

Career Planning and Development

2026 Education Fair Report

January 27th, 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

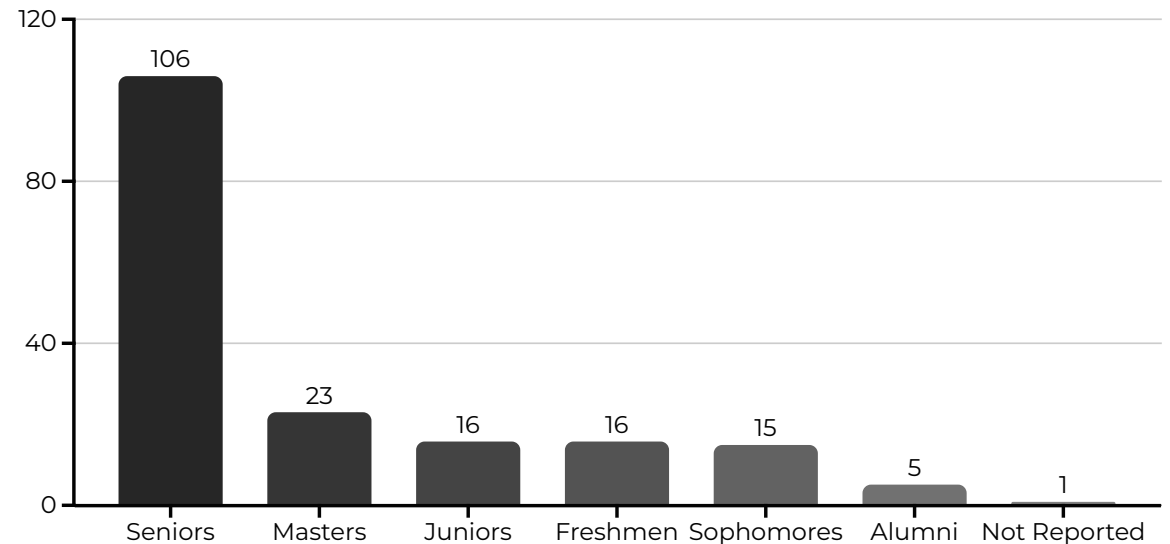
182 Student Attendees

65 Employers Participated

Student Classification Breakdown

Majority Nearing Graduation

Seniors and master's students together accounted for 70.8% of total attendance, signaling strong engagement from those closest to entering the workforce or transitioning careers.



Key Observations

Seniors: 106 students (58.2%)

Senior participation represented the clear majority of attendees, indicating that students nearing graduation are actively engaging with employment opportunities and taking career preparation seriously.

Graduate students: 23 students

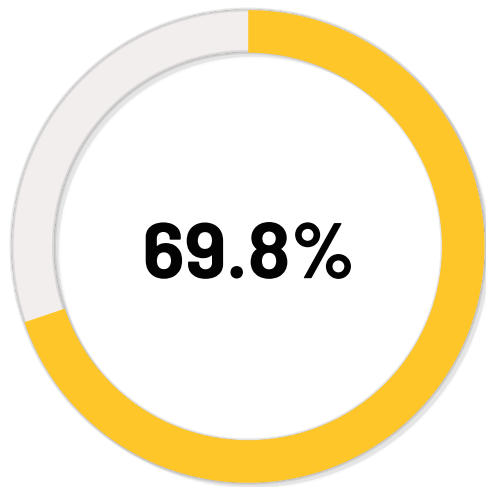
(12.6%) Master's student attendance was also notable, suggesting strong interest from advanced-degree candidates seeking placement in teaching roles, administrative positions, or career transitions into education.

Underclassmen: 47 students (25.8%)

Participation from freshmen, sophomores, and juniors indicates meaningful early career exploration, though opportunities exist to deepen engagement with students earlier in their academic journey.

Gender and Ethnicity Distribution

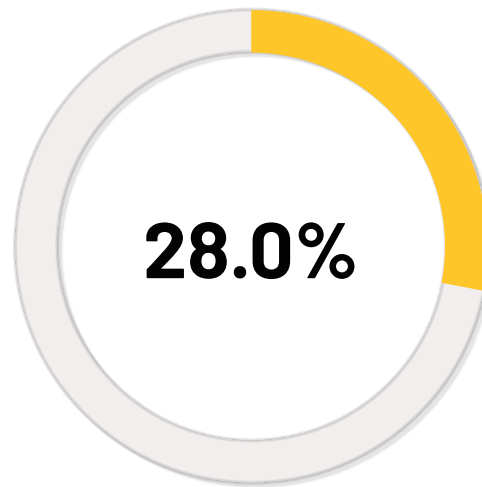
Attendance skewed heavily female, which aligns with broader national and institutional enrollment trends within education-related disciplines. This demographic composition reflects the continuing gender dynamics in teaching and education careers.



69.8%

Female

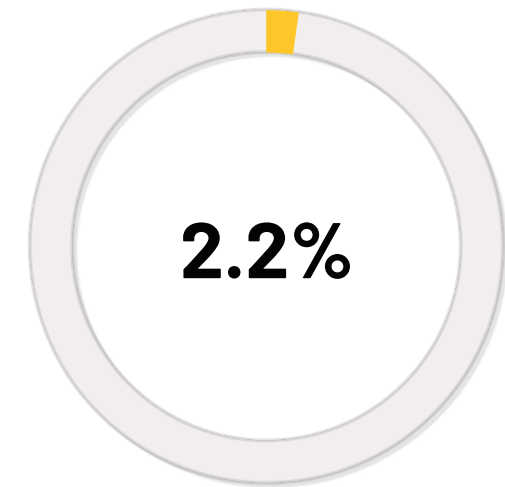
127 students



28.0%

Male

51 students

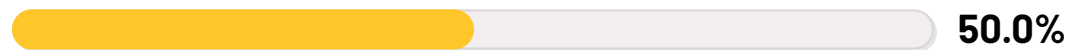


2.2%

Not Reported

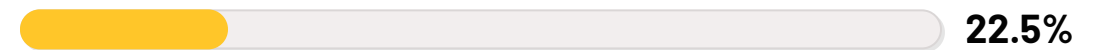
4 students

The fair attracted a racially and ethnically diverse student population, with meaningful representation across multiple groups. This diversity strengthens the talent pool available to education employers and reflects the university's commitment to inclusive career services.



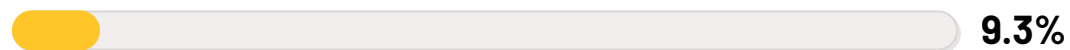
White/Caucasian

91 students



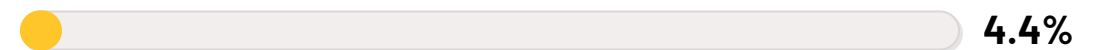
Black or African American

41 students



Latino

17 students

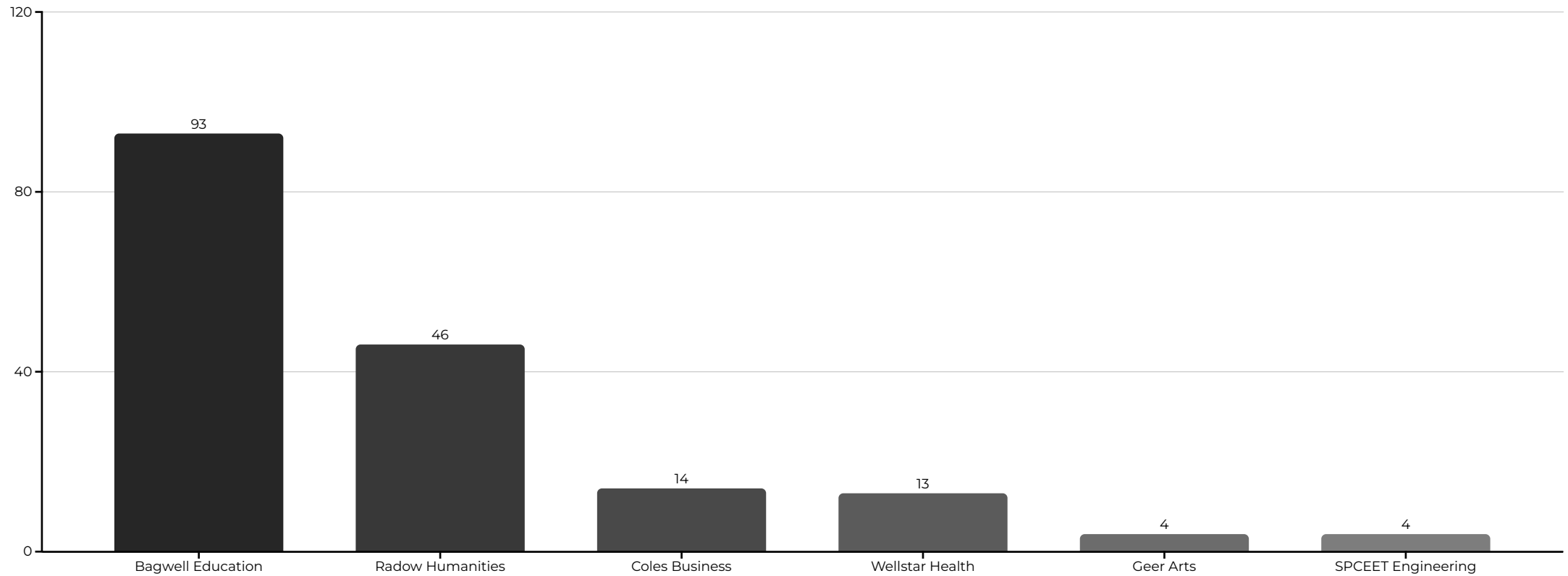


Native Hawaiian/Pacific Islander

8 students

College Representation Across Campus

While the Bagwell College of Education naturally represented the majority of attendees, meaningful cross-college participation demonstrates that the Education Job Fair also served students from complementary disciplines pursuing careers in educational settings, youth development, curriculum design, and related fields.



Bagwell College of Education

93 students (51.1%) — As expected, Bagwell students represented the majority, confirming strong alignment with the fair's target audience and the college's career preparation initiatives.



Radow College of Humanities and Social Sciences

46 students (25.3%) — Significant participation from humanities majors including English, history, psychology, and communication reflects the diverse academic backgrounds relevant to education careers.



Cross-Disciplinary Engagement

43 students (23.6%) from business, health, arts, and engineering — This demonstrates institutional breadth and suggests value in marketing education fairs beyond traditional teacher preparation programs.

Key Attendance Insights

Analysis of participation patterns reveals important trends for future planning and demonstrates the fair's success in reaching its core audience while also serving broader student populations interested in education-related career pathways.

Graduation-Ready Engagement

The fair primarily attracted students closest to graduation, with seniors and master's students comprising 70.8% of attendees. This validates the event's timing and employer mix as appropriate for job-ready candidates seeking immediate placement opportunities.

Early Career Exploration

Undergraduate underclassmen participation (freshmen, sophomores, and juniors = 25.8%) indicates valuable early career exploration. However, this presents an opportunity to increase programming or outreach that encourages younger students to attend and build employer relationships earlier.

Core Audience Alignment

Strong Bagwell College engagement (51.1%) confirms clear alignment with the fair's target audience and demonstrates effective collaboration between career services and the education college on student outreach and preparation.

Institutional Reach

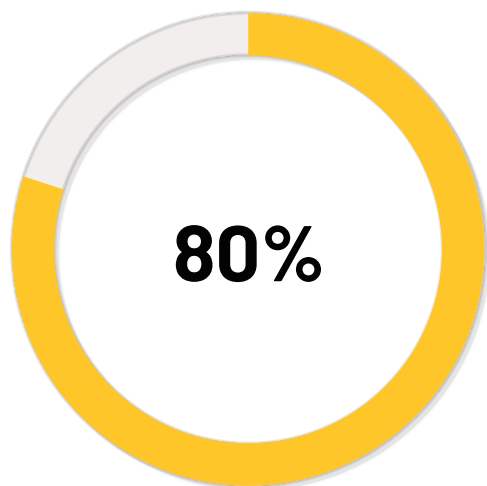
Cross-college attendance, particularly strong representation from Radow Humanities (25.3%), suggests broader institutional interest in education careers and validates the decision to market the fair across multiple academic units beyond teacher preparation programs.

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.

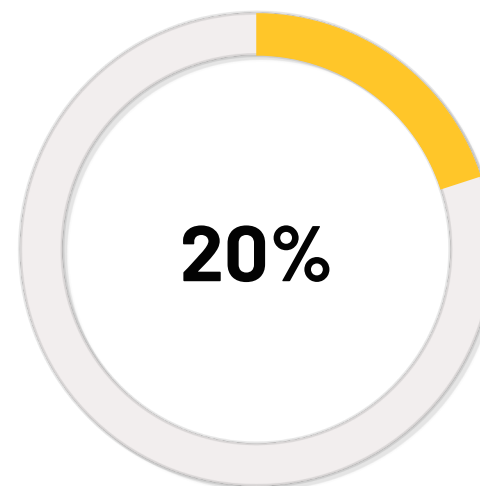
Employer Participation History

The majority of respondents were returning employers, indicating sustained employer interest and continued engagement with KSU career fairs. This high retention rate reflects the quality of our candidate pool and the professional execution of our events. First-time participants represent valuable new partnerships and opportunities to expand our employer network.



Returning Employers

28 organizations with prior KSU fair experience



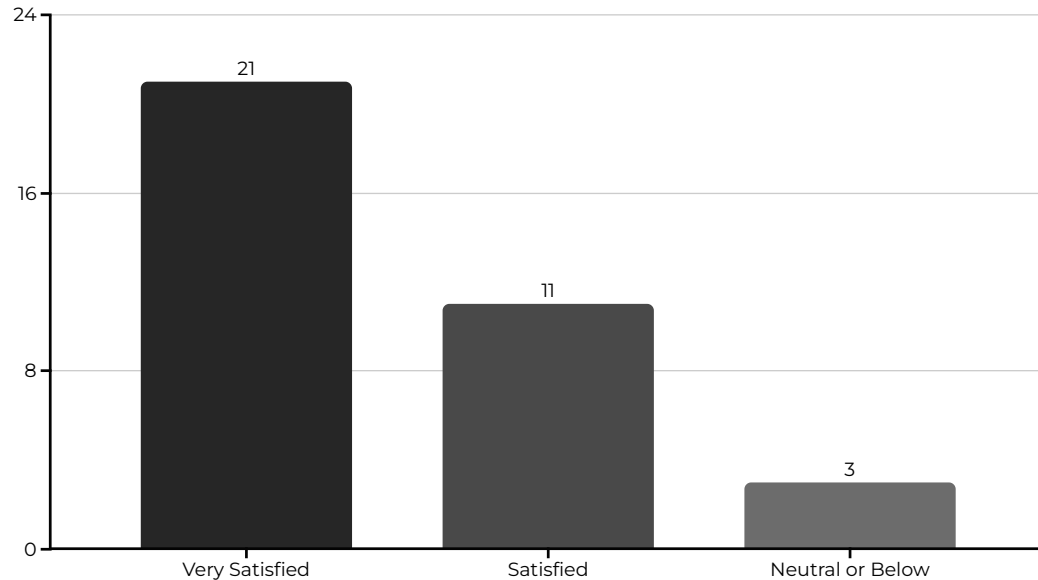
First-Time Participants

7 new employer partnerships established

Strong Retention Rate

80% of survey respondents were returning employers, demonstrating sustained confidence in KSU as a recruiting partner.

Overall Employer Satisfaction



Exceptional Performance

Employer satisfaction remained exceptionally strong, with over 91% of respondents reporting a positive overall experience.

Specifically, 60% rated their experience as "Very Satisfied" while 31.4% were "Satisfied."

This level of satisfaction reflects the comprehensive planning, professional execution, and student preparation that define KSU career fairs. The consistency of positive feedback demonstrates the ability to meet diverse employer expectations across industries and organization sizes.

Alignment with Recruiting Goals

51.4%

Met Expectations

18 employers reported that student turnout aligned with their recruiting objectives

20.0%

Exceeded Expectations

7 employers experienced higher-than-anticipated candidate quality or volume

20.0%

Below Expectations

7 employers indicated lower-than-anticipated student engagement

8.6%

Unsure / No Response

3 employers did not provide a clear response or were unsure about alignment

More than **71% of employers reported that student turnout met or exceeded recruiting expectations**, demonstrating strong overall alignment between employer needs and student participation. This represents a successful matching of supply and demand.

A smaller segment indicated lower-than-anticipated volume, suggesting an opportunity to further optimize student-employer matching through enhanced pre-event communication about specific majors, roles, and employer profiles. Targeted outreach to relevant student populations could address this gap in future events.

Candidate Identification Outcomes



28 employers (80.0%)

Identified candidates for follow-up interviews or consideration



4 employers (11.4%)

Plan to review applications and materials post-event



1 employer (2.9%)

Did not identify candidates for immediate follow-up

Strong Recruiting Results

Four out of five employers identified candidates they intend to follow up

with, reinforcing the fair's effectiveness as a recruiting channel. This 80% success rate demonstrates that the event successfully facilitates meaningful connections between employers and qualified candidates.

80%

Candidate Identification Success Rate

This metric validates the quality of our student participants and the effectiveness of our preparation programs in producing career-ready candidates.

Satisfaction with Event

Operational elements of the fair performed exceptionally well, with employer sentiment emphasizing professionalism, organization, and comprehensive staff support. Each component received predominantly positive ratings, demonstrating the strength of our event management infrastructure.

Event Organization

94% Very

Satisfied/Satisfied

responses dominated, reflecting strong logistical execution and attention to detail throughout planning and implementation

Event Communication

89% Very

Satisfied/Satisfied

levels indicate that employers felt adequately informed and prepared, with clear expectations set before arrival

Venue & Logistics

91% Very

Satisfied/Satisfied

experiences with layout, accessibility, and traffic flow, facilitating productive candidate interactions

Check-In Process

97% Very

Satisfied/Satisfied

registration and arrival experience noted across responses, minimizing friction and maximizing recruiting time

Support from KSU Staff

Consistently rated among the highest satisfaction areas, with **96% Very Satisfied/Satisfied** highlighting the professionalism and responsiveness of our team

Employer Experience Highlights

Direct Feedback from Participating Organizations

“

"Good quality candidates."

Employers consistently recognized the caliber and professionalism of KSU students

“

"The students were very well prepared."

Pre-event preparation programs and coaching produced interview-ready candidates

”

”

“

"Friendly staff answered all my questions"

Individual staff members received specific recognition for exceptional service

“

"Great to see how excited the students were."

Student enthusiasm and engagement created positive impressions with recruiters

”

”

Employer comments frequently emphasized student preparedness, candidate quality, and positive interactions with KSU staff.

Opportunities for Enhancement

While employer feedback was overwhelmingly positive, several themes emerged that present opportunities to elevate future events and strengthen our value proposition to recruiting partners.

Increase Student Attendance Volume

Some employers reported lower-than-expected traffic. Strategic marketing and targeted outreach to specific majors can drive higher qualified attendance for specialized roles.

Strengthen Pre-Event Communication

Continue enhancing employer briefings about student demographics, participation expectations, and event logistics to ensure alignment and preparation.

Signage and Parking

Improve and strengthen parking condition and event signage so employers experience a smooth, clearly guided arrival and check-in process.

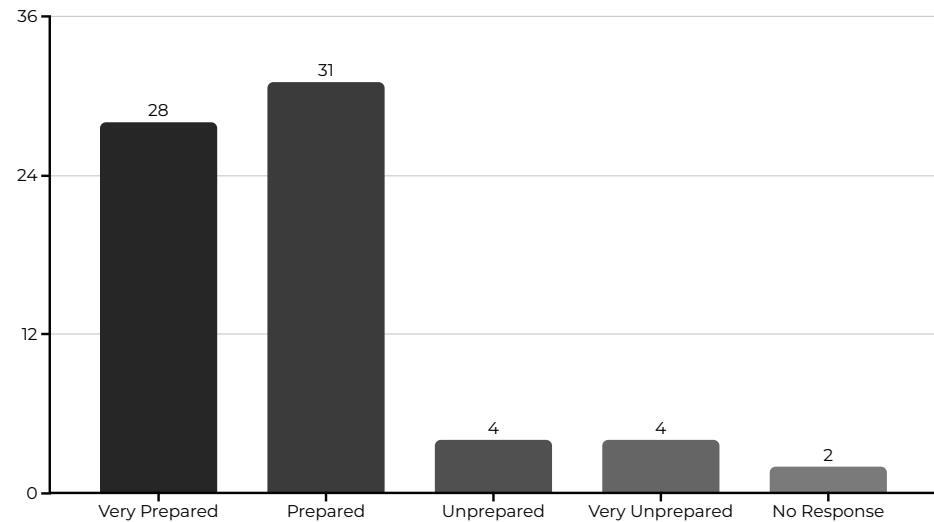
Optimize Student-Employer Matching

Further align student majors and career interests with employer recruiting needs through improved pre-registration data and targeted promotion strategies.

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: Strong Foundation for Engagement



How prepared did students feel?

85.5% of respondents (69 students) reported feeling Prepared or Very Prepared before attending the fair. This high preparedness rate suggests that pre-event communications, resources, and career services support effectively equipped students to engage meaningfully with employers.

Only 11.6% felt unprepared or very unprepared, indicating minimal barriers to productive participation. .

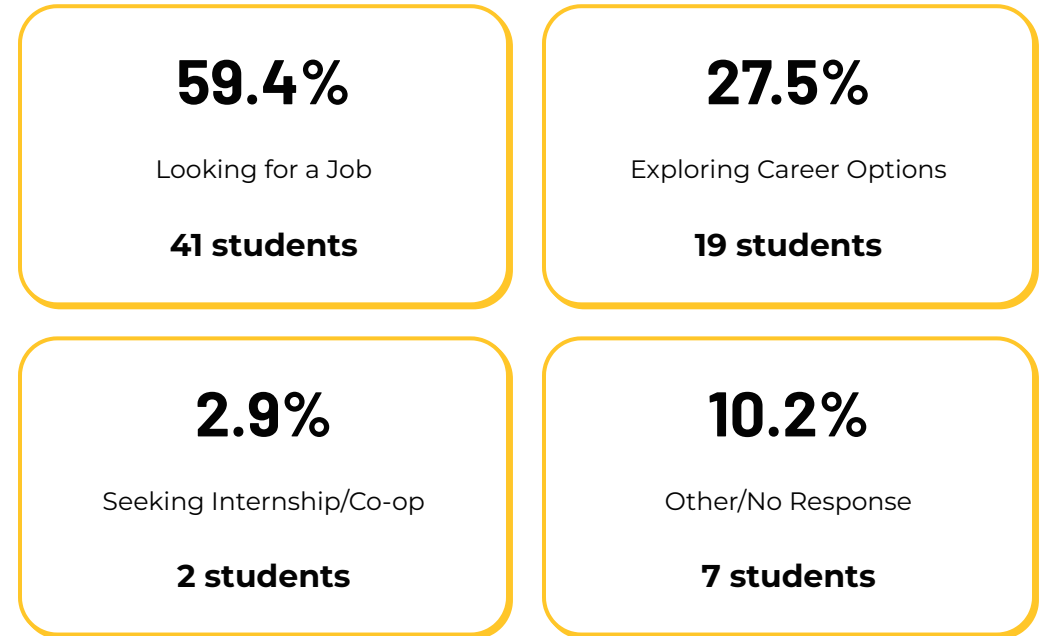
Primary Attendance Motivations

What brought students to the fair?

Understanding why students attend helps tailor future events to meet their needs. The data reveals that the Education Fair primarily served **active job seekers, with 59.4% (41 students)** specifically looking for employment opportunities.

Over one-quarter of attendees (27.5%) came to explore career options, suggesting a blend of both committed job hunters and those in earlier stages of career exploration. This mix creates opportunities for employers to connect with candidates at various decision points.

Notably, only 2.9% attended for internships or co-ops, and just 1.4% came due to course requirements—indicating that attendance was overwhelmingly self-motivated.



Employer Connections: High Follow-Up Intent

85.5%

Made Connections

Students who connected with opportunities or employers they plan to follow up with

5.8%

Plan to Review

Haven't connected yet but intend to review opportunities

1.4%

No Connections

Did not make connections during the event

7.3%

Other/No Response

Remaining percentage

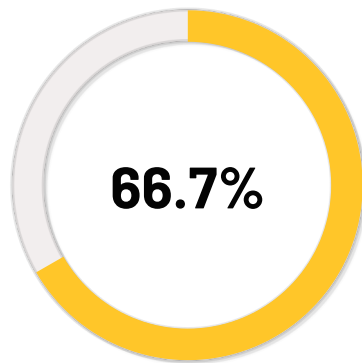
Key Insight: Over 85% of students reported making meaningful connections they intend to pursue, demonstrating strong employer engagement outcomes. This high follow-up intent suggests that conversations at the fair were substantive and aligned with student career goals. When combined with those planning to review opportunities (5.8%), over 91% of attendees left with actionable next steps.

Employer Quality: Outstanding Satisfaction Ratings

92.8%

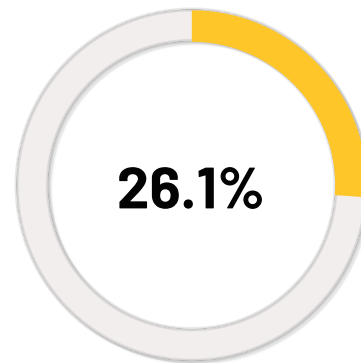
Overall satisfaction rate with employer quality

Students rated recruiters highly on professionalism and opportunity alignment



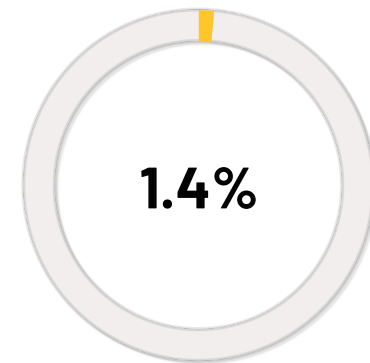
Very Satisfied

46 students



Satisfied

18 students

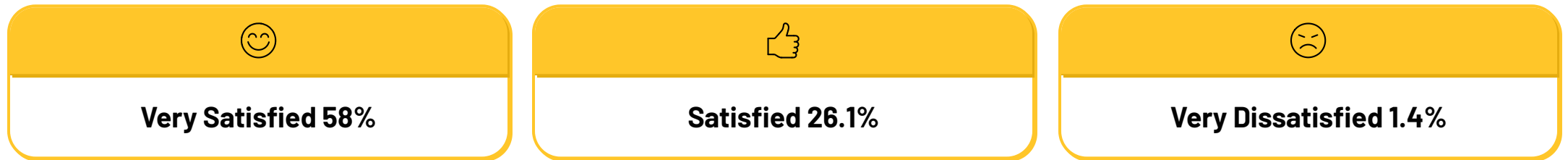


Very Dissatisfied

1 student

Two-thirds of students were *very satisfied*, indicating that recruiters demonstrated strong professionalism, offered relevant opportunities, and engaged meaningfully with education-focused candidates.

Overall Event Experience: Strong Student Satisfaction



84.1% of survey respondents expressed satisfaction with their overall career fair experience, with the majority (58%) reporting they were very satisfied. This strong approval rating validates the event's design, execution, and employer selection process.

The satisfaction metric encompasses multiple dimensions including event organization, venue logistics, employer accessibility, and overall atmosphere. With only one student expressing dissatisfaction and 14.5% not responding, the feedback strongly supports continuing the current event model while incorporating incremental improvements suggested by attendees.

Interview Conversion: Measurable Recruiting Impact



Secured Interview

19 students (27.5%)

More than 1 in 4 attendees secured an interview during the fair



No Interview Yet

40 students (58.0%)

Many still in follow-up phase with employers



No Response

10 students (14.5%)

Did not report interview status

Significant Finding: The 27.5% on-site interview conversion rate demonstrates tangible recruiting outcomes beyond simple attendance metrics. This represents immediate hiring pipeline advancement for more than a quarter of participants, validating the event's value for both students and employers. Interview outcomes provide concrete evidence of the fair's effectiveness in facilitating meaningful talent acquisition opportunities.

Student Voices: Positive Experiences

What stood out most to students?

“

"Many opportunities to connect with employers."

”

“

"Employers were so welcoming."

”

“

"Amazing opportunity to talk to school directors and HR staff."

”

Common Themes in Student Feedback

- **Employer Approachability**

Recruiters created welcoming, low-pressure environments conducive to genuine conversation

- **Networking Opportunities**

Students valued the ability to engage with multiple organizations efficiently

- **Positive Atmosphere**

Event environment fostered confidence and meaningful professional interactions

Qualitative feedback reinforces the quantitative satisfaction data, with students consistently highlighting the accessibility and warmth of employer representatives. The emphasis on speaking with "multiple districts" suggests the variety of participating organizations met diverse student interests effectively.

These positive sentiments reflect not only successful employer selection but also effective event facilitation that enabled comfortable, productive engagement between students and recruiters.

Looking Forward: Student Suggestions



Expand Employer Participation

Multiple students requested additional employers and school districts, suggesting appetite exists for even broader representation. Increasing the number of participating organizations could accommodate growing student interest and provide more options across geographic regions and institutional types.



Diversify Opportunity Types

Students expressed interest in greater variety within education career opportunities, potentially including different educational settings (K-12, higher education, alternative education), roles (teaching, administration, support services), and employment arrangements (full-time, part-time, contract).



Maintain Strong Organization

Continued appreciation for event logistics and organization suggests the current operational model is working well. Students valued the structured format, clear communications, and smooth execution—elements worth preserving as changes are implemented.

Implementation Priority

Focus recruitment efforts on expanding employer participation while maintaining the high quality standards that generated 92.8% satisfaction with employer quality.