



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

Career Planning and Development

Spring 2026 All Majors Job & Internship Fair

January 28th - January 29th, 2026

📌 Note: Severe cold weather during the week of the job fair contributed to reduced student attendance and the cancellation of five employer registrations.

Attendance Overview

1,642

Total Attendees

Students checked in across both days

797

Day 1 Check-ins

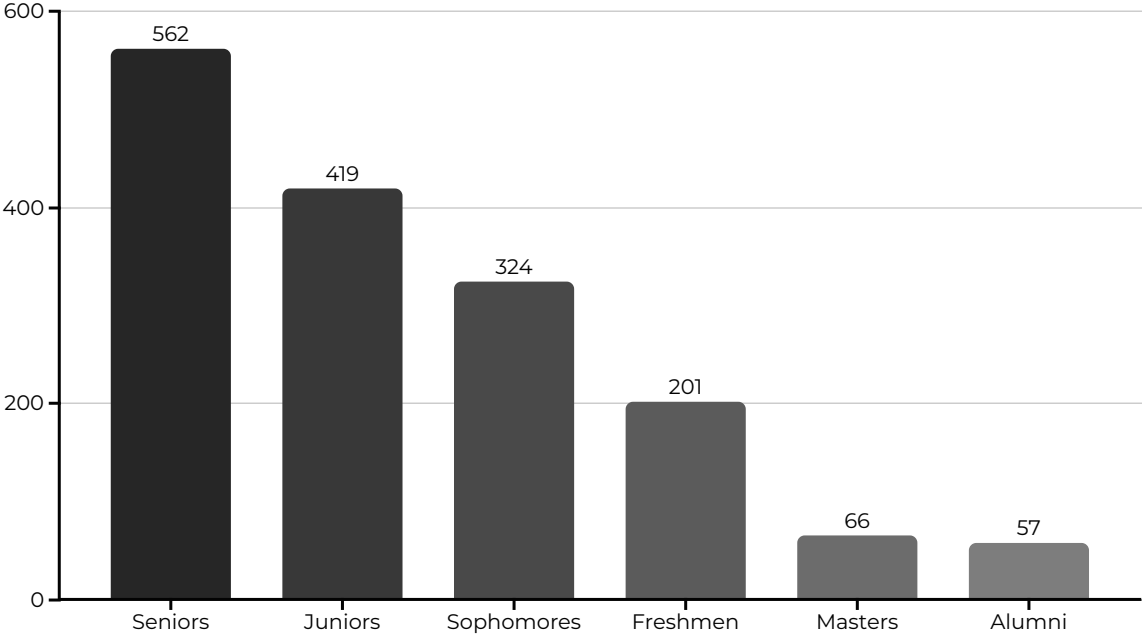
48.5% of total attendance

845

Day 2 Check-ins

51.5% of total attendance

Student Classification Breakdown



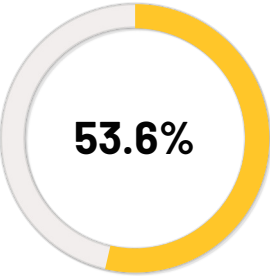
Upper-Division Dominance

Seniors and juniors represented **59.7% of all attendees** (981 students), demonstrating strong near-term job and internship demand. This concentration aligns with employer recruiting timelines and validates the fair's positioning as a critical hiring pipeline.

The presence of 324 sophomores (19.7%) indicates growing career awareness among younger students, while 201 freshmen signal early engagement with career planning resources.

Demographic Distribution

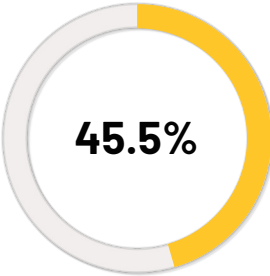
Gender Representation



53.6%

Male

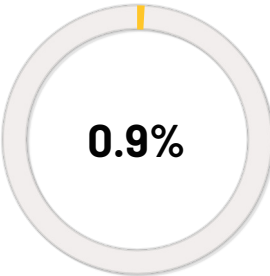
880 students



45.5%

Female

747 students



0.9%

Not Reported

15 students

Ethnic Diversity Highlights

Black or African American

584 students (35.6%)

White/Caucasian

484 students (29.5%)

Latino(a)

239 students (14.6%)

Native Hawaiian/Pacific Islander

107 students (6.5%)

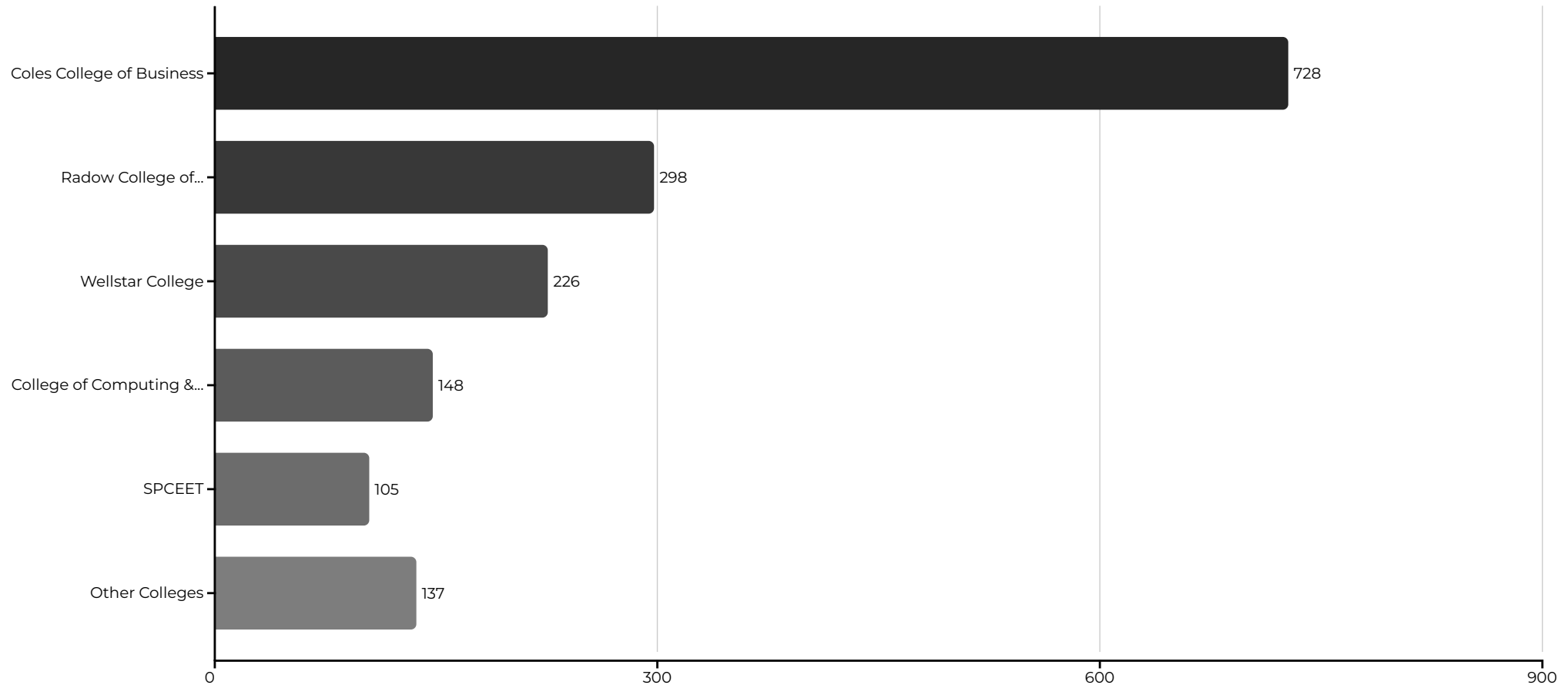
Two or More Races

67 students (4.1%)

Asian/Asian American

49 students (3.0%)

College Representation Across Campus



The Coles College of Business lead attendance with 728 students (44.3%). The Radow College of Humanities & Social Sciences contributed 298 students (18.1%), while the Wellstar College of Health & Human Services brought 226 students (13.8%). Computing and engineering programs rounded out the top five colleges, demonstrating cross-campus appeal for the all-majors format. The remaining 137 students (8.3%) came from other colleges across campus, bringing the total attendance to 1,642 students.

Key Attendance Insights

Balanced Two-Day Format

Attendance was evenly distributed across both days with a near-perfect split of 48.5% versus 51.5%. This validates the multi-day approach and demonstrates effective date promotion.

Upper-Division Focus

The fair primarily served students closest to career decisions, with seniors and juniors combining for 59.7% of total attendance. This concentration maximizes employer ROI.

Business Leads Participation

Nearly half of all attendees came from Coles College of Business (44.3%), with strong additional participation from Radow (18.1%) and Wellstar (13.8%) colleges.

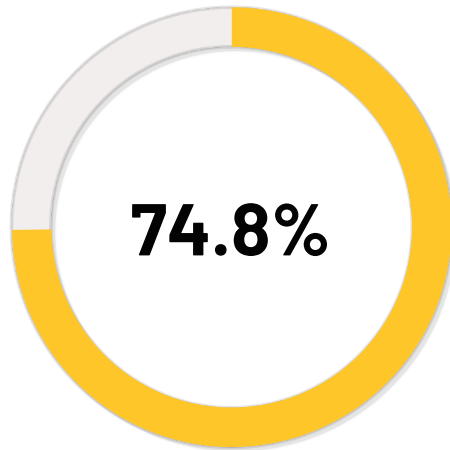
Employer Feedback

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 Overview

Student Engagement Volume

Employers reported meeting significant numbers of candidates, with the most common range being **26–50 students (38 responses)**. The estimated average based on midpoint calculations suggests employers met approximately 60 students during the fair.

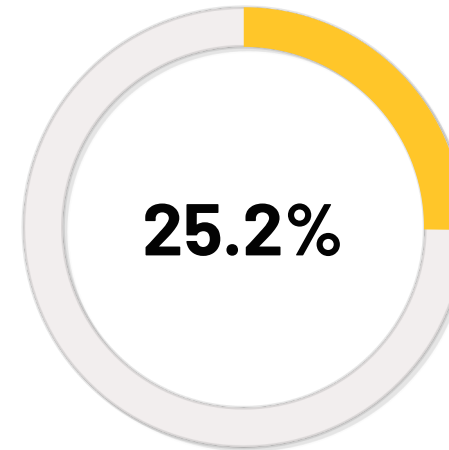


Returning Employers

77 organizations

Return Intent

91.8% of employers (90 organizations) indicated they would attend again, with an additional 7 responding "maybe."



First-Time Employers

26 organizations

A total of 104 employer responses from 102 organizations provided feedback. The high proportion of returning employers signals strong satisfaction and sustained value from KSU career fair participation.

Why Employers Choose KSU Career Fairs

Returning Employers

Top motivators from 77 organizations (multi-select responses)

1. **Relevant majors at KSU** — 57 responses (74.0%)
2. **Current recruitment needs** — 43 responses (55.8%)
3. **Reputation of KSU Career Fairs** — 39 responses (50.6%)
4. **Diversity of KSU students** — 33 responses (42.9%)
5. **Networking opportunity** — 25 responses (32.5%)

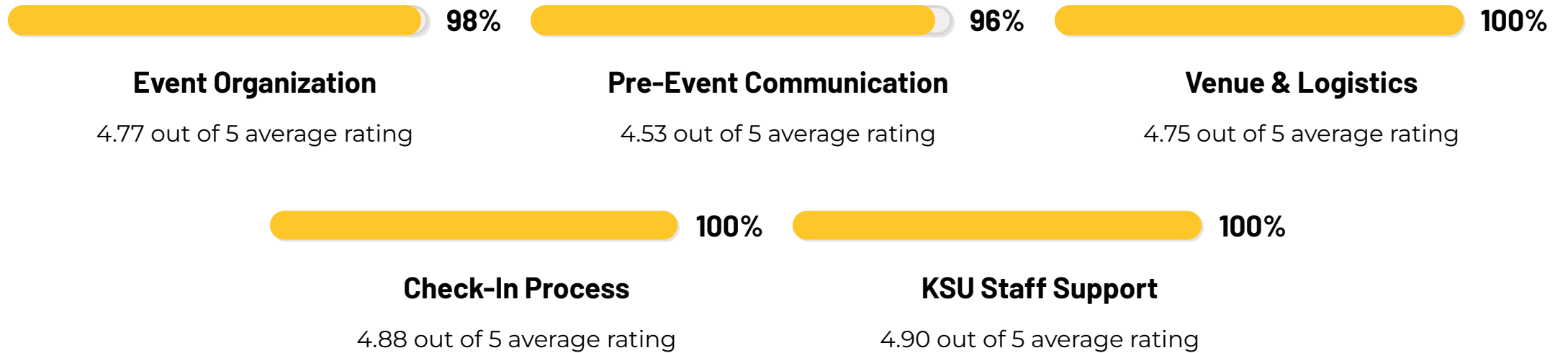
First-Time Employers

Top motivators from 26 organizations (multi-select responses)

1. **Current recruitment needs** — 13 responses (50.0%)
2. **Relevant majors at KSU** — 13 responses (50.0%)
3. **Networking opportunity** — 11 responses (42.3%)
4. **Diversity of KSU students** — 7 responses (26.9%)

Returning employers prioritize KSU's relevant academic programs and the fair's established reputation, while first-time employers focus more heavily on immediate recruiting needs and networking potential. Both groups value student diversity as a key attraction.

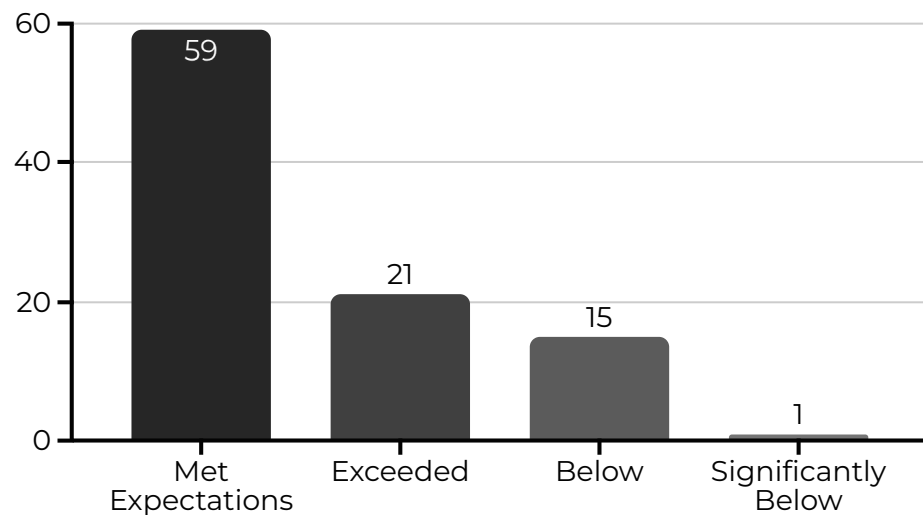
Employer Satisfaction with Operations



Operational excellence shines across all measured dimensions, with particularly outstanding marks for staff support (4.90/5), check-in efficiency (4.88/5), and venue logistics (4.75/5). Overall employer satisfaction reached **4.47 out of 5**, demonstrating strong value delivery despite opportunities for continued enhancement.

Meeting Employer Recruiting Goals

Goal Alignment



Strong Performance Metrics

83.3% of employers reported that the quality and quantity of students they met either met or exceeded their recruiting expectations. This represents 80 of 96 responding organizations achieving their goals.

Candidate Follow-Up Intent

90.5% of employers (86 organizations) identified specific candidates they plan to follow up with, while an additional 9 indicated they would review applications after the event.

Quality of Student Interactions

Professional appearance — 4.43 / 98%

Communication skills — 4.35 / 98%

Resume quality — 4.32 / 96%

Industry knowledge — 3.90 / 84%

Employers rated student interactions highly across all professional dimensions. Professional appearance and communication skills both achieved 98% good/excellent ratings, reflecting strong career readiness preparation. Resume quality earned 95.9% positive marks, demonstrating effective document development support.

The relatively lower score for preparation and industry knowledge (3.90/5, 84% positive) suggests an opportunity to enhance pre-fair workshops focused on company research and sector-specific preparation strategies.

Employer Voices

“

"It was great to see the students interact with us that have researched our organization. The KSU staff was also amazing!"

“

"Great candidates and staff communication! Everything ran smoothly."

“

"Loved interacting with the students and absolutely loved the drive and enthusiasm of the young people we got to meet."

“

"We consistently had multiple students at our table excited to learn about our business. We were very busy throughout the event."

“

"We met with some very engaging students who we plan to follow up with for potential internship and job opportunities."

“

"We love how organized the career fairs are each year. It's also helpful that because we attend each semester many students recognize us! :)"

“

"The quality of students this year was outstanding. We identified several strong prospects for our entry-level roles."

“

"A highly productive event! We always appreciate the professionalism of both the students and the support staff."

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Employer Improvement Opportunities

Parking & Arrival Experience

Multiple employers requested improvements to parking access and shuttle services. Specific suggestions included reopening the parking deck to employer vehicles for enhanced convenience.

On-Site Amenities

Several responses mentioned opportunities to enhance on-site conveniences, particularly around lunch options and refreshment availability for recruiters spending full days at the event.

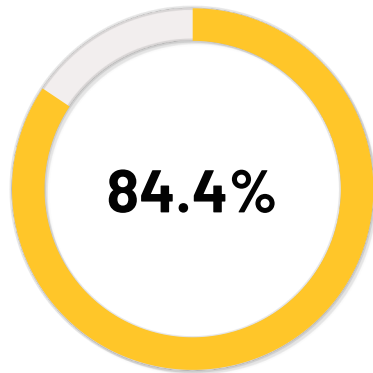
Student Traffic Flow

Some employers noted opportunities to optimize how students navigate the venue and engage with different booths, ensuring more even distribution of candidate traffic across all participating organizations.

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



Well Prepared

313 of 371 students

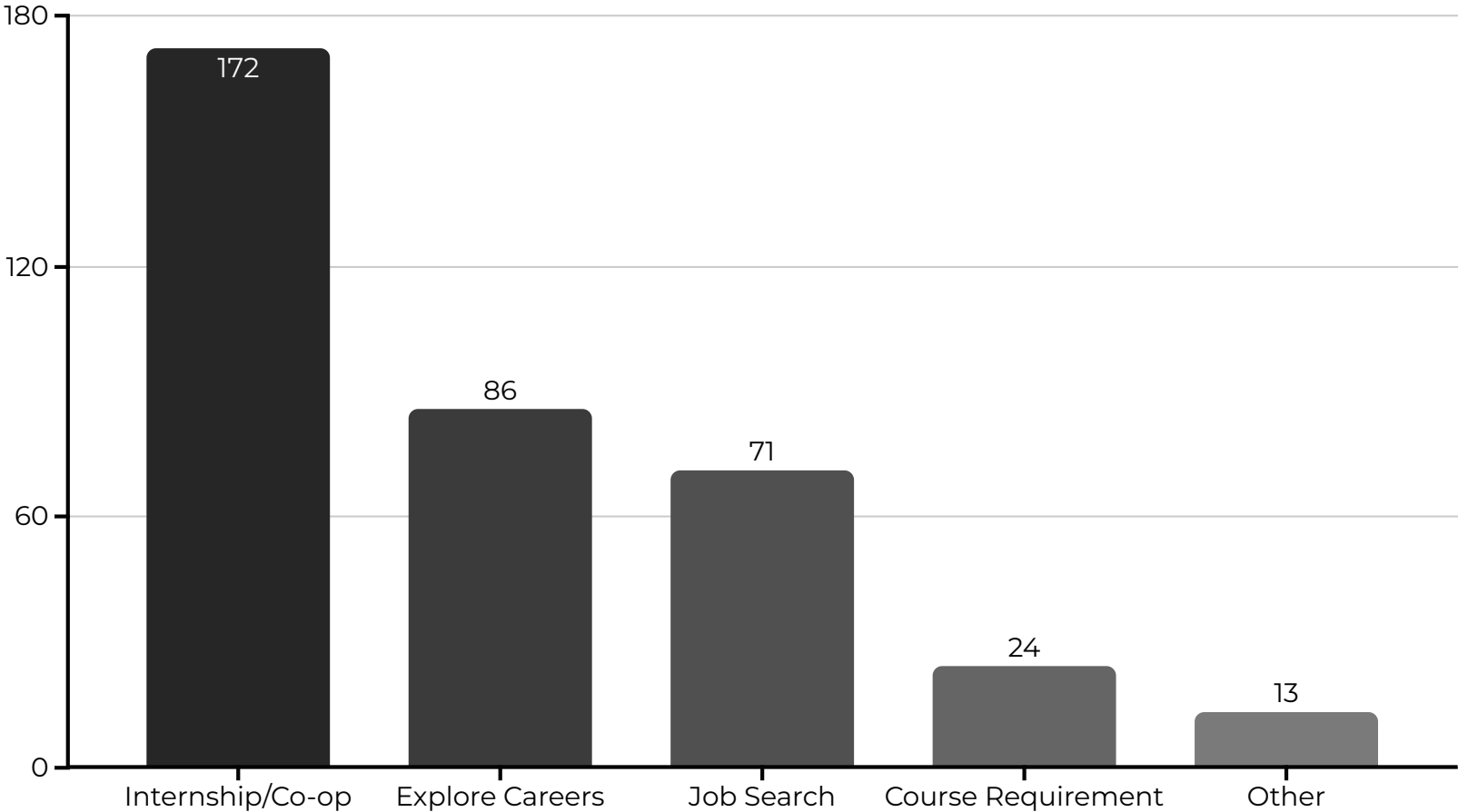
Strong Readiness Foundation

An encouraging **84.4% of student respondents** indicated they felt prepared or very prepared for the career fair. This high preparedness rate reflects effective pre-event programming, including resume review services, mock interviews, and career fair strategy workshops.

The remaining students who felt less prepared represent a target audience for enhanced pre-fair engagement and skill-building opportunities.

Expanding access to preparation resources could further elevate this already-strong metric.

Primary Reasons for Attending



Nearly half of student attendees (46.4%) came specifically seeking internship or co-op opportunities, aligning with the junior and senior-heavy attendance profile. Another 23.2% attended to explore career options, indicating healthy career exploration behavior among students still defining their paths. Job seekers comprised 19.1% of respondents, while only 6.5% attended due to course requirements, suggesting strong voluntary participation driven by genuine career development motivation.

Student Connection Success

74.9%

Made Connections

274 students identified opportunities to follow up with

18.3%

Plan to Review

67 students indicated they will review materials later

6.8%

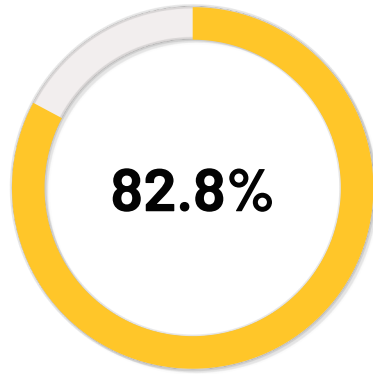
No Connections

25 students did not identify follow-up opportunities

Three-quarters of students successfully connected with employers or opportunities they plan to pursue, representing tangible career fair outcomes. An additional 18.3% plan to review materials collected during the event, bringing the total potential connection rate to over 93%.

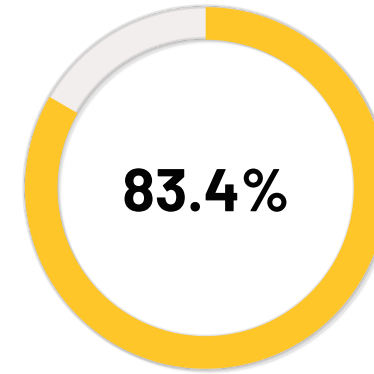
The small percentage who made no connections (6.8%) may benefit from targeted outreach to understand barriers and enhance future engagement strategies.

Student Satisfaction Ratings



Employer Quality

4.14 out of 5 average



Overall Experience

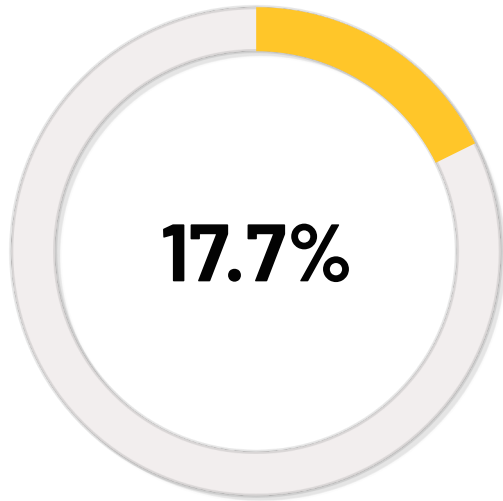
4.17 out of 5 average

Solid Performance with Room for Growth

Student satisfaction scores reflect strong overall performance, with both employer quality and overall experience averaging above 4.0 on a 5-point scale. The majority of students expressed satisfaction or strong satisfaction with their career fair experience.

However, these scores leave meaningful room for enhancement compared to employer satisfaction (4.47/5), suggesting opportunities to better align employer offerings with student expectations and improve the student experience journey.

On-Site Interview Conversion



Secured Interview

60 students

Understanding Interview Metrics

While 17.7% of responding students (60 of 339) secured interviews during the fair itself, this metric should be interpreted as one of several success indicators rather than the primary outcome measure.

Securing an on-the-spot interview represents a high bar that depends on numerous factors including employer recruiting timelines, position availability, and candidate alignment. The more meaningful near-term indicator is follow-up intent, where 74.9% of students identified specific opportunities to pursue.

Many successful employer-student connections result in follow-up interviews scheduled after the event, application submissions, and longer-term relationship building that doesn't appear in immediate interview statistics.

Student Voices

“I was able to connect with a wide variety of different job opportunities”

“I connected with an employer that I am really interested in following up with.”

“Met some kind people and found a potential job”

“I was able to get the contact information of companies with possible internship opportunities that I am interested in”

“The friendliness of the employers who were potentially willing to consider me despite my major.”

“One booth helped explain the specific actions I need to take now in order to be successful in the future.”

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

Student Improvement Opportunities

Employer Listing Accuracy

Multiple students noted discrepancies between which employers were listed in Handshake versus who actually attended the fair. Improved pre-event communication and real-time updates would help students plan their booth visits more effectively.

Venue Flow & Navigation

Students requested clearer layouts and improved traffic flow to help them navigate efficiently between employer tables. Enhanced signage, booth maps, and strategic space planning could reduce congestion and improve the browsing experience.

Role & Industry Diversity

Some students perceived limited diversity in available positions, with sales and healthcare roles appearing to dominate. While this may reflect actual employer recruiting needs, clearer pre-event communication about role types and better employer categorization could help set appropriate expectations.