



**KENNESAW STATE
UNIVERSITY**

EXTERNAL AFFAIRS
Career Planning and Development

Career Planning and Development Fall Career Fair

September 2nd – September 3rd, 2026

Attendance Overview

A total of **1,980 students** checked in across both days of the Fall Career Fair for all majors, reflecting strong campus engagement with career-readiness opportunities. This level of participation was achieved during a week that also featured other major student engagement fairs, underscoring continued student interest in career-focused programming.



Attendance was nearly evenly distributed across both days, validating the multi-day format and confirming consistent student interest and effective promotion throughout the event period. Attendance was consistent with **Fall 2025, which recorded 1,997 attendees**, indicating sustained student engagement year over year.

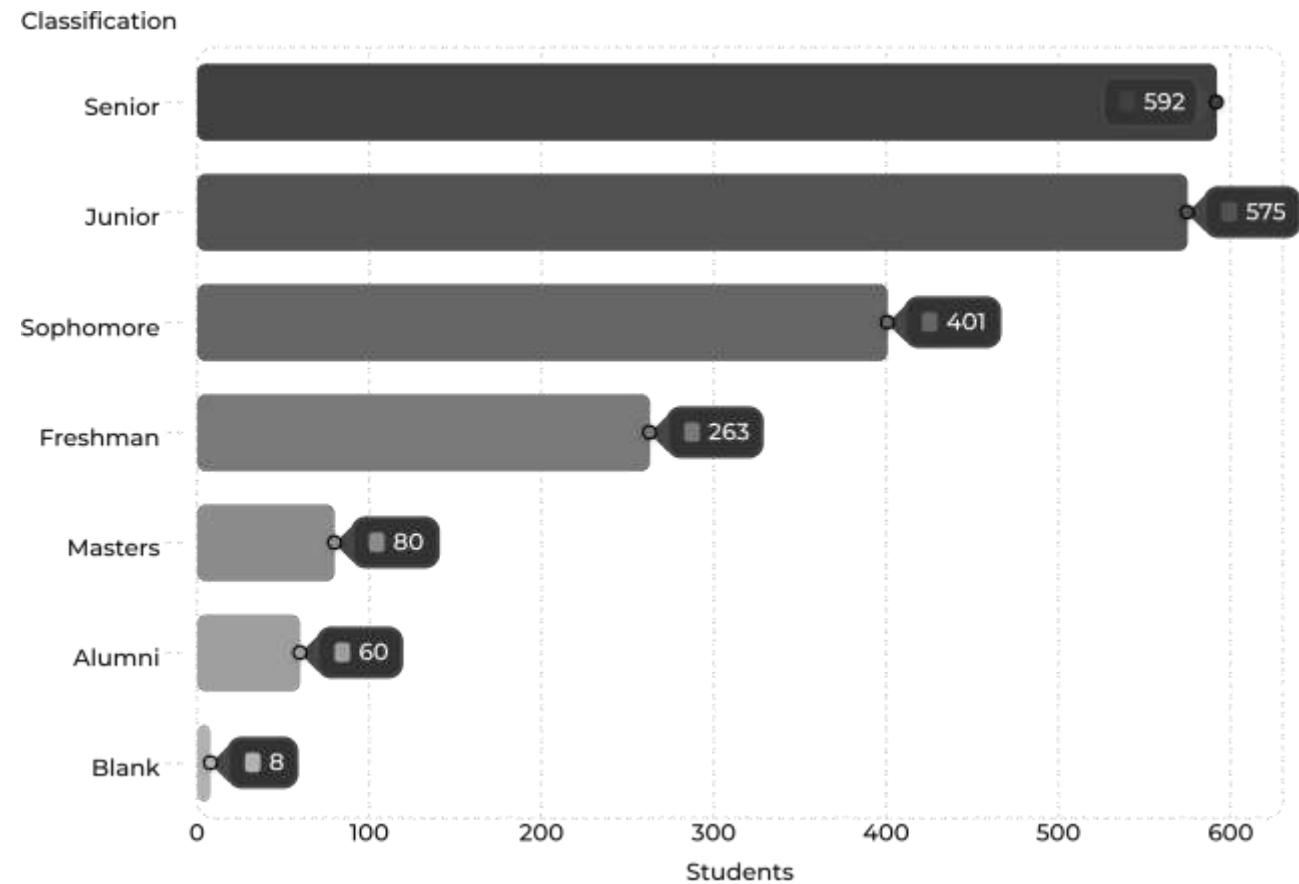
Student Classification Breakdown

Upper-Division Dominance

Seniors (29.9%) and juniors (29.0%) combined for 58.9% of all attendees (1,167 students), reflecting strong near-term job and internship demand. This concentration aligns with employer recruiting timelines and positions the fair as a key hiring pipeline.

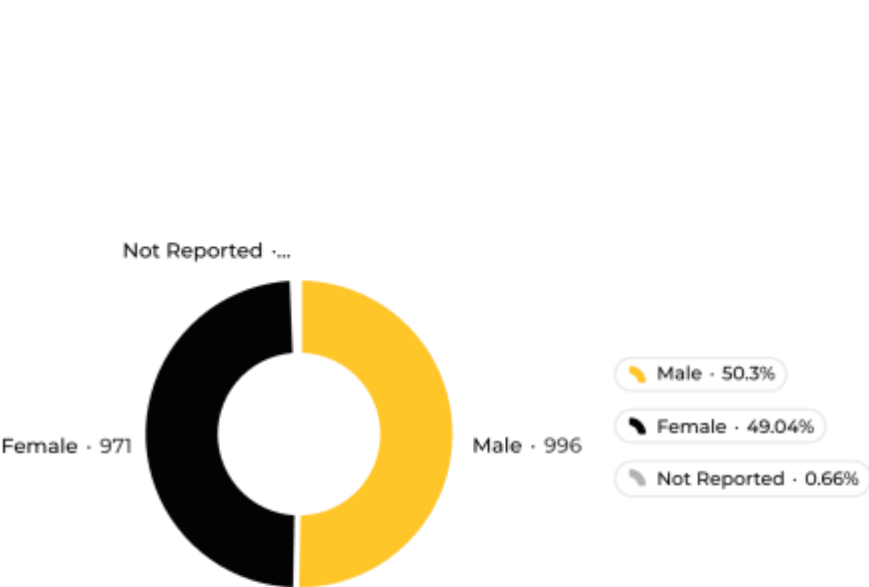
Early Engagement Signal

The presence of 401 sophomores (20.3%) and 263 freshmen (13.3%) signals growing career awareness among younger students and early engagement with career planning resources, a promising trend for long-term pipeline development.

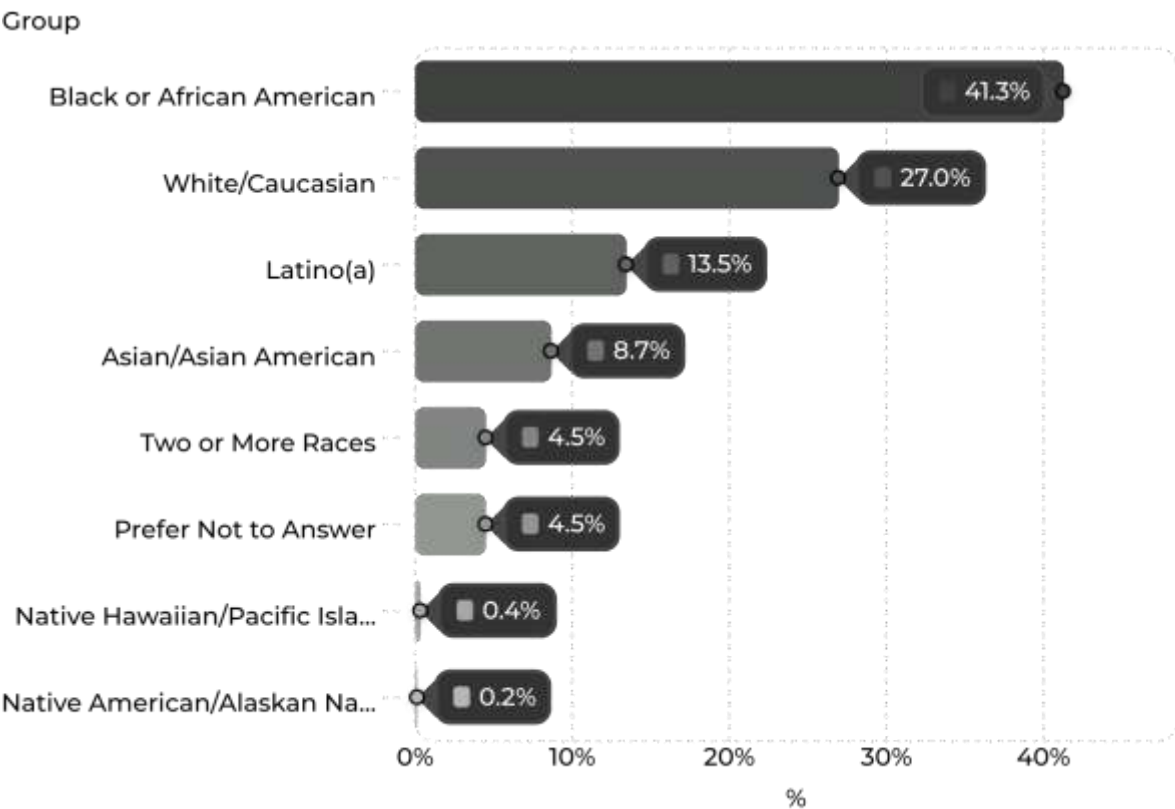


Demographic Distribution

Gender Representation

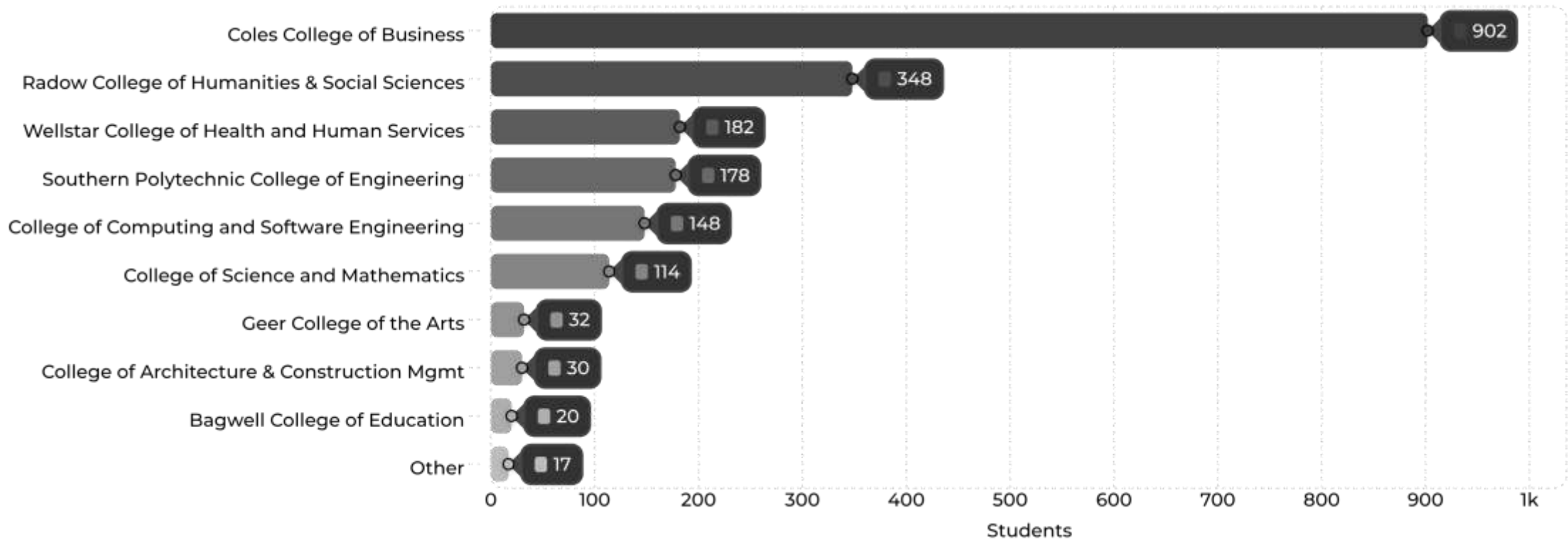


Ethnic Diversity Highlights



Demographic data based on student self-reported information collected through Handshake check-in.

College Representation Across Campus



The Coles College of Business led attendance with 902 students (45.6%). Radow College contributed 348 students (17.6%) and Wellstar College brought 182 (9.2%). Engineering, computing, and science/Math programs rounded out the next tier, demonstrating genuine cross-campus appeal for the all-majors format.

Key Attendance Insights

Balanced Two-Day Format

Attendance was nearly evenly split at 50.2% and 49.8% across both days. This validates the multi-day structure and reflects effective promotion across both dates, distributing employer-student interactions without overcrowding.

Upper-Division Focus

Seniors and juniors combined for 58.7% of total attendance. This concentration maximizes employer ROI and pipeline value, as these students are closest to career decisions and most aligned with immediate hiring needs.

Business Leads Participation

Nearly half of all attendees came from Coles College of Business (44.8%), with strong additional participation from Radow (17.0%) and Wellstar (9.2%), reflecting the fair's depth of reach across professional disciplines. Coles student participation was likely influenced in part by course-related attendance incentives offered in some classes, which encouraged engagement with the event.

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 Participation at a Glance

112

Employers Participated

Day 1 Attendees: 57 Employers

Day 2 Attendees: 55 Employers

80

Survey Respondents

Employers who completed the post-event survey

71%

Survey Response Rate

Among all participating employers

❏ Percentages throughout this section are calculated based on available responses for each individual item, as not all respondents answered every question.

Employer Participation Overview

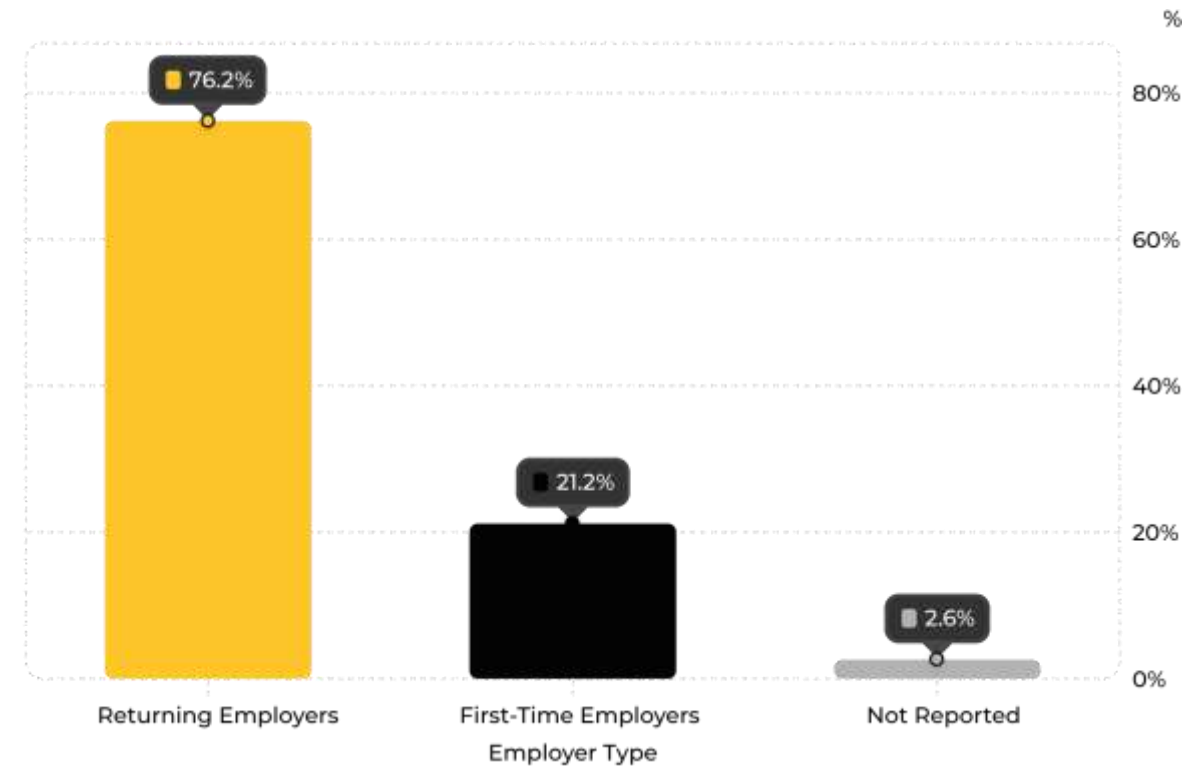
Student Engagement Volume

Among the 80 survey respondents, the most common interaction volume was **51 to 75 students** (20 responses), followed by 76–100 and 101+ students (18 responses each), and 26–50 students (16 responses). The majority of employers reported meeting a high volume of candidates throughout the event.

Return Intent

96.2% of respondents (77 of 80) confirmed they would attend a KSU career fair again. An additional 3.8% responded "maybe." No respondents said no.

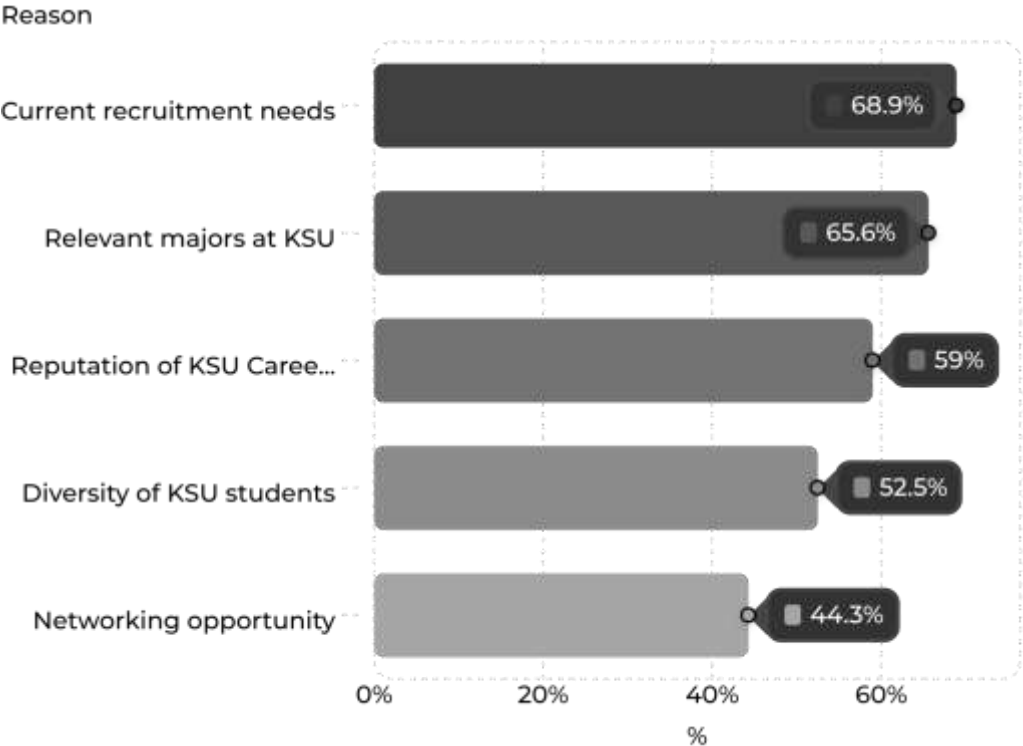
Employer Tenure Mix



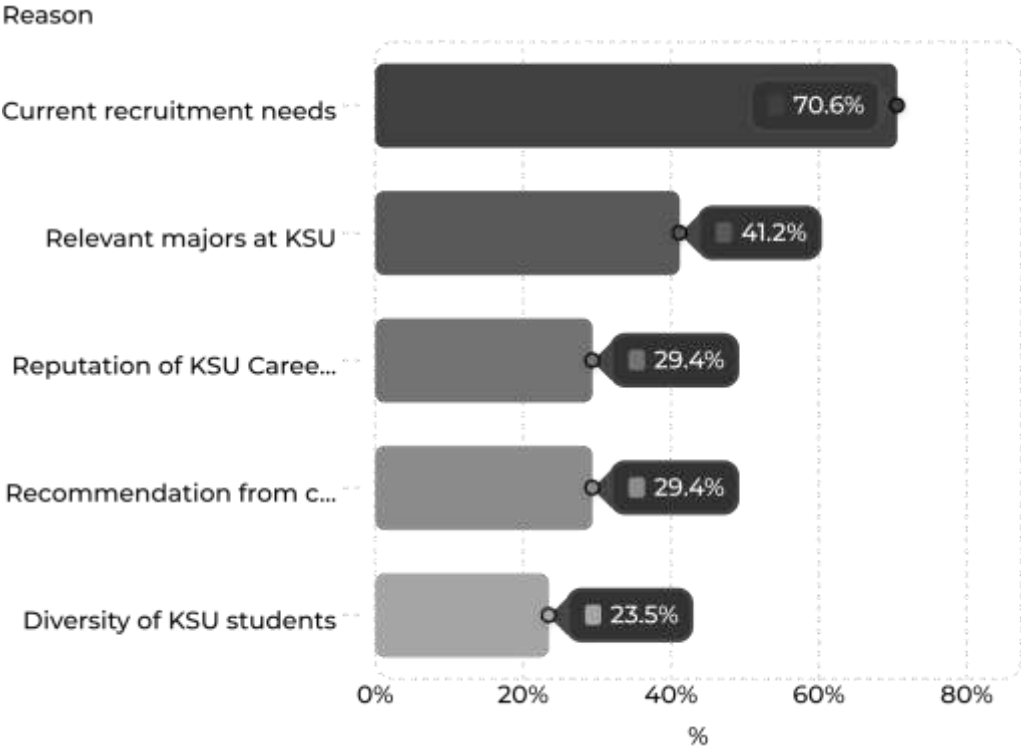
The high proportion of returning employers signals strong satisfaction and sustained value from KSU career fair participation over time.

Why Employers Choose KSU Career Fairs

Returning Employers (61 organizations) - Multi-select Options



First-Time Employers (17 organizations) - Multi-select Options



Returning employers prioritize KSU's academic programs, established reputation, and student diversity. First-time employers are primarily driven by immediate recruitment needs and peer recommendations, suggesting word-of-mouth is a meaningful driver of new employer acquisition.

Employer Satisfaction with Operations

All figures below are based on 80 survey respondents. Operational performance was exceptional across all measured dimensions.



Event Organization

4.85 / 5 average rating

Pre-Event Communication

4.75 / 5 average rating

Venue and Logistics

4.73 / 5 average rating



Check-In Process

4.92 / 5 average rating

KSU Staff Support

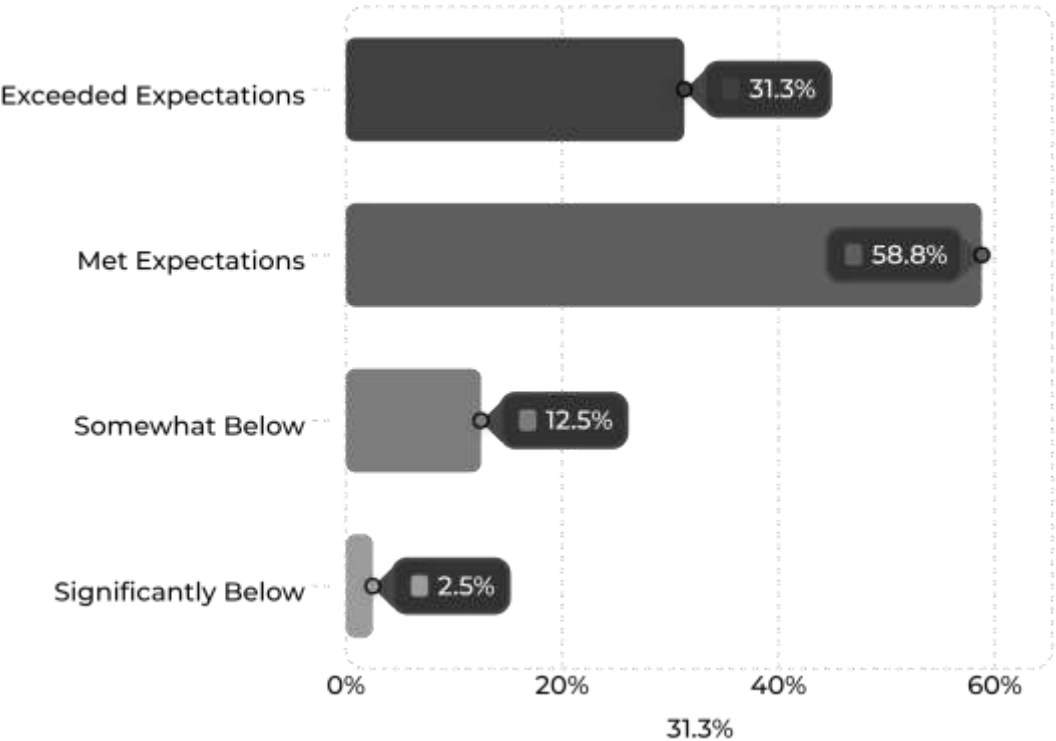
4.94 / 5 average rating

🕒 Overall employer satisfaction reached **4.65 out of 5.0** across 80 respondents, reflecting strong event execution from end to end.

Meeting Employer Recruiting Goals

Goal Alignment

Outcome



85% of respondents (68 of 80) reported that the quality and quantity of students they met either met or exceeded their recruiting expectations.

Candidate Follow-Up Intent

Based on 80 survey respondents:

- 87.5% — Plan to Follow Up**
70 organizations identified specific candidates to pursue after the event.
- 7.5% — Will Review Applications**
6 organizations plan to review applications submitted post-event.
- 3.8% — No Candidates Identified**
Only 3 organizations did not identify any candidates to pursue.

Quality of Student Interactions

The following ratings reflect employer assessments of student quality across 80 survey respondents.



Professional Appearance

4.29 / 5 average rating



Resume Quality

4.29 / 5 average rating (77 respondents)



Communication Skills

4.20 / 5 average rating



Preparation & Industry Knowledge

3.76 / 5 average rating

⚠️ Preparation and industry knowledge earned the lowest score of all four categories (3.76/5, 80% good or excellent), pointing to an opportunity to strengthen pre-fair programming around company research and industry-specific coaching. This finding is consistent with themes raised in open-ended employer responses.

Employer Voices

“

"The students were very interactive and wanted to learn a lot about logistics."

— **Nolan Transportation Group**

”

“

"Very well organized. I've noticed improved partnership."

— **Yamaha Motor**

”

“

"Very seamless experience, great candidates."

— **Radarsign LLC**

”

“

"The students were excited and asked the right questions."

— **Newton County Schools**

”

“

"Lots of candidates to follow up with."

— **OpenGov**

”

“

"The students were amazing and had enthusiastic energy!"

— **ET Global Limited Partnership**

”

Employer Improvement Opportunities

The themes below reflect the most frequently raised concerns across open-ended survey responses. Minor or isolated suggestions are not included.



Parking and Arrival Experience

Most frequently cited. Parking access and shuttle logistics were the dominant operational concern. Employers requested clearer parking instructions, a closer vehicle drop-off point for those transporting heavy booth materials, and reopening the parking deck to employer vehicles.



On-Site Amenities

Raised by several respondents. Multiple employers noted limited food options and no practical window to step away from their booth. Providing lunch access before the fair opens was the most common suggestion.



Student Preparation and Approach

Raised by several respondents. Some students were not prepared to introduce themselves or research companies beforehand — consistent with the 3.76/5 rating on preparation. Pre-fair coaching on self-introductions and company research was the primary recommendation.

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 Feedback at a Glance

1,980

Students Attended

Total fair attendance across both days

475

Survey Respondents

Students who completed the post-event survey

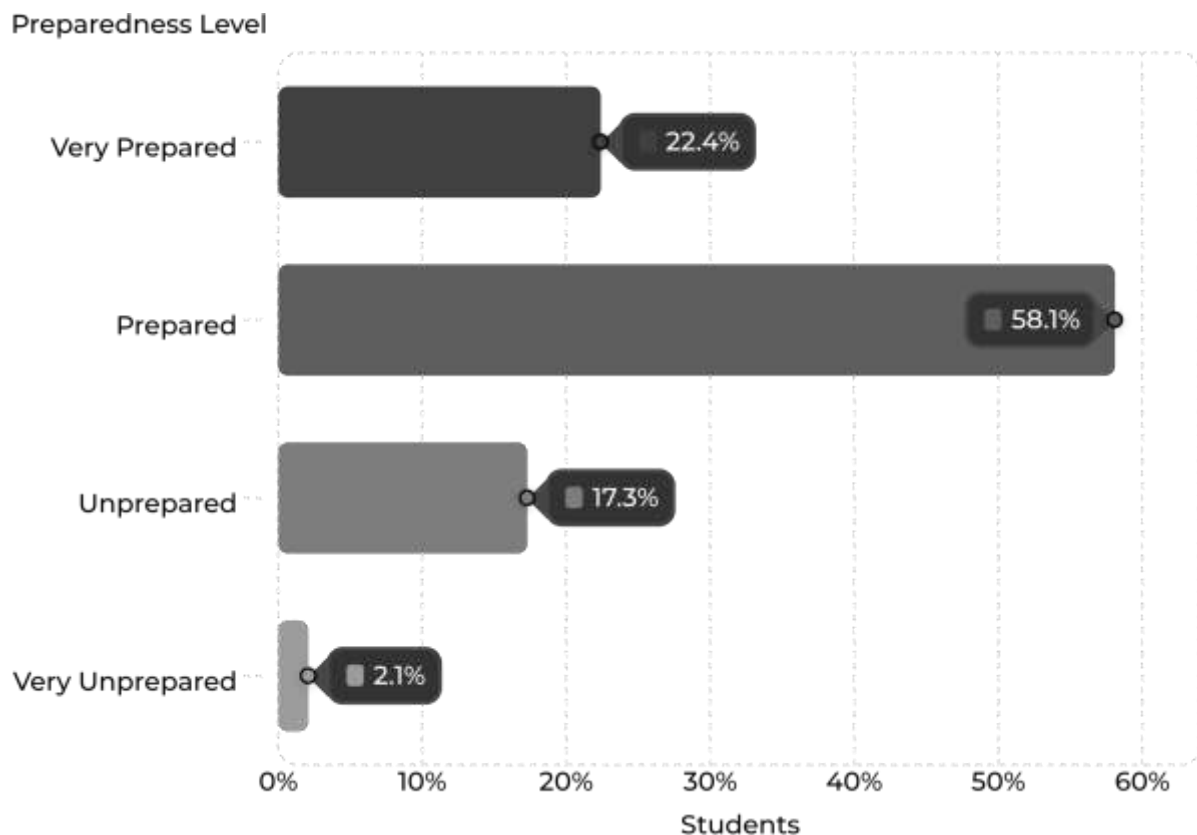
24%

Student Response Rate

Among all attending students

❏ Not all respondents answered every question. Percentages throughout this section are calculated based on available responses for each individual item.

Student Preparedness Levels



80.5%

Felt Prepared or Very Prepared

Nearly **8 in 10** survey respondents felt ready for the career fair. This reflects effective pre-event programming including resume reviews, mock interviews, career advising appointments, and career fair prep workshops.

Opportunity for Outreach

The **19.5%** who felt unprepared or very unprepared represent a key target audience for expanded pre-fair outreach and support services ahead of future events.

DCPD Resource Utilization

Service Engagement Summary

Based on 475 survey respondents (multi-select):

49.5%

Used at least one DCPD service (235 students)

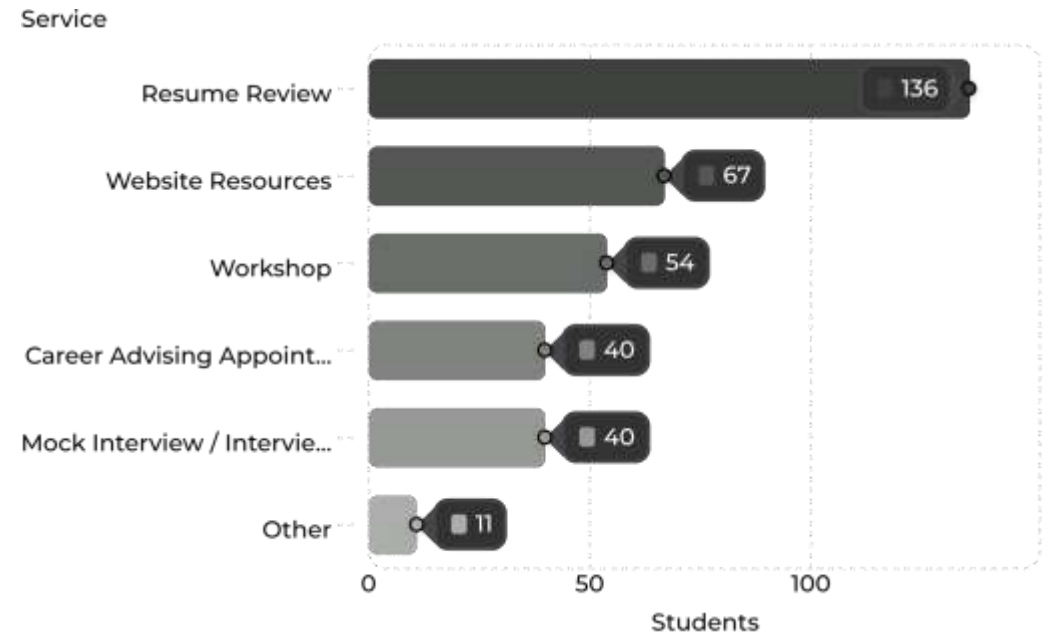
50.5%

Did not use any services (240 students)

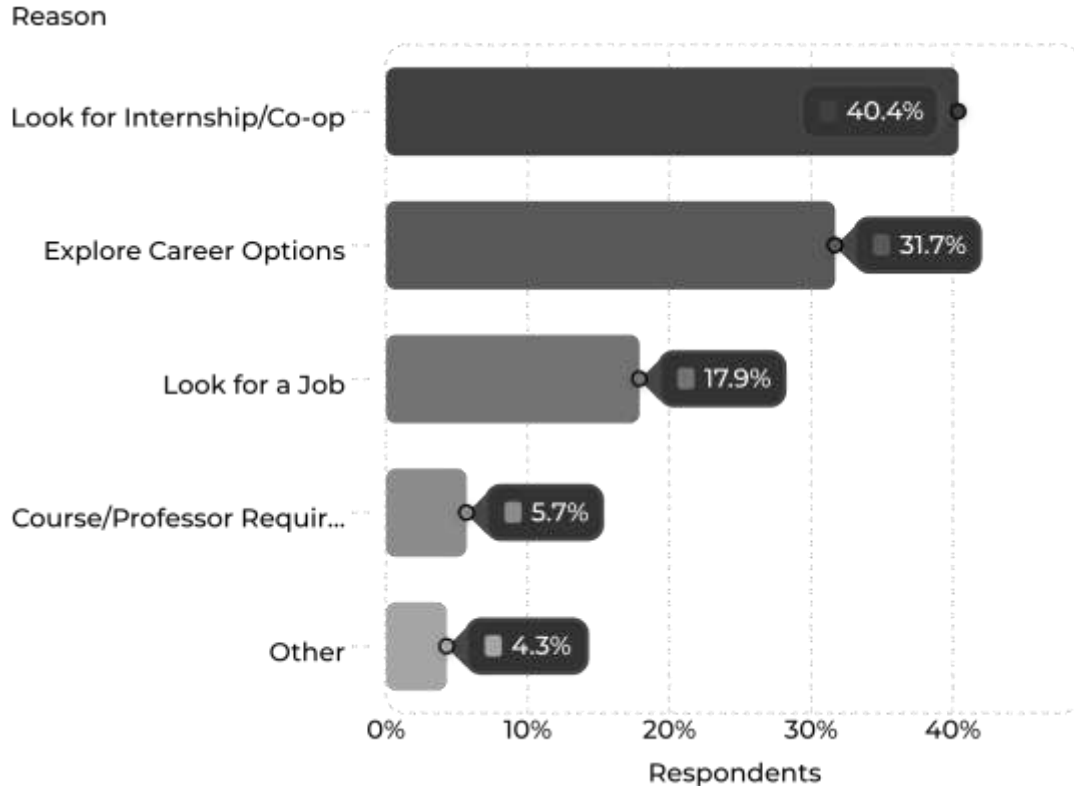
Of the 69 students who secured an on-site interview, 62.3% had used at least one DCPD resource.

Service Breakdown

Resume review was by far the most utilized service at 136 students, more than double any other individual resource.



Primary Reasons for Attending



Internship-Driven Attendance

The largest share of respondents (**40%**) attended specifically seeking internship or co-op opportunities, consistent with the junior and senior-heavy attendance profile and employer demand for early talent pipelines.

Exploratory Engagement

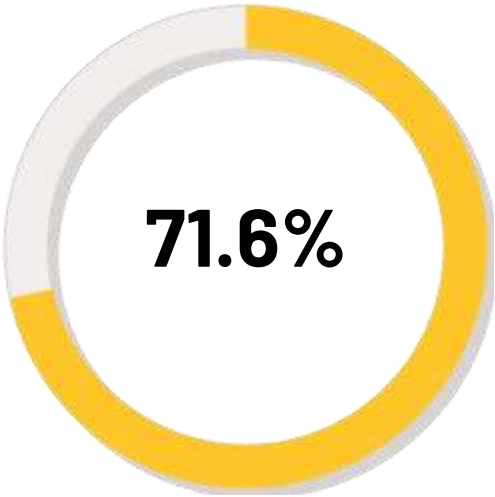
Another **31.4%** came to explore career options, reflecting healthy engagement from students still defining their professional paths. This group is a strong candidate for career advising follow-up.

Voluntary Participation

Only **5.7%** attended due to a course or professor requirement, indicating the vast majority of participation was self-motivated and career-driven.

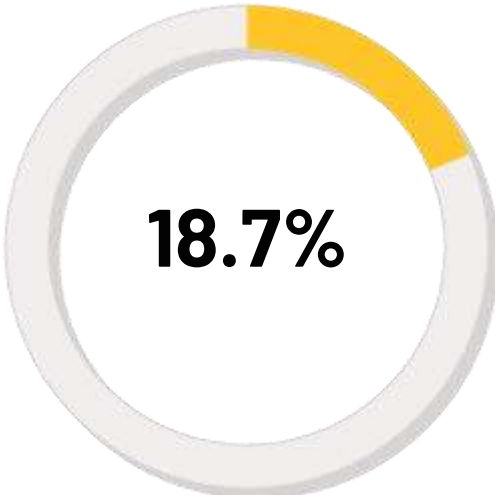
Student Connection Success

Based on 470 survey respondents, the fair drove strong follow-up intent and meaningful employer-student connections.



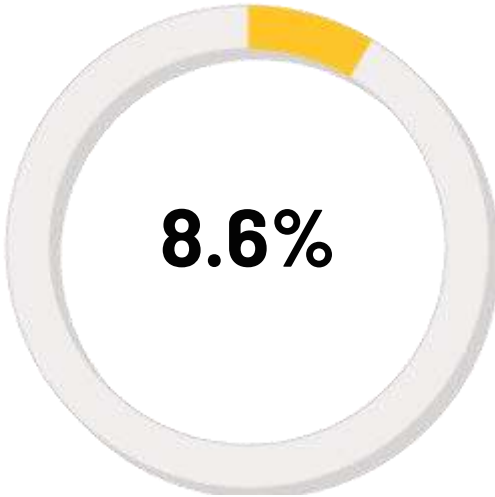
Made Connections

340 students identified employers or opportunities to follow up with after the event.



Plan to Review

89 students plan to review materials and leads collected at the event before taking next steps.



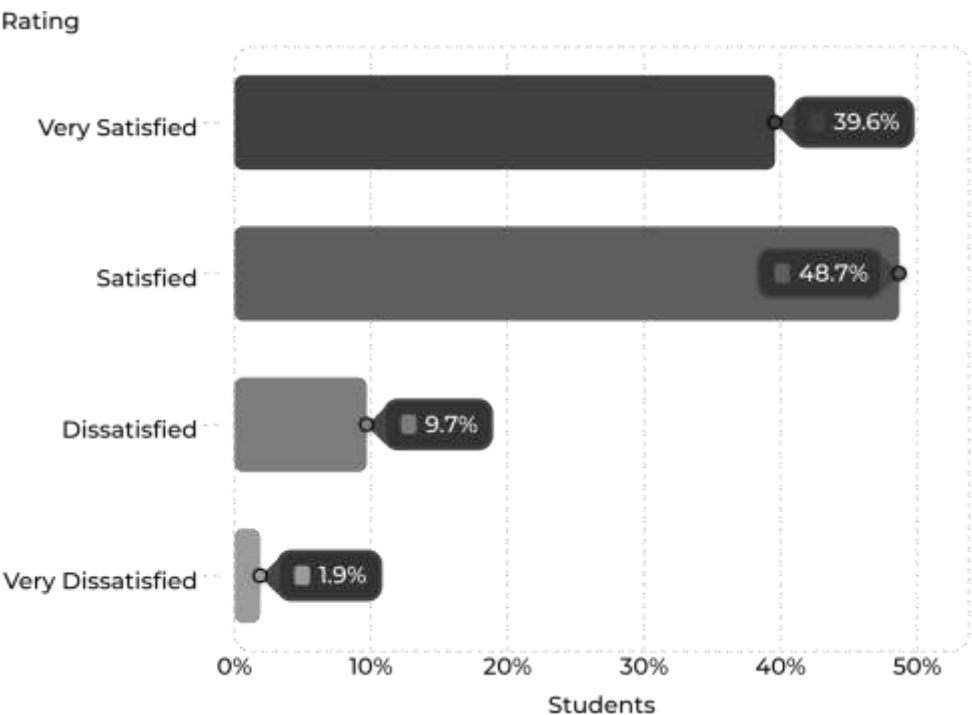
No Connections Made

41 students did not identify follow-up opportunities, a key audience for targeted post-event outreach.

Combining active connections and those planning to review, the total potential connection rate exceeds 90%, a strong indicator of fair effectiveness and student-employer alignment.

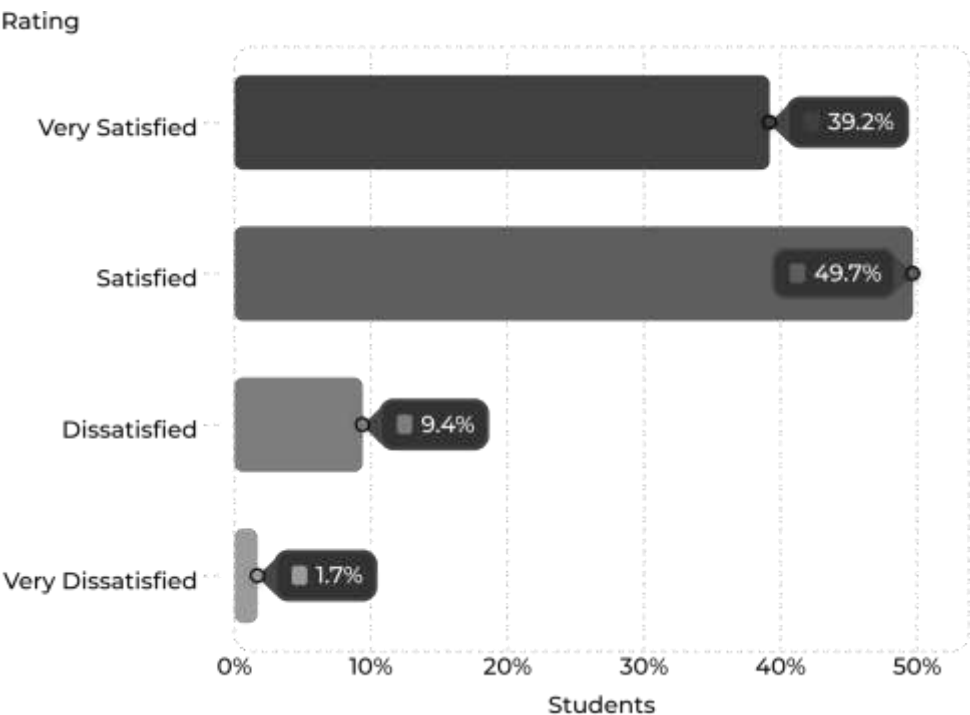
Student Satisfaction Ratings

Employer Quality



87.8% satisfied or very satisfied with the quality of employers present.

Overall Experience



87.4% satisfied or very satisfied with their overall career fair experience.

Student satisfaction was strong across both dimensions. The employer variety theme raised consistently in open-ended responses suggests that expanding the mix of industries and roles is the most actionable lever for improving these scores at future fairs.

On-Site Interview Conversion

14.5%

Secured an On-Site Interview

69 students out of 475 survey respondents were invited to interview on the fair floor. A high-bar achievement that depends on employer timelines, position availability, and candidate alignment.

The Bigger Picture: Follow-Up Intent

On-the-spot interviews represent just one measure of fair success. The more immediate indicator is follow-up intent where **71.6% of respondents identified specific opportunities to pursue** after the event.

Of those 69 students, **62.3% had used at least one DCPD resource** to prepare.

Connections That Compound

Many connections made at the career fair result in applications, interviews, and longer-term relationships that develop well after the event concludes. The fair functions as a catalyst, not just a transaction point. Tracking post-fair outcomes over the weeks and months ahead will provide a more complete picture of conversion and impact.

Student Voices

“

I was asked to reach out immediately for opportunities that are in my favor.”

“

“I had an amazing conversation with a salesman. It really sparked my interest in the industry.”

”

”

“

“I appreciated how personable the employers were while being professional; it helped ease nerves and made conversations much easier.”

“

“The career fair was well organized. I would suggest continuing to bring a diverse range of companies and opportunities for students.”

”

”

“

“Originally I was not entirely interested in exploring a pathway in education, but after learning about all the opportunities for internships and employers, I plan to go into a field revolving around that subject”

“

“Found a number of potential jobs and opportunities that I couldn’t find anywhere else.”

”

”

Student Improvement Opportunities

The themes below reflect the most frequently raised concerns across open-ended survey responses from 475 respondents.



Employer Variety and Major Representation

Most frequently cited and raised across multiple colleges. Students from psychology, criminal justice, graphic design, social sciences, fine arts, healthcare, and information systems felt the employer mix skewed heavily toward sales, marketing, engineering, and construction. Many felt this did not reflect the all-majors positioning of the event. This is the strongest candidate for action ahead of future fairs.



Venue Flow and Navigation

Raised by multiple respondents. Students requested clearer booth layouts, printed maps or directories, and grouping of employers by industry or field. Check-in line management during peak entry times was also flagged by multiple respondents as an area needing improvement.



Timing and Promotion

Raised by a smaller but consistent group. A portion of students felt the fair fell too early in the semester and overlapped with the drop/add period. Others noted limited awareness outside of Handshake. Earlier and broader outreach was the primary suggestion from this group.