KENNESAW STATE UNIVERSITY
EXTERNAL AFFAIRS
Career Planning and Development

Career Planning and Development Government & Nonprofit Fair

October 6th, 2026

Fair at a Glance: Fall 2026

215

Student Attendees

Unique student count

27

Employers Attended

52 total representatives on site

58.9%

Humanities & Social Sciences

126 of 215 students are Humanities & Social Science majors

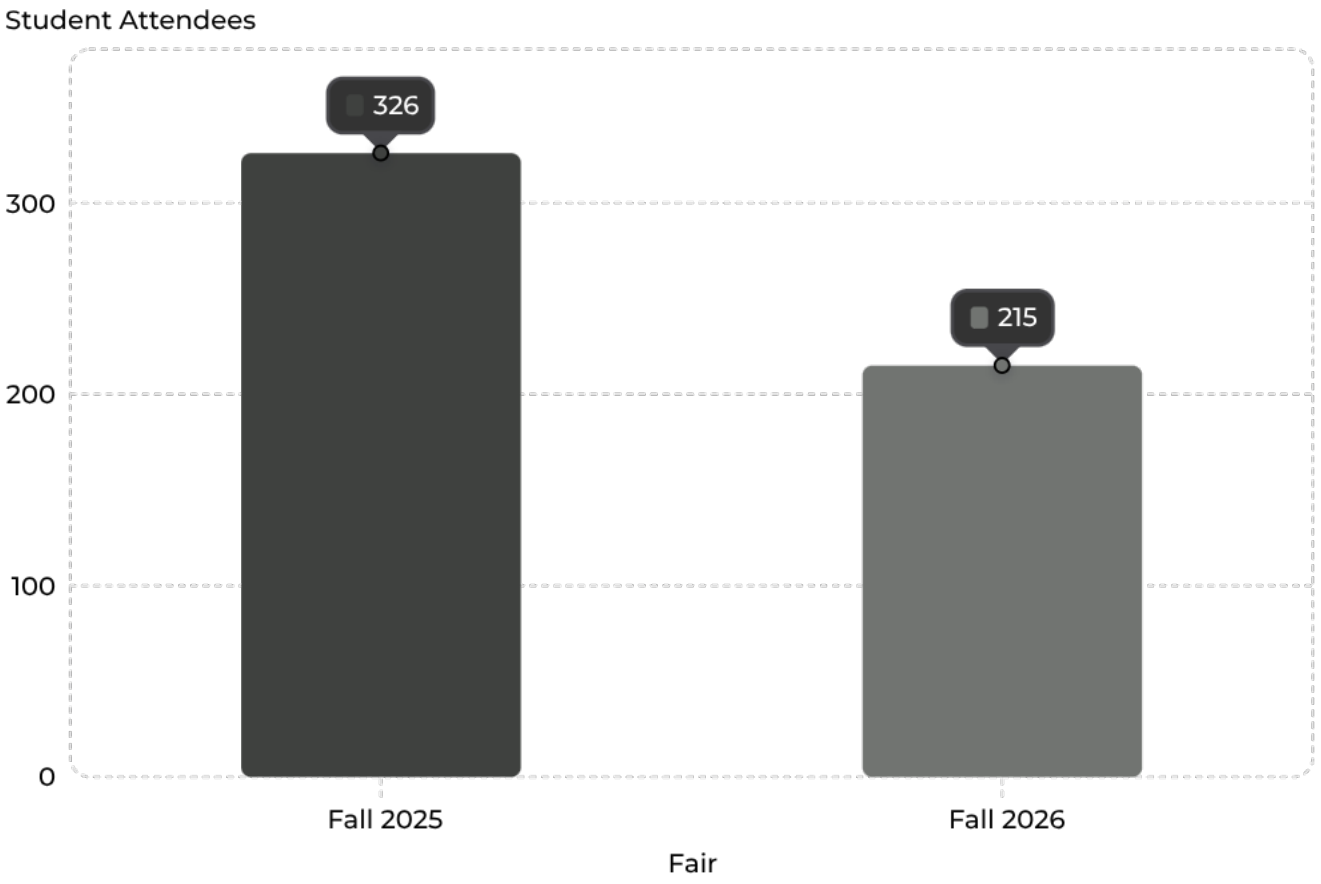
-34%

Year-Over-Year Change

Down from 326 students in Fall 2025, a decline of 111 students

⚠ Attendance fell 34.0% from 326 students (Fall 2025) to 215 students (Fall 2026). Class standing and college percentages are based on the 215 students.

Year-Over-Year Attendance



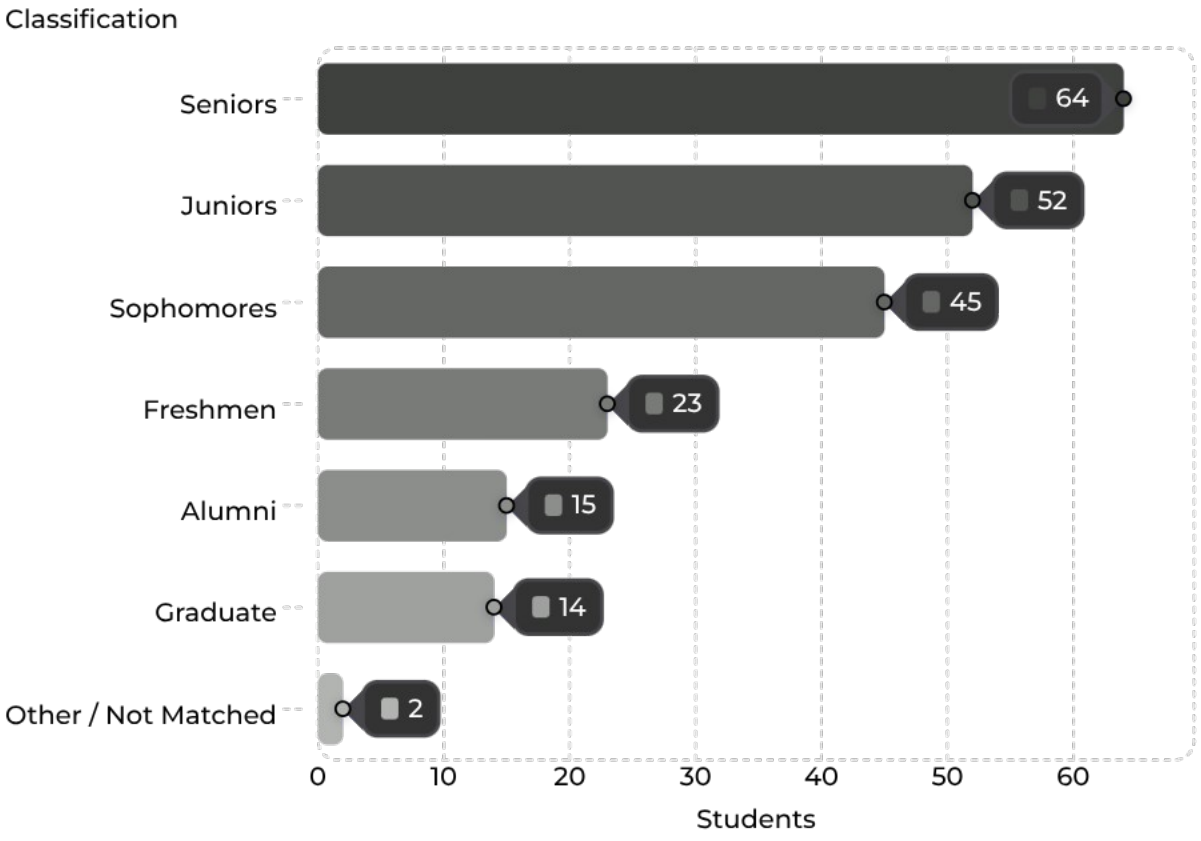
A Notable Decline

Student attendance dropped by 111 students, a 34.0% decrease year over year. The decline was concentrated in Coles College of Business, which fell from 157 to 38 attendees, a drop larger than the fair's net decline.

Radow College (Humanities & Social Sciences) saw strong growth, rising 50.0% from 84 to 126 attendees, partially offsetting the broader decline.

This was a single-day fair, with each student counted once based on unique check-in records.

Student Classification Breakdown



Upper-Division Dominance

Seniors and juniors together represented 54.2% of attendees (116 of 214), reflecting strong near-term demand for jobs and internships, though down from 65% in Fall 2025.

Early Engagement

45 sophomores (21.0%) and 23 freshmen (10.7%) signal students beginning career planning early in their academic journey.

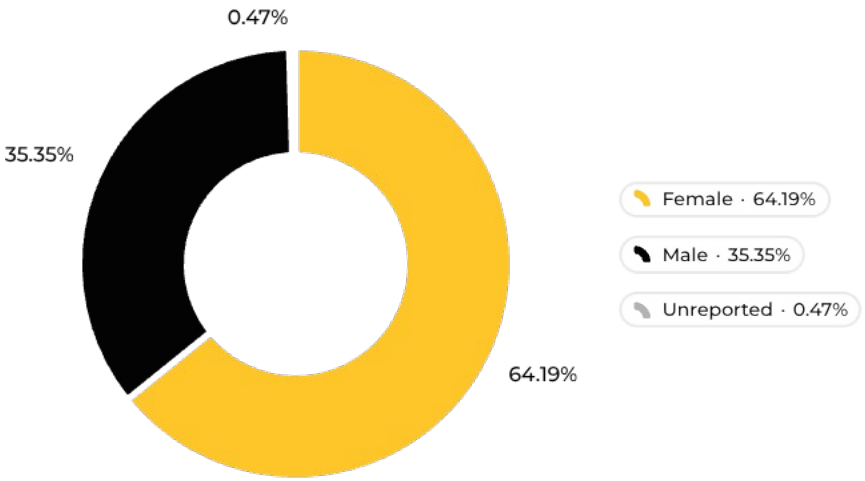
Alumni & Graduate Reach

14 master's students (6.5%) and 15 alumni (7.0%) also attended, demonstrating the fair's appeal beyond undergraduates.

Shares are based on the 214 attendees with a KSU classification on record. "Other / Not Matched" includes one certificate-program student and one attendee with no record.

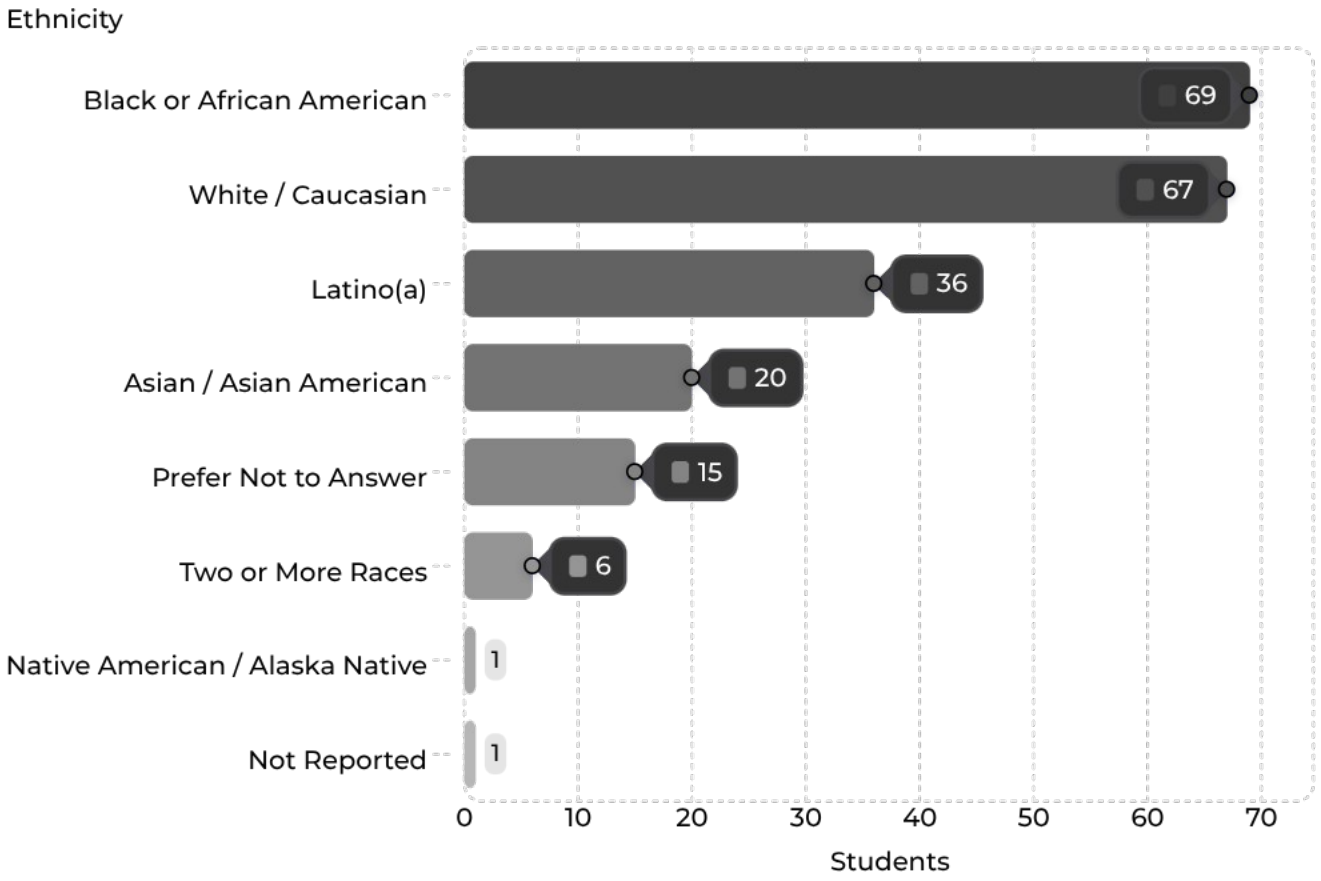
Demographic Distribution

Gender Representation

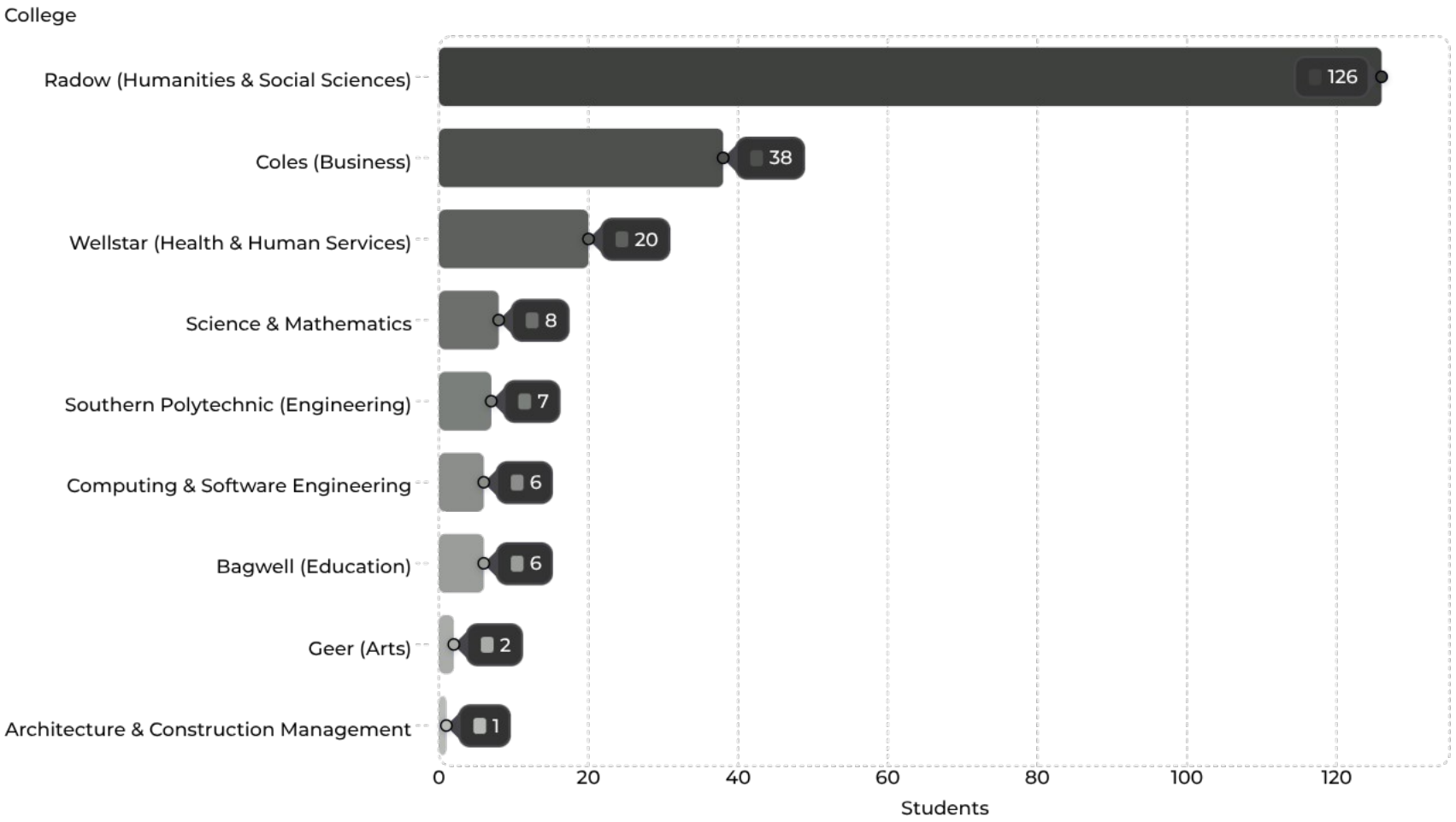


Female attendees represented 64.2% (138); male attendees 35.3% (76); 1 unreported (0.5%).

Ethnic Diversity



College Representation Across Campus



Radow College accounted for 126 attendees (58.9%), up 50.0% from 84 in Fall 2025.

Coles College of Business dropped 75.8% (157 → 38), a decline far exceeding the fair's net loss of 111 students.

Wellstar College had 20 attendees (9.3%), down from 31 in Fall 2025.

Shares are based on the 214 attendees with a college on record.

Key Attendance Insights

Humanities & Social Sciences

Radow College accounted for 58.9% of attendees (126), followed by Coles Business (17.8%) and Wellstar Health (9.3%). Criminal Justice, Psychology, Political Science, and International Affairs majors alone made up 37.7% of attendees (81 students).

Upper-Division Heavy

Seniors and juniors accounted for 54.2% of attendees (116 of 214): 64 seniors (29.9%) and 52 juniors (24.3%). Undergraduates made up 86.0% overall. In Fall 2025, seniors and juniors were approximately 65% of attendees.

Reach Beyond Undergraduates

29 alumni and master's students attended (13.6%): 15 alumni (7.0%) and 14 master's students (6.5%). Fall 2025 had 27 (about 8%). One certificate-program student also attended.

Employer Feedback

Note: The following section reflects employers who completed the post-event survey. 24 responses were received from 24 organizations, an 88.9% response rate of the 27 employers who attended. Because not every respondent answered every question, each figure uses the number of responses to that specific question as its denominator.

Employer Participation Overview

27

Employers Attended

52 total representatives on site

34

Avg. Students Met

Estimated using range midpoints

95.8%

Would Return

23 of 24 respondents said yes

79.2%

Returning Employers

19 of 24 respondents had attended a KSU career fair before

The most common student engagement range was 26–50 students per employer (11 responses, 45.8%). Only 1 respondent met 10 or fewer students, indicating broad and meaningful engagement across the floor.

Why Employers Choose KSU Career Fairs

Returning Employers (19 respondents)

Reputation of KSU's Career Fairs

14 respondents · 73.7%

Relevant Majors at KSU

12 respondents · 63.2%

Diversity of KSU Students

12 respondents · 63.2%

Current Recruitment Needs

12 respondents · 63.2%

Networking Opportunity

7 respondents · 36.8%

First-Time Employers (5 respondents)

Current Recruitment Needs

4 respondents · 80.0%

Relevant Majors at KSU

3 respondents · 60.0%

Networking Opportunity

2 respondents · 40.0%

Diversity of KSU Students

2 respondents · 40.0%

Value Relative to Cost

1 respondent · 20.0%

One first-time employer noted they are a KSU graduate who landed both an internship and first job through a KSU career fair.

Employer Satisfaction with Operations



95%

Event Organization

4.75 / 5 average rating



96%

Pre-Event Communication

4.79 / 5 average rating



94%

Venue & Logistics

4.70 / 5 average rating



98%

Check-In Process

4.88 / 5 average rating



98%

KSU Staff Support

4.92 / 5 average rating

Top Performers

KSU Staff Support (4.92) and Check-In Process (4.88) were the highest-rated areas, both reflecting the quality of on-the-ground execution on event day.

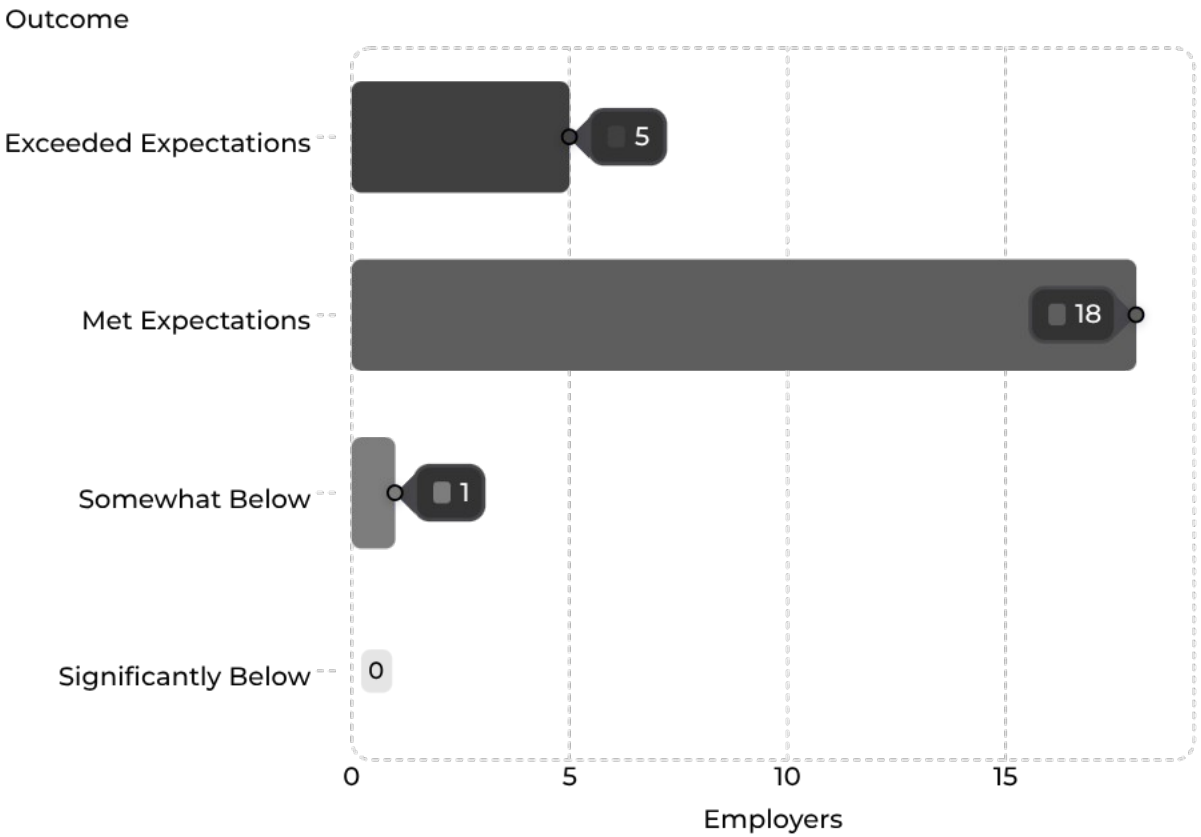
Opportunity Area

Venue & Logistics was the lowest-rated category (4.70 out of 5), though all 23 respondents were satisfied or very satisfied. Comments point to parking signage, table identification, and space constraints.

Overall experience averaged 4.54 out of 5 (13 very satisfied, 11 satisfied). No employer rated any operational category below Satisfied.

Meeting Employer Recruiting Goals

Goal Alignment (24 respondents)



Strong Recruiting Outcomes

95.8% of employers (23 of 24) said the number of students they met matched or exceeded their recruiting goals. 20.8% (5 employers) reported results that exceeded expectations entirely.

Candidate Follow-Up Intent

79.2% (19 of 24) identified specific candidates to follow up with. Another 4 (16.7%) will review candidates after the event. One employer without candidates found potential volunteers, and a second noted students seeking volunteer experience.

95.8% of employers (23 of 24) left the fair with follow-up plans, either specific candidates or post-event candidate reviews.

Quality of Student Interactions



90%

Professional Appearance

4.52 / 5 average rating



88%

Communication Skills

4.42 / 5 average rating



87%

Resume Quality

4.33 / 5 average rating



72%

Preparation & Industry Knowledge

3.58 / 5 average rating

Strengths

Employers rated students very highly on professional appearance (4.52), communication skills (4.42), and resume quality (4.33). Notably, 100% of employers gave a positive rating (Good or Excellent) on each of these three dimensions.

Clearest Opportunity: Organization Research

Industry knowledge was the lowest-rated dimension at 3.58 out of 5; 6 employers (25.0%) rated it Poor or Very Poor. Three employers highlighted students who already knew their organization.

Preparation and industry knowledge have dropped from 79% in Fall 2025 to 72%.

Employer Voices

"We really appreciated the warm welcome from KSU staff from the time we entered the parking deck."

"The quality of applicants was impressive. Good, thoughtful questions. Support staff was helpful."

"Many students were familiar with our organization and asked relevant questions about the internships."

"As a KSU graduate, I participated in the job fair as a student. I landed an internship and my first job experience as a result of connections I made at the job fair. It is a wonderful opportunity to come full circle and provide opportunities to students now as an employer."

"One student was so enthusiastic to learn about our camp & would make a great addition to our summer staff!"

"Meeting diverse students, positive engagement, and good communication."

Employer Improvement Opportunities

Themes drawn from employer suggestions. Some comments addressed more than one theme.

Parking & Wayfinding

- More signage from the parking deck (2 comments)
- Parking is a challenge (1 comment)
- One returning employer noted parking was much better this time

Space & Table Display

- Request for a larger space overall
- Clear display of where each employer sits; one employer's name was missing from the board

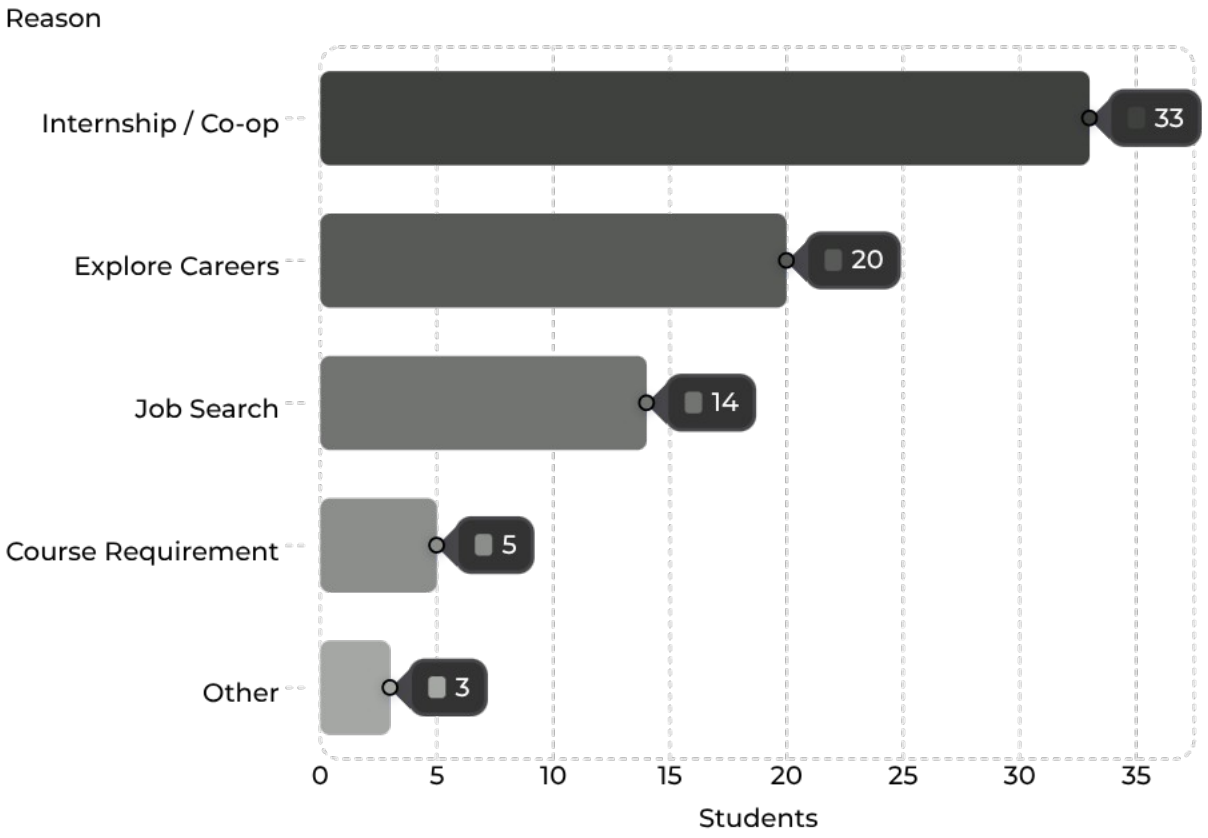
Audience Alignment

- Suggestion that the fair be geared more toward seniors seeking full-time opportunities

Student Feedback

Note: The following section reflects students who completed the post-event survey. 77 responses were received, representing 35.8% of the 215 students who attended. Not all respondents answered every question; percentages and totals are calculated from the number of responses to each individual question.

Primary Reasons for Attending



Based on 75 responses. Multi-select was not used; each respondent selected one primary reason.

Placement-Driven Attendance

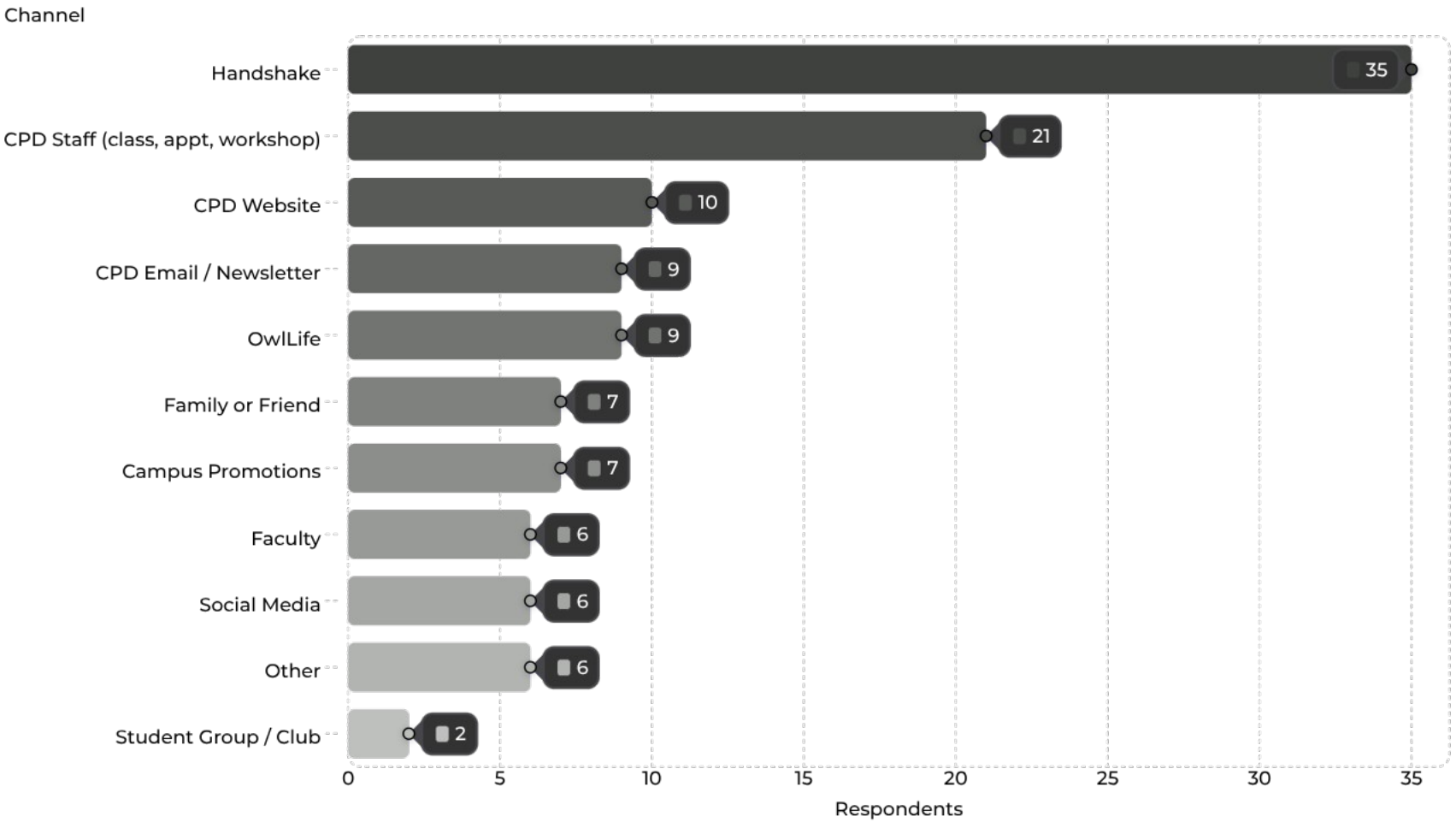
44.0% of respondents (33 of 75) came seeking an internship or co-op. Combined with the 18.7% seeking a full-time job (14), 62.7% (47 of 75) arrived with a specific placement goal.

Voluntary Engagement

26.7% (20) came to explore career options. Only 6.7% (5) attended because of a course requirement, meaning 93.3% chose to attend on their own initiative, a strong signal of organic demand.

The 3 write-in "other" responses included exploring options, volunteering, and browsing.

How Students Heard About the Fair

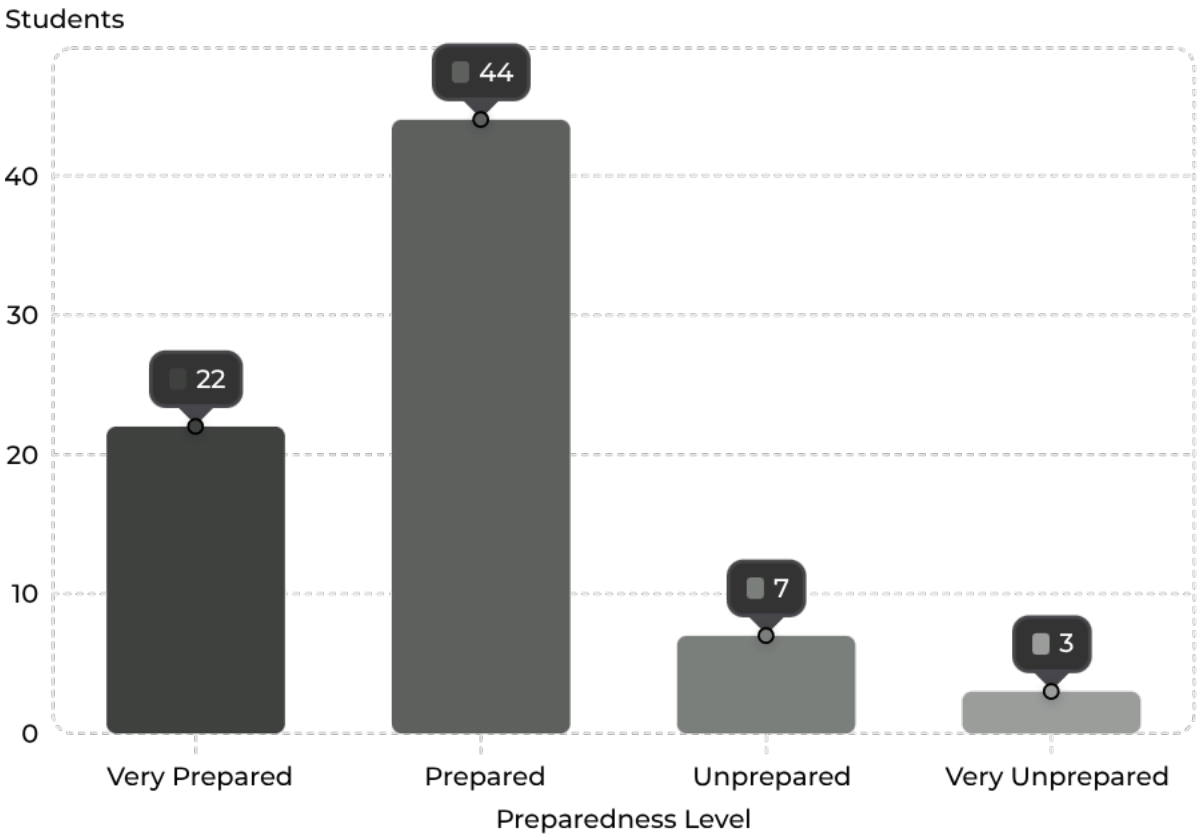


Handshake led all channels at 45.5% (35 of 77). CPD Staff outreach (class presentations, appointments, workshops) reached 27.3% (21).

The CPD Website (13.0%), email (11.7%), and OwlLife (11.7%) followed. Two of the 6 "other" write-ins said they simply walked by the fair.

Multi-select question: percentages are of the 77 respondents and do not sum to 100%.

Student Preparedness Levels



Based on 76 responses.

Strong Overall Readiness

86.8% of respondents (66 of 76) felt prepared or very prepared going into the fair.

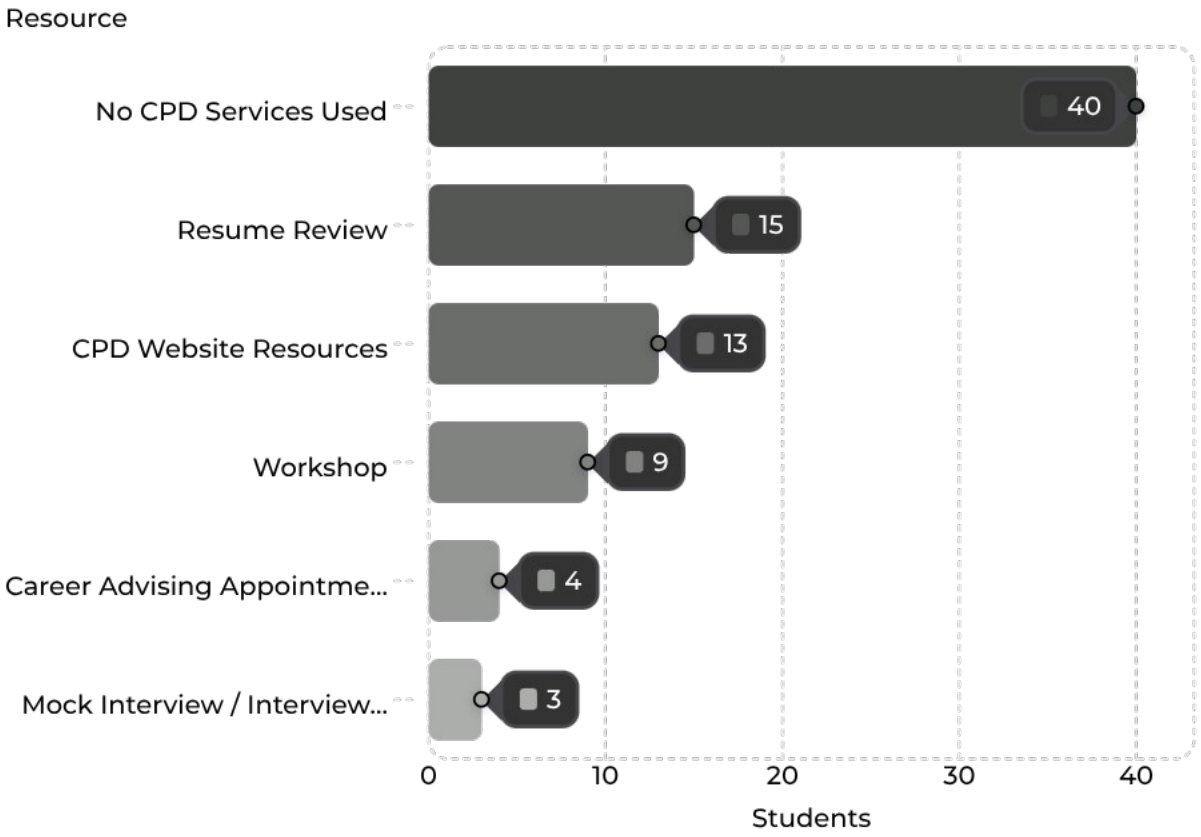
A Target Audience for Outreach

The 10 students who felt unprepared (13.2%) represent a clear target for pre-fair engagement and skill-building workshops in future iterations.

Service Use vs. Readiness

Among survey respondents, 83.3% of students who used a CPD service reported feeling prepared, compared with 89.7% of students who did not use a CPD service. Differences may reflect variation in student characteristics and needs.

Preparation Resources Used



Based on 76 responses; multi-select. One respondent noted services were not available to alumni.

Over Half Arrived Without CPD Support

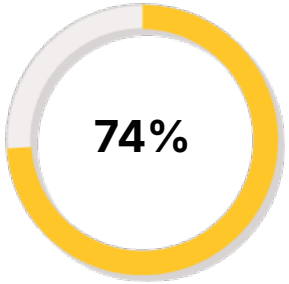
52.6% of respondents (40 of 76) used no CPD service before the fair, making non-users the single largest segment by a wide margin.

Most-Used Service: Resume Review

Resume review reached 19.7% (15), followed by the CPD website (17.1%, 13), workshops (11.8%, 9), career advising (5.3%, 4), and mock interviews (3.9%, 3).

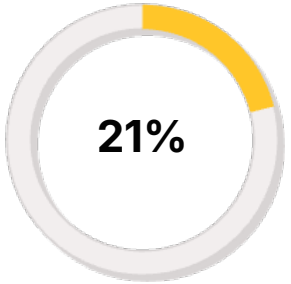
Preparedness was high for both users and non-users, with slightly higher shares among non-users.

Student Connection Success



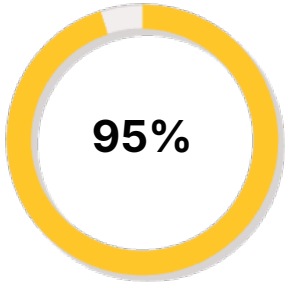
Made Connections

57 students identified specific employers or opportunities to follow up with



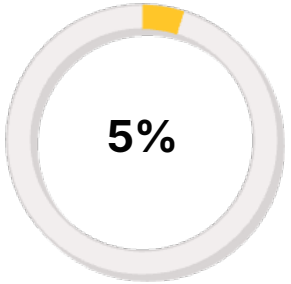
Plan to Review

16 students will review materials collected at the fair before reaching out



Total Potential Rate

73 of 77 students left with at least one lead or employer to pursue

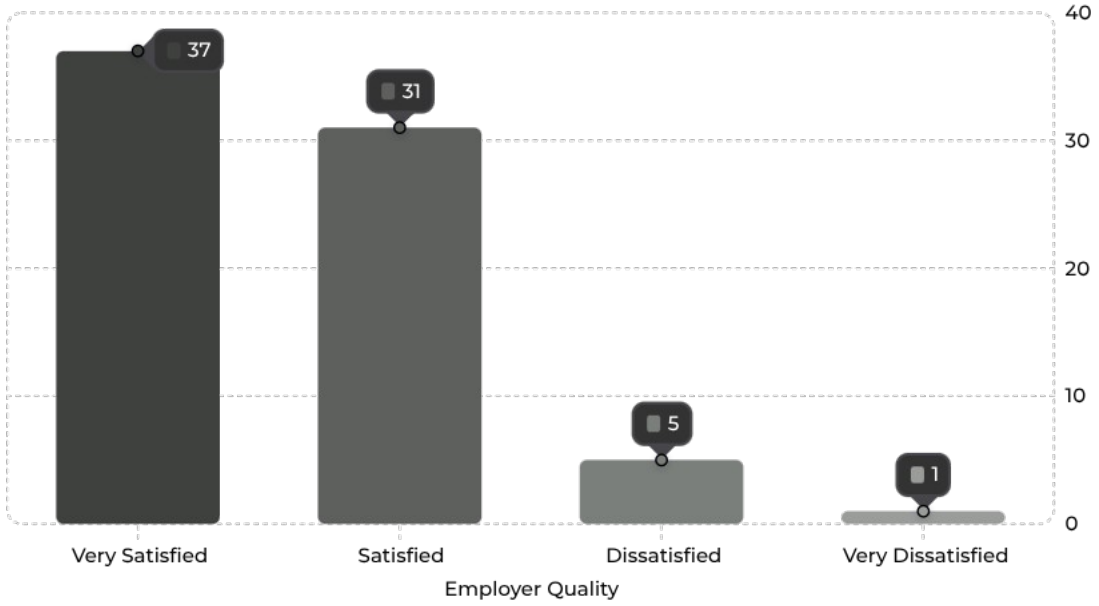


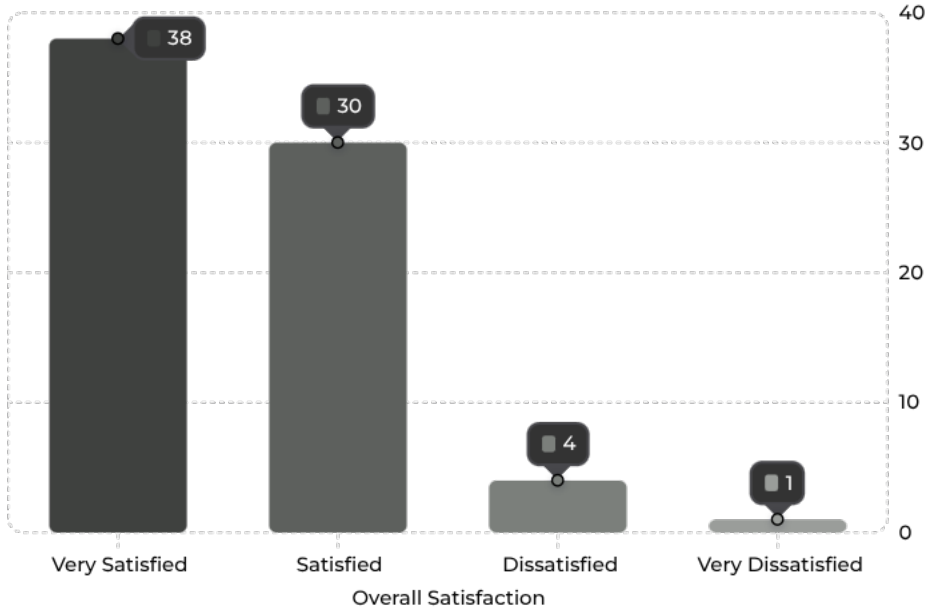
No Connections

4 students; targeted outreach may help identify barriers for this group

Nearly three in four students (74.0%) connected with employers they intend to pursue. Adding those who plan to review their materials, the total potential connection rate reaches 94.8%.

Student Satisfaction Ratings





Strong Overall Scores

Employer quality averaged 4.32 out of 5 (91.9% satisfied, 68 of 74) and overall experience averaged 4.37 (93.2% satisfied, 68 of 73). Approximately half of all respondents were "very satisfied": 50.0% and 52.1%, respectively.

Dissatisfaction Was Minimal

Only 6 of 74 students (8.1%) were dissatisfied with employer quality, and 5 of 73 (6.8%) with their overall experience.

Student Voices

"Talked to so many amazing people who were all so interesting and sounded like they loved their jobs which made me excited for my future."

"Learning about an unpublished position opening soon."

"I learned about some specific internship opportunities I wasn't aware of before."

"The second I walked into the building, I was directed to the room and welcomed. The organization of the room felt easy to understand and navigate as well so it reduced my anxiety a bit."

"I liked how responsive they were. It helped with my essay."

"Meeting employers with the same hobbies or backgrounds."

Student Improvement Opportunities

Themes drawn from 23 student suggestions.

Venue Size, Crowding & Noise

- Students asked for a bigger room or venue
- Students described difficulty hearing employers over noise
- Few requested better air conditioning
- Students were bumping into each other

Employer Mix & Representation

- More government and public administration roles
- More employers or presenters overall
- More law and legal employers
- More local nonprofits

Format & Timing

- Group employers by field (law enforcement, camps, government)
- Longer fair duration (one student skipped class to attend)
- More events for alumni seeking full-time roles

What Both Audiences Told Us: Key Takeaways

Space Is the Shared Pain Point

Venue size, crowding, and noise was the top student theme (11 of 23 suggestions, 47.8%). Venue & Logistics was also the lowest-rated employer operations item (4.70 out of 5), and one employer asked for a larger space.

Organization Research Is the Clearest Prep Gap

Industry knowledge was the lowest-rated student quality by employers (3.58 out of 5), with 25.0% rating it Poor or Very Poor. 52.6% of student respondents used no CPD service to prepare.

The Employer Mix & Promotion Are Worth Revisiting

Students asked for more law, government, public administration, and nonprofit options (11 of 23 suggestions). Employer goodwill remains strong. 95.8% said they would return. Attendance fell 34.0% from Fall 2025, driven largely by fewer Coles College students.

Space-related concerns were influenced by the fair's temporary location during ongoing campus renovations. Future fairs are expected to return to larger event spaces.