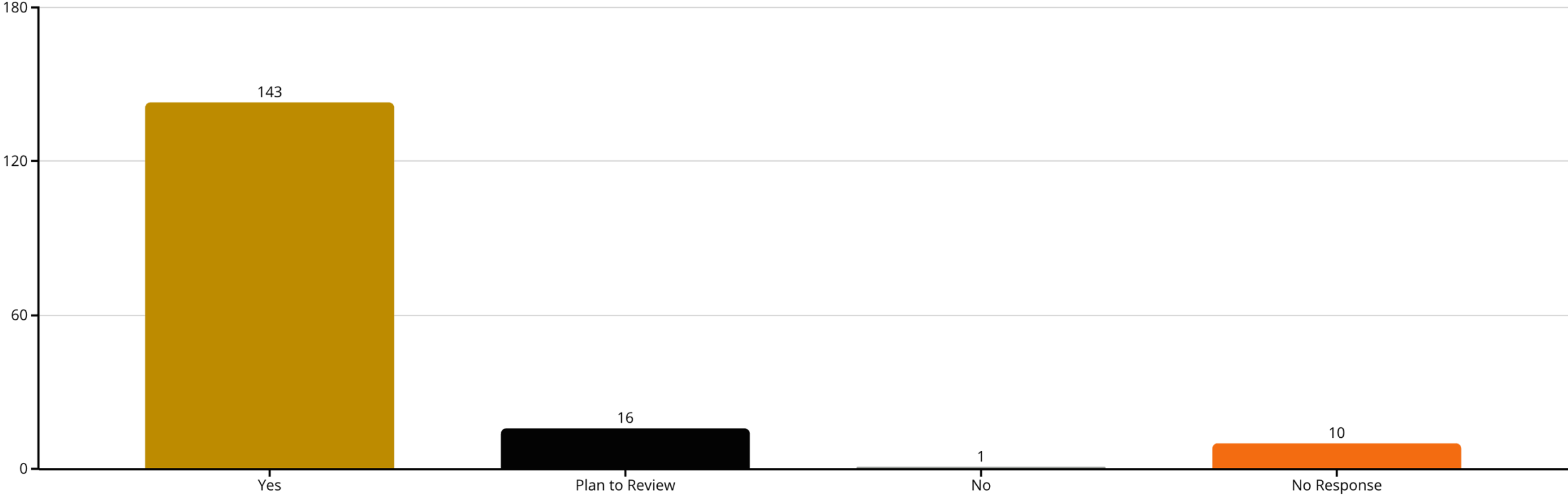
Alignment with Recruiting Goals

Exceeded Expectations
53 employers (31.2%)
Surpassed hiring objectives and talent quality benchmarks

Met Expectations
93 employers (54.7%)
Achieved intended recruitment outcomes and identified qualified candidates

Below Expectations
12 employers (7.1%)
11 somewhat below, 1 significantly below recruitment goals

Identified Candidates for Follow-Up



Success Indicator: An impressive 85% of employers met or exceeded their recruiting goals, while 84% identified candidates for follow-up interviews. These metrics demonstrate highly effective employer-student connections and validate the fair's strategic value in the campus recruiting ecosystem.

KSU Fair Performance: Outstanding Satisfaction & Return Intent

KSU's Career Planning and Development achieved exceptional attendee satisfaction rates, with overwhelming positive feedback from participants. The data reveals strong engagement metrics that demonstrate the event's success in meeting attendee expectations and creating memorable experiences.

Overall Satisfaction Results

Survey responses from 170 attendees revealed impressive satisfaction levels, with more than 9 in 10 participants expressing positive feelings about their experience. This strong performance indicates the event successfully delivered value to the KSU community.

- **Very Satisfied:** 89 respondents (52.4%)
- **Satisfied:** 66 respondents (38.8%)
- **Dissatisfied:** 3 respondents (1.8%)
- **No response:** 12 respondents (7.1%)

Future Attendance Commitment

Return intent metrics demonstrate remarkable loyalty and enthusiasm for future CPD fair events. The high percentage of committed attendees provides strong evidence for continued investment in this programming.

- **Definitely attending:** 151 respondents (88.8%)
- **Maybe attending:** 7 respondents (4.1%)
- **Not attending:** 1 respondent (0.6%)
- **No response:** 11 respondents (6.5%)

91%

Total Satisfaction Rate

Combined "Very Satisfied" and "Satisfied" responses demonstrate exceptional event quality

89%

Confirmed Return Intent

Nearly 9 in 10 attendees committed to attending future KSU fair events

170

Total Survey Responses

Strong participation rate provides reliable data for strategic planning

📌 **Key Insight:** The combination of 91% satisfaction and 88.8% return intent represents strong performance for CPD's STEM fair event. These metrics indicate that CPD's fairs are successfully building community engagement and should remain a priority initiative for student to employer relations. The minimal dissatisfaction rate (1.8%) and low opt-out rate (0.6%) further validate the event's strong positioning within the KSU community.

Career Fair Logistics: Operational Performance



Staff Support

Very satisfied with KSU team assistance and responsiveness



Check-In Process

Very satisfied with registration efficiency and ease



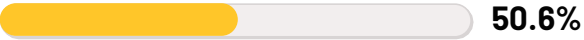
Event Organization

Very satisfied with overall coordination and flow



Pre-Event Communication

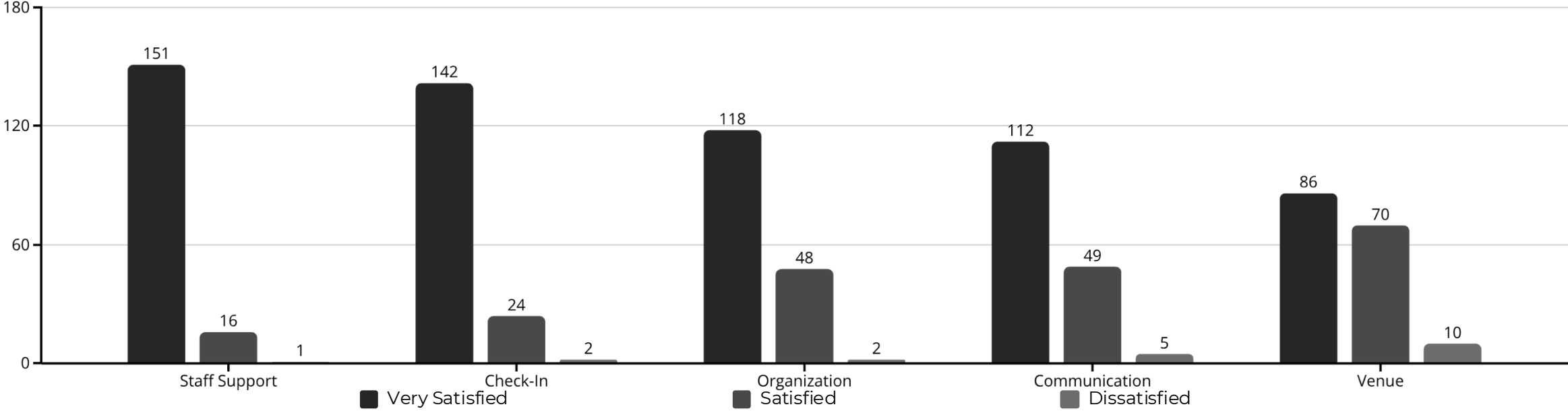
Very satisfied with advance information and updates



Venue & Logistics

Very satisfied with space, layout, and facilities

Satisfaction Breakdown by Category



Operational Excellence: Employers awarded highest marks to check-in efficiency (83.5% very satisfied) and staff support (88.8% very satisfied), reinforcing CPD's commitment to exceptional event execution. Venue capacity and spacing emerged as the primary opportunity for enhancement.

Student Interaction Ratings

The Career fair evaluation reveals strong performance in professional presentation, with opportunities to enhance preparation and industry knowledge. The data reflects feedback from 170 employer representatives who interacted with students during the event.

Professional Appearance

Students made excellent first impressions, with 92.3% receiving positive ratings for professional appearance. This demonstrates effective guidance from career services on business attire and presentation standards.

- **Excellent:** 73 students (42.9%)
- **Good:** 84 students (49.4%)
- **Poor:** 2 students (1.2%)
- No response: 11

Resume Quality

Resume preparation showed strong results, with 88.3% of students presenting well-crafted documents. Resume workshops and review sessions are clearly delivering value to students.

- **Excellent:** 54 students (31.8%)
- **Good:** 96 students (56.5%)
- **Poor:** 9 students (5.3%)
- No response: 11



Communication Skills

89.4% of students demonstrated effective communication abilities during employer interactions.

- **Excellent:** 42 students (24.7%)
- **Good:** 110 students (64.7%)
- **Poor:** 5 students (2.9%)



Preparation & Industry Knowledge

77% received positive ratings, but 16.5% showed gaps in employer research and industry understanding.

- **Excellent:** 32 students (18.8%)
- **Good:** 99 students (58.2%)
- **Poor:** 28 students (16.5%)

Key Insight: Preparation Gap Represents Growth Opportunity

While students excel in professional presentation and communication, preparation and industry knowledge emerged as the primary development area. Twenty-eight students (16.5%) struggled to demonstrate adequate research about employer companies and industries. This represents a significant opportunity to strengthen pre-fair coaching programs, company research resources, and industry-specific preparation sessions to bridge this knowledge gap.

Positive Employer Highlights

Top Praised Elements



Helpful and Friendly Staff

37 mentions of exceptional support



Strong Volunteer Support

Dedicated volunteers enhanced operations



High Student Turnout

Impressive attendance and candidate diversity



Smooth Coordination

Seamless communication and logistics



Well-Prepared Students

Organized candidates with quality materials

Employer Testimonials

"The amount of students that attended the fair was impressive!"

"Surprised by how many students had researched our company."

"Amazing turnout and quality of students."

"Love that so many students were in attendance and the quality of resumes was amazing."

"Staff were incredibly kind and helpful."

Suggestions for Improvement



Venue Capacity and Spacing

30+ mentions: "Bigger space, or tables more spread out—it was very crowded." Multiple employers requested a larger facility to accommodate high vendor and student volume without congestion.



Parking and Wayfinding

Common concern: "Parking and drop-off were difficult." Employers cited challenges with parking availability, clear directional signage, and efficient access to the venue entrance.



Scheduled Employer Breaks

Wellness request: "Include a short break or lunch window for employers." Several employers suggested designated break periods to allow for rest, meals, and brief respites during intense recruiting hours.



Enhanced Student Preparation

Pre-fair coaching: "Encourage students to research companies before approaching booths." Employers want students to arrive with baseline company knowledge and industry understanding.



Professional Dress Standards

Appearance expectations: While most students dressed appropriately, some employers noted inconsistent adherence to business professional standards, suggesting clearer pre-event guidance on attire expectations.

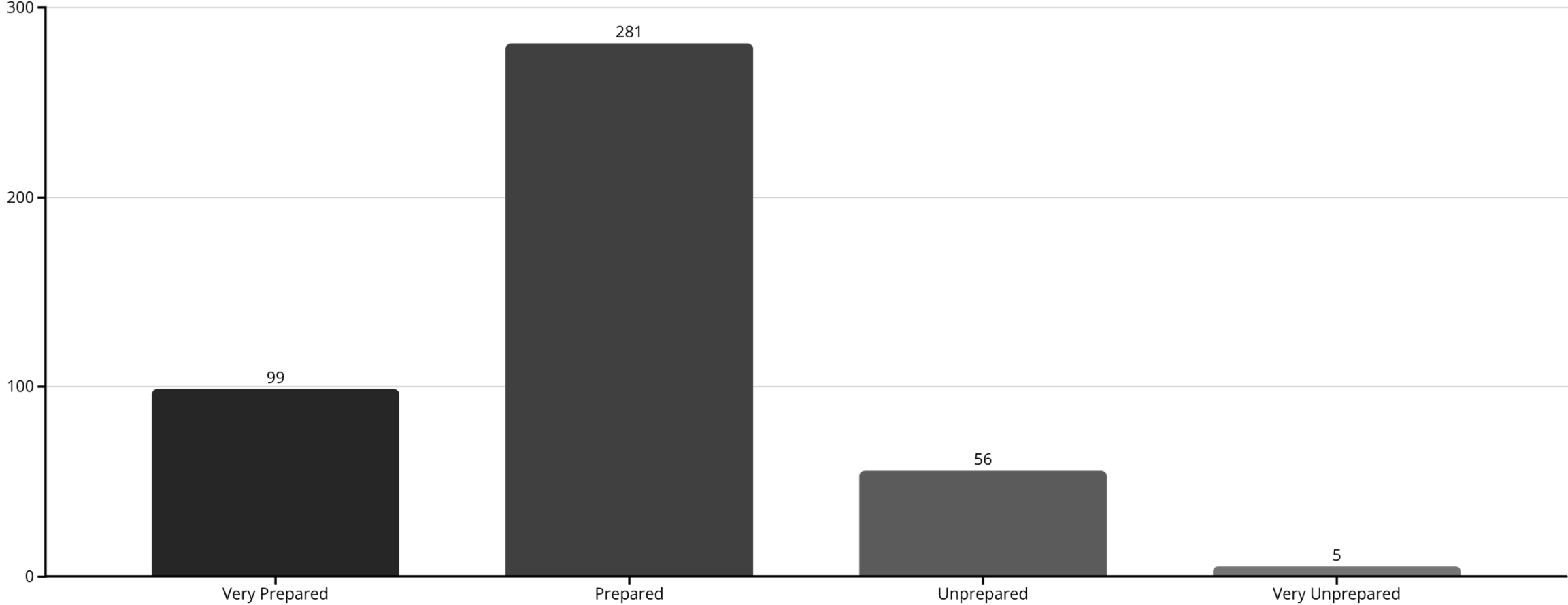
Action Items: The most frequently mentioned improvement area—venue capacity—received 30+ comments requesting expanded space. Addressing this physical constraint, along with structured employer breaks and enhanced student preparation protocols, represents clear priorities for elevating the fair experience.

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 to Attend the Fair

Understanding how prepared students felt coming into the event helps us evaluate the effectiveness of our pre-fair preparation resources and workshops.



85%

Felt Prepared

Students reported feeling prepared or very prepared

380

Ready Students

Came with clear goals and preparation

Key Insight: The overwhelming majority of attendees arrived with confidence and readiness, indicating that our pre-event communications, resume workshops, and preparation sessions effectively equipped students for meaningful employer interactions.

Primary Reasons for Attending

Student motivations for attending the fair reveal whether we're successfully attracting our target audience and meeting their career development needs.



Internship or Co-op

235 students (59%)

Seeking experiential learning opportunities



Full-Time Job

98 students (24%)

Looking for post-graduation employment



Career Exploration

57 students (14%)

Discovering career paths and options



Other Reasons

7 students (2%)

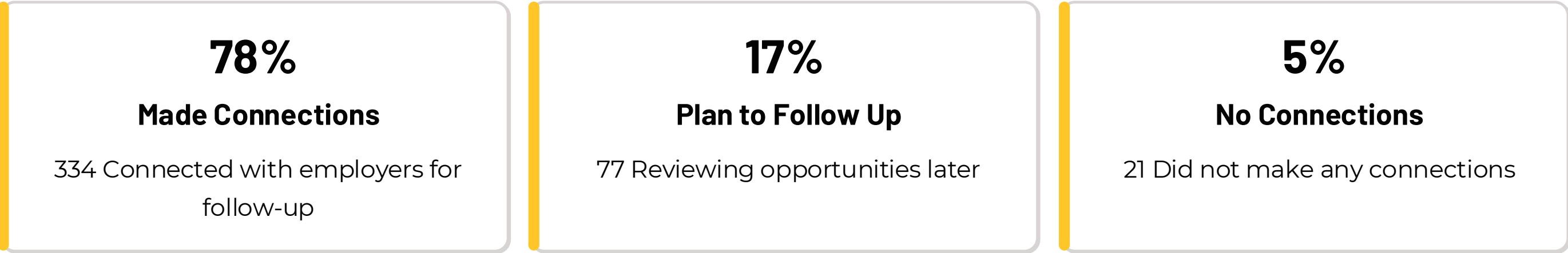
Course requirements or networking

Strategic Success: Over 80% of attendees came specifically to secure internships or full-time positions, confirming the fair successfully reached students with immediate employment needs and career-focused goals.

Employer and Opportunity Connections

Connection Outcomes

Measuring actual employer connections helps us understand the fair's effectiveness in facilitating meaningful networking and career opportunities.



Exceptional Engagement

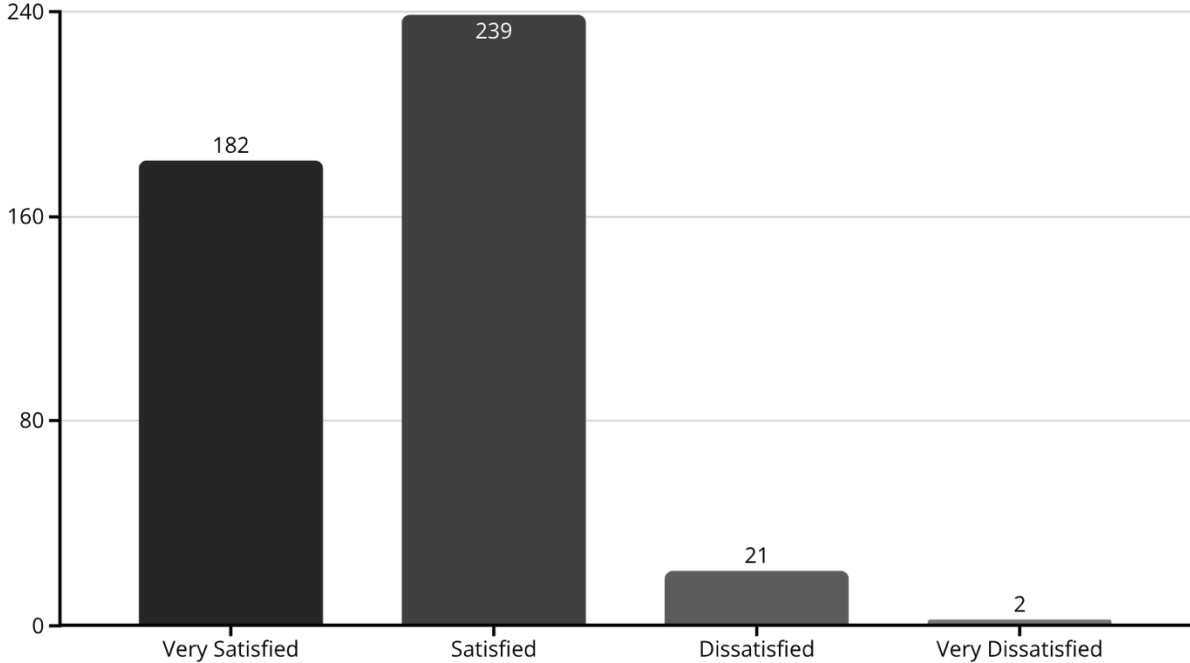
344 students reported making direct connections with employers they plan to follow up with, demonstrating strong employer relevance and student engagement.

When combined with students planning delayed follow-up, **95% of attendees** found value in the employer roster and networking opportunities provided.

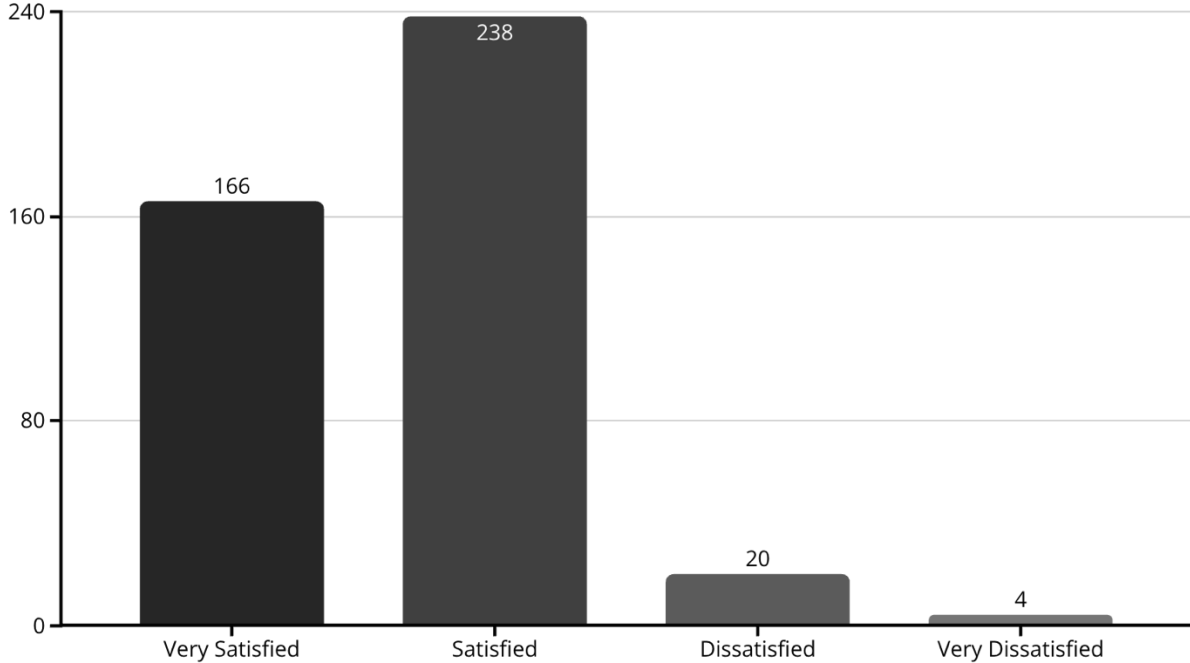
Satisfaction with the Fair

Student satisfaction metrics provide critical feedback on both the quality of participating employers and the overall event experience, helping us identify strengths and improvement areas.

Employer Quality Satisfaction



Overall Experience Satisfaction



Consistently High Satisfaction
Approximately **95% of respondents** expressed satisfaction or high satisfaction with both employer quality and overall experience, reflecting strong alignment between student expectations and event delivery.

Positive Student Feedback

Direct student testimonials provide qualitative insights into what made the fair successful and memorable for attendees.

“There's a very good variety of local companies.”

“Acquired a connection that I am looking forward to expanding on ”

“The opportunities to meet new companies.”

“I got a lot of good advice.”

“Got to connect with a lot of employers and learned where my degree could take me”

“Learning opportunities and talking one on one with employers”

“Met with alumni and talked about their experience from internship to full-time job”

“In-depth conversation and feedback on resume”



Employer Diversity

Students valued the broad range of companies represented, from established local employers to innovative startups, providing diverse career pathways.



Personal Connection

Direct recruiter interactions allowed students to make genuine connections and receive personalized career guidance beyond standard job postings.



Professional Environment

The professionalism of both event staff and employer representatives created a welcoming atmosphere that encouraged meaningful networking.

Suggestions for Improvement

Student feedback identified key opportunities to enhance future events, with logistics and space management emerging as primary concerns.

1

Space and Capacity

"Expanding the building or using an open field for the fair. It was very cramped."

Multiple students noted overcrowding, particularly on Day 1, suggesting the need for a larger venue or multiple-room configuration.

2

Alternative Venues

"Maybe in the convention center on the main campus with a specific bus that takes students to and from campus."

Students proposed utilizing larger campus facilities with improved transportation infrastructure to enhance accessibility.

3

Extended Duration

"It was less crowded today than day 1. Maybe add another day or larger space."

Adding fair days could distribute attendance more evenly and reduce congestion while providing more networking time.

Common Theme: The most frequently mentioned improvement centered on physical space and accessibility. As attendance grows, addressing venue capacity and inter-campus transportation will be critical to maintaining positive student experiences.