



# Career Planning and Development

## Spring 2026 STEM CO-OP, Job, & Internship Fair

Computer Technology, Math, Data, Science, Biology and Engineering

February 24, 2026

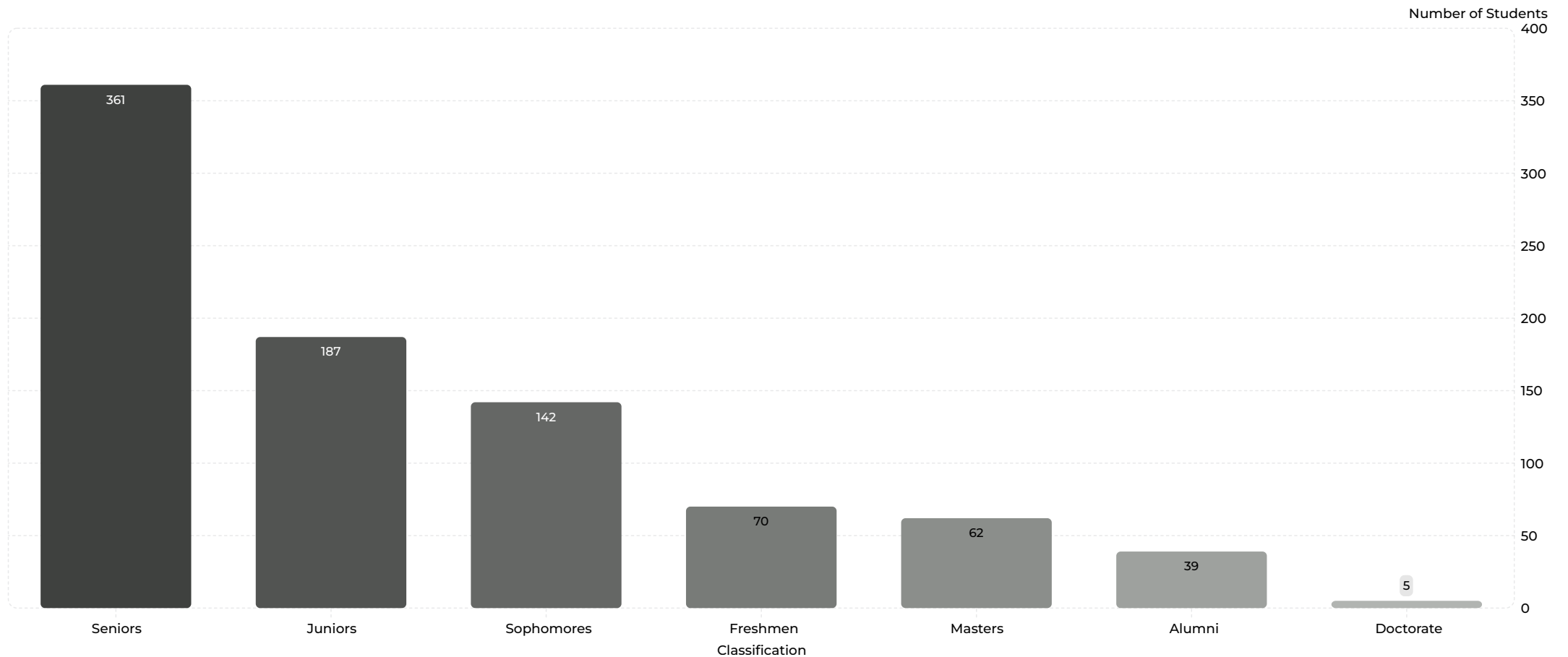
# 876 Total Attendees Checked In on Day 1

This strong single-day turnout demonstrates concentrated participation from STEM disciplines and reinforces the event's established role as a focused technical recruiting pipeline. Student engagement was robust across classification levels, with steady foot traffic throughout the event day.

📌 This figure represents unique student check-ins recorded at entry. The concentrated, single-day format maximizes employer exposure and student interaction density.

# Student Classification Breakdown

The distribution of attendees by academic level reveals a pipeline weighted toward hiring-ready talent, with upper-division students forming the clear majority of participants.



## Upper-Division Dominance

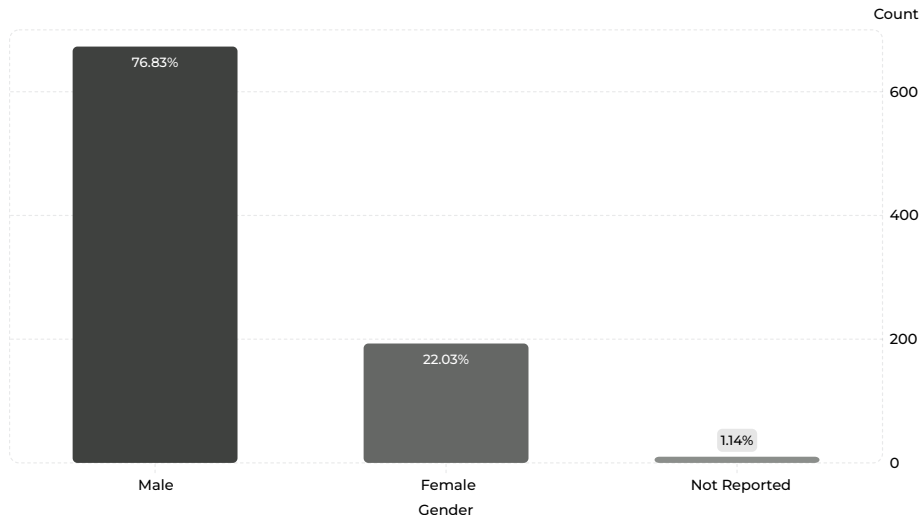
Seniors and juniors represented **62.6% of attendees (548 students)**, aligning directly with employer recruiting timelines and near-term hiring demand.

## Graduate & Alumni Depth

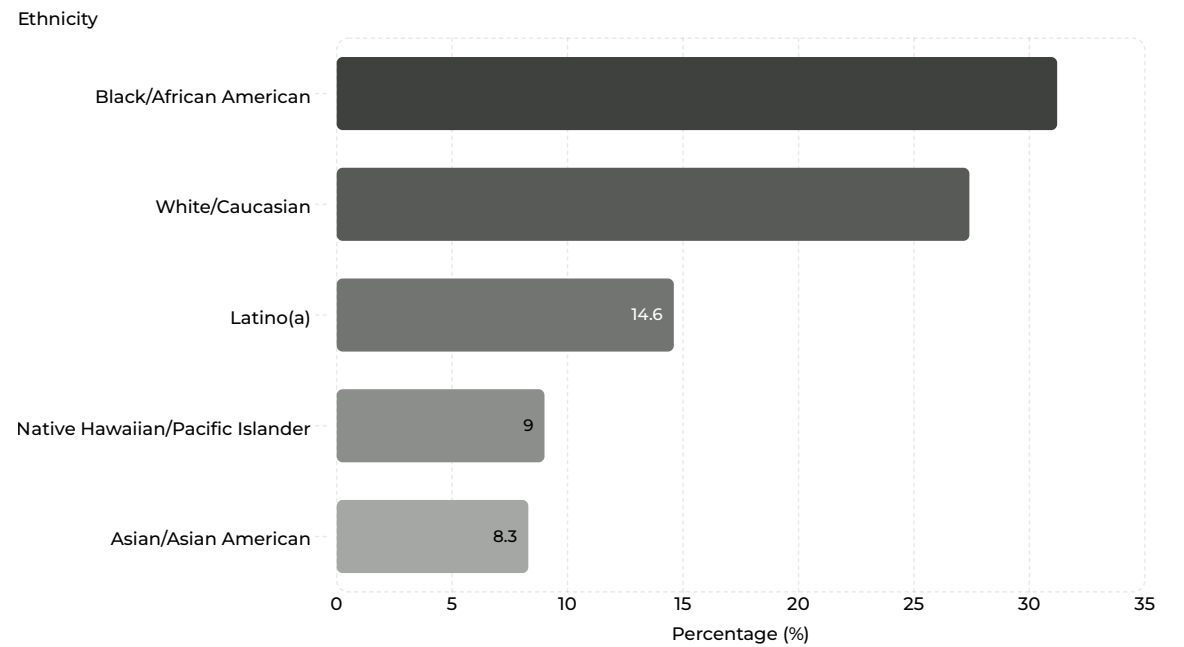
Graduate and alumni participation (**12.1%**) added meaningful depth to the talent pool, supporting employers seeking advanced-degree candidates.

# Demographic Distribution

## Gender Representation



## Ethnic Diversity Highlights



The STEM Fair continues to serve a richly diverse technical population, directly supporting employer interest in broad, inclusive, and representative talent recruitment across all backgrounds.

# College Representation Across Campus

**SPCEET (Engineering): 47.8% – 419 students**

**College of Computing: 38.6% – 338 students**

**Coles College of Business: 9.4% – 82 students**

**All Other Colleges: 4.2% – 37 students**

Of the 876 students who checked in, attendance was heavily concentrated in KSU's two core technical colleges. The Southern Polytechnic College of Engineering, Engineering Technology & Computer Science (SPCEET) led with 47.8% of total attendance (419 students), followed closely by the College of Computing and Software Engineering at 38.6% (338 students). Together, these two colleges accounted for 86.4% of all attendees. The Coles College of Business contributed 9.4% (82 students), while all remaining colleges combined represented just 4.2% (37 students).

- Engineering and Computing represented 86.4% of total attendance (757 of 876 students). This level of discipline alignment is a key value proposition for employer partners targeting software, engineering, and IT talent pipelines.

# Key Attendance Insights

Three metrics define the strength of this year's attendee profile pointing toward a high-value recruiting environment for employer partners.



## Concentrated STEM Participation

**86.4%** of attendees came from Engineering and Computing programs, ensuring employers meet candidates with directly relevant technical skills.



## Upper-Division Focus

**62.6%** juniors and seniors maximize employer recruiting ROI by providing hiring-ready candidates aligned with immediate workforce needs.



## Graduate Pipeline Presence

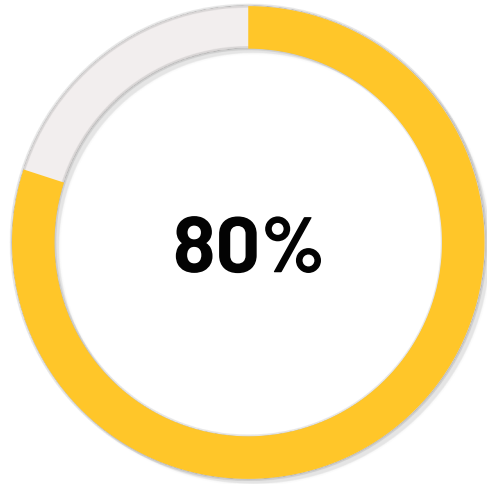
**12.1%** graduate and alumni attendance expands opportunities for employers seeking advanced-degree hires and experienced professionals.

# Employer Feedback

The following data reflects responses from employers who completed the post-event survey. Response rates varied by question, and percentages and counts are based on available responses for each individual item.

- ❏ Survey results capture the experiences and sentiments of participating recruiters. While not all employers responded to every question, the data provides a reliable indicator of overall satisfaction and recruiting outcomes.

# Employer Participation Overview

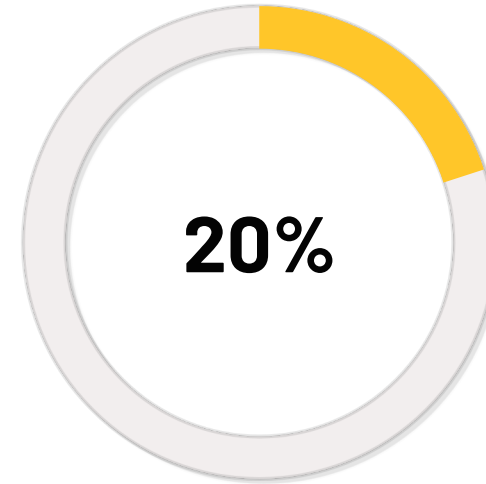


## Returning Employers

21 of 26 responding employers had previously attended KSU STEM Fairs

### 100% Return Intent

All 26 responding employers indicated they would attend the STEM Fair again. A 100% return intent rate that signals strong sustained value in the KSU recruiting pipeline.



## First-Time Employers

5 of 26 respondents were recruiting at KSU for the first time

### Avg Student Engagement

The most common engagement range reported was 101+ students per booth, with employers collectively interacting with hundreds of candidates across the event day.

# Why Employers Choose KSU STEM Fairs

Academic alignment remains the primary value driver of employer participation, with both returning and first-time employers citing relevant majors as their top motivator. **Note: Respondents could select multiple motivators, so totals exceed 100%.**

## Returning Employers

*Top Motivators*

### 1. Relevant Majors at KSU

18 of 21 (85.7%) — Engineering and Computing programs align with open roles

### 2. Diversity of KSU Students

14 of 21 (66.7%) — Broad demographic representation supports DEI goals

### 3. Reputation of Career Fairs

11 of 21 (52.4%) — Consistent quality and organization build trust

### 4. Current Recruitment Needs

9 of 21 (42.9%) — Active headcount to fill drives timely participation

## First-Time Employers

*Top Motivators*

### 1. Relevant Majors at KSU

4 of 5 (80%) — Technical program offerings match hiring targets

### 2. Diversity of KSU Students

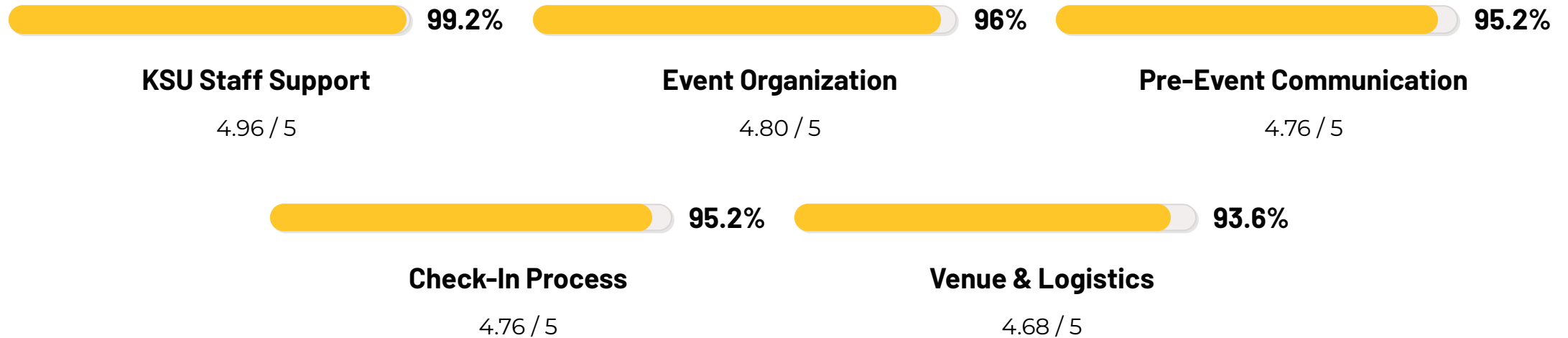
3 of 5 (60%) — Inclusive talent pool appeals to new partners

### 3. Networking Opportunity

3 of 5 (60%) — Establishing new university recruiting relationships

# Employer Satisfaction with Operations

Operational excellence remains a defining strength of the STEM Fair. Employers rated every operational category above 4.6 out of 5, with KSU staff support earning the highest marks.

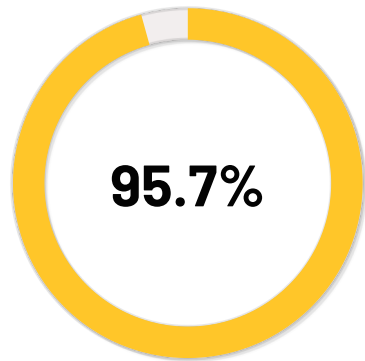


## Overall Employer Satisfaction

**4.58 / 5** — Consistently high across all measured dimensions

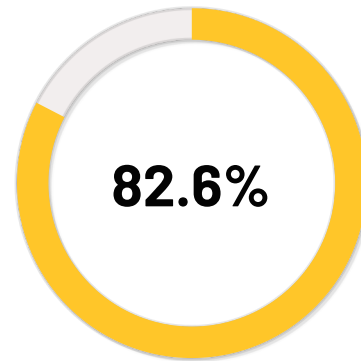
# Meeting Employer Recruiting Goals

The combination of high engagement volume and strong goal attainment reflects meaningful employer return on investment from the STEM Fair.



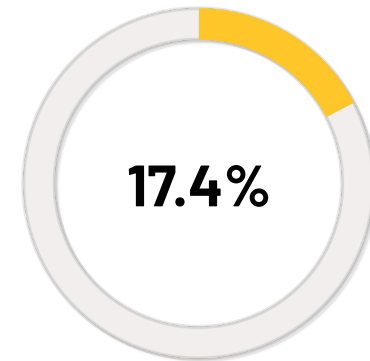
## Goals Met or Exceeded

22 of 23 responding employers reported meeting or surpassing their recruiting expectations



## Candidates Identified

19 of 23 employers identified specific candidates for follow-up interviews or hiring



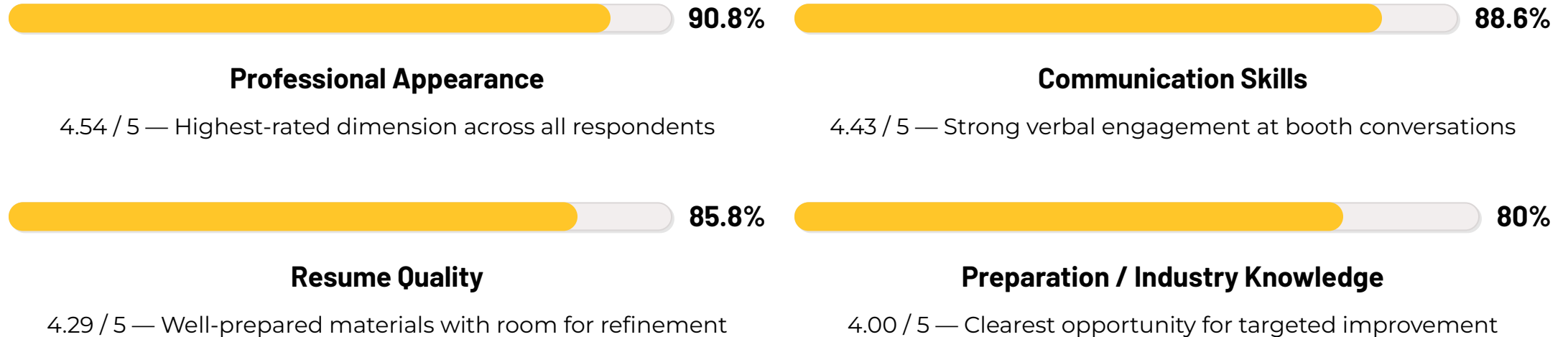
## Post-Event Review

4 of 23 employers plan to review applications and materials submitted after the event

These results demonstrate that the STEM Fair delivers tangible pipeline outcomes with 22 of 23 employers leaving with actionable candidate leads and 19 having already identified specific follow-up targets.

# Quality of Student Interactions

Employers evaluated four dimensions of student readiness during their booth conversations. Professional appearance and communication earned the highest marks, while industry-specific preparation presents the clearest area for growth.



Student professionalism and communication were rated highly across respondents. Preparation and industry-specific readiness (4.00) present the clearest opportunity for targeted programming enhancements ahead of future fairs.

# Employer Voices

Direct feedback from employer partners captures the on-the-ground experience of recruiting at KSU's STEM Fair, in their own words.

“

Students had resumes and prepared to connect

”

“

The energy and result- driven personality of the candidates ....

”

“

The intros at the beginning & getting to meet scrappy

”

“

Event staff always goes above and beyond to assist us!

”

“

Students were very engaging

”

These voices reflect a consistent theme across employer feedback: KSU's STEM Fair delivers prepared, diverse talent in a well-run environment that makes recruiting efficient and productive.

# Employer Improvement Opportunities

While satisfaction scores remain strong, employers identified several areas where targeted improvements could further elevate the STEM Fair experience and recruiting outcomes.

## Traffic Flow & Crowd Management

Improve movement patterns to reduce congestion at high-demand booths and allow more efficient candidate cycling throughout the venue.

## Space & Venue Layout

Optimize booth spacing and overall floor plan to create a more comfortable recruiting environment with better sight lines and navigation.

## On-Site Amenities

Enhance recruiter comfort with improved refreshment options and designated break areas during the full-day event.

## Pre-Fair Targeting

Strengthen pre-event communication to better connect employers with their ideal majors and role-specific candidate pools before the fair.

# Student Feedback

The data in this section reflects responses from students who completed the post-event survey. Percentages are calculated based on available responses per item, providing a representative snapshot of the student experience.

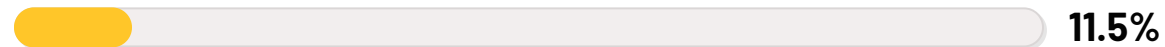
- Student feedback is essential for continuous improvement. These responses capture perceptions of event quality, preparedness, and outcomes, helping career services refine programming and employers understand the candidate perspective.

# Student Preparedness Levels



## Felt Prepared or Very Prepared

The strong majority of responding students arrived confident and ready to engage with employers



## Opportunity for Growth

Students who felt less prepared represent a target audience for expanded outreach and earlier engagement

## What's Driving Preparedness

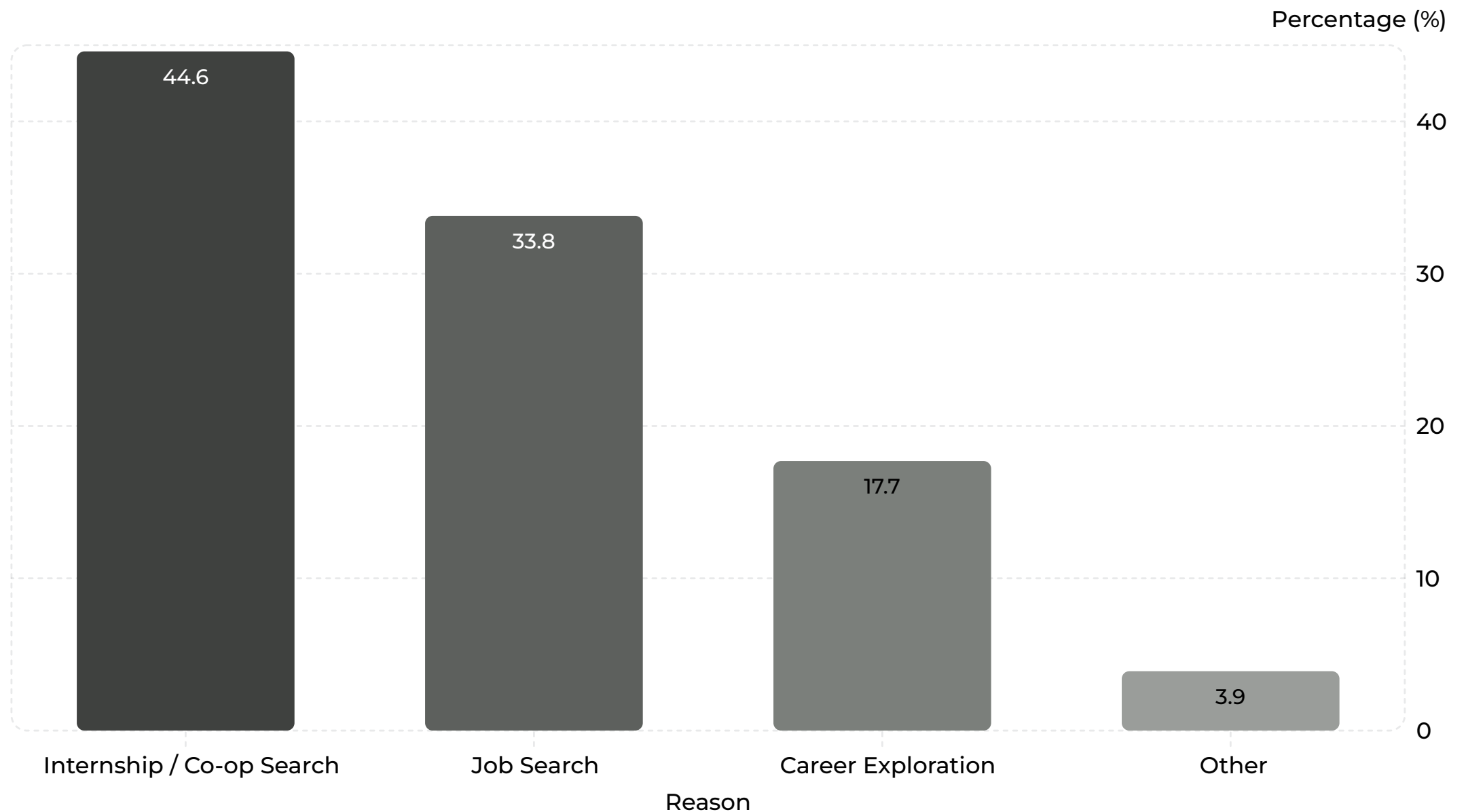
This strong result reflects effective pre-event programming, including:

- Resume review and critique workshops
- Elevator pitch preparation sessions
- Employer research guidance
- Professional attire and etiquette coaching

The remaining 11.5% present an opportunity for expanded outreach through earlier semester engagement and targeted first-year programming.

# Primary Reasons for Attending

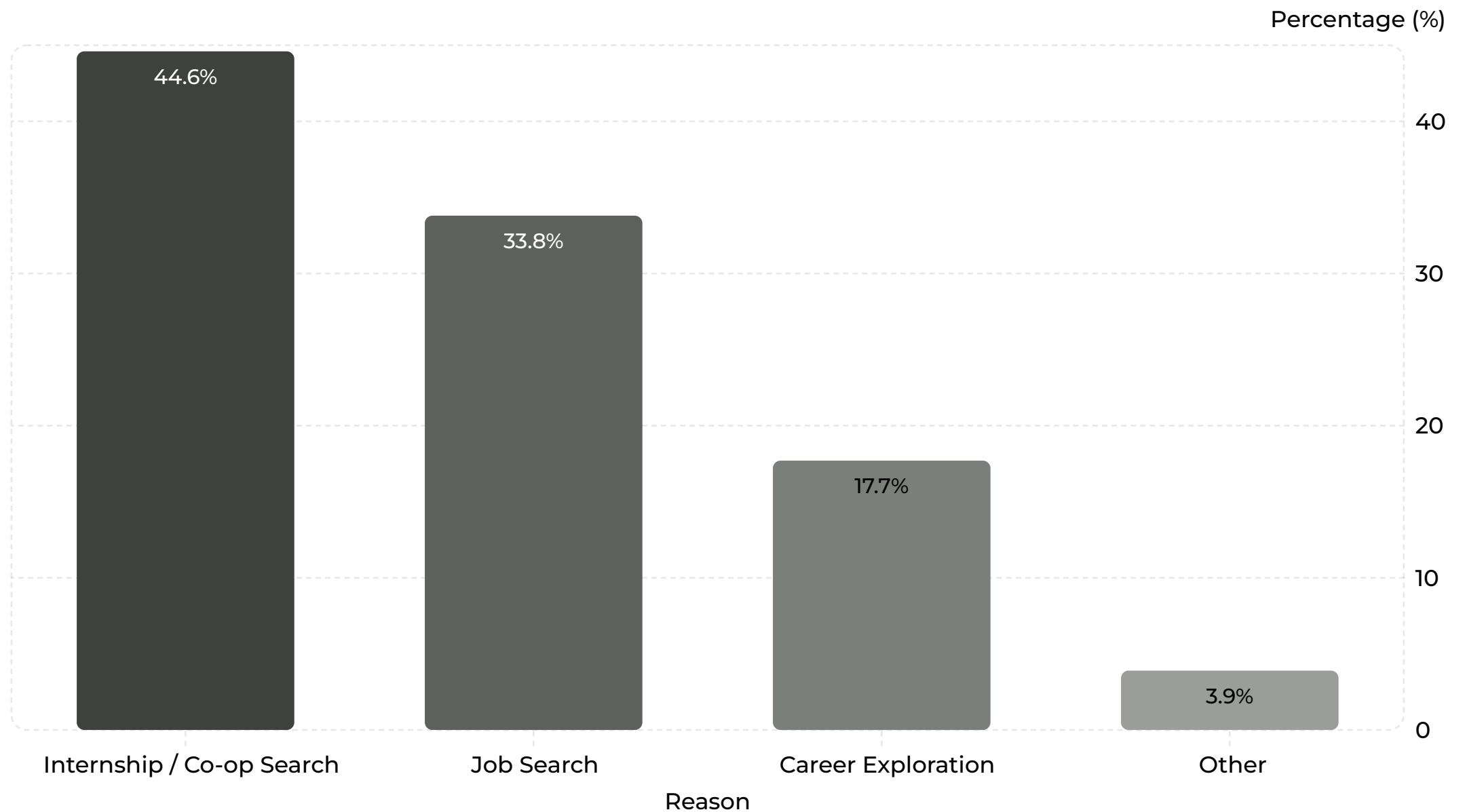
Student motivation data reveals an overwhelmingly outcomes-driven attendee base, with nearly 80% arriving at the fair with direct hiring intentions.



Internship and co-op search (44.6%, 58 of 130 respondents) was the top driver, followed closely by full-time job search (33.8%, 44 students). Together, these two categories accounted for 78.4% of attendees (102 of 130) — reinforcing the event's identity as an outcomes-driven recruiting venue, not just an informational fair. Career exploration attendees (17.7%, 23 students) represent the early-pipeline audience building toward future hiring cycles.

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# Student Connection Success

Post-event follow-through is a critical indicator of fair effectiveness. The vast majority of students left with actionable next steps and tangible employer connections.

**76.2%**

approximately 99 of 130 responding students identified follow-up connections with specific employers

**20.8%**

approximately 27 of 130 responding students plan to review employer materials and apply post-event

**3.1%**

approximately 4 of 130 responding students reported no connections made during the fair

📌 **Over 97% of students (126 of 130 respondents)** reported direct or potential engagement momentum following the event. A strong signal that the STEM Fair effectively bridges students and employers toward hiring outcomes.

# Student Satisfaction Ratings



## Employer Quality

4.02 / 5 — Students valued the caliber of participating companies



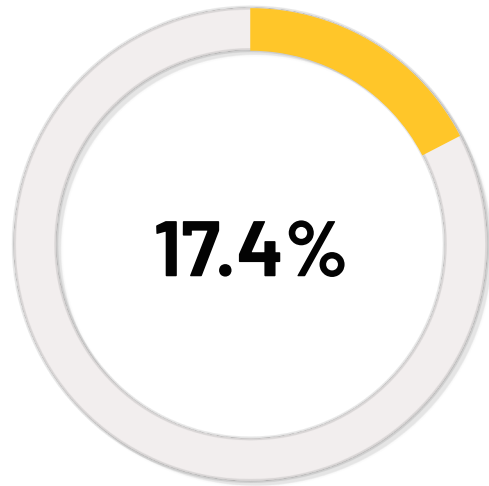
## Overall Experience

3.92 / 5 — Reflects the total event environment and logistics

- While satisfaction remains strong overall, the overall experience score (3.92) trails employer quality satisfaction (4.02). This gap suggests that students are pleased with the companies they met, but see room for improvement in environmental and structural elements of the event itself.

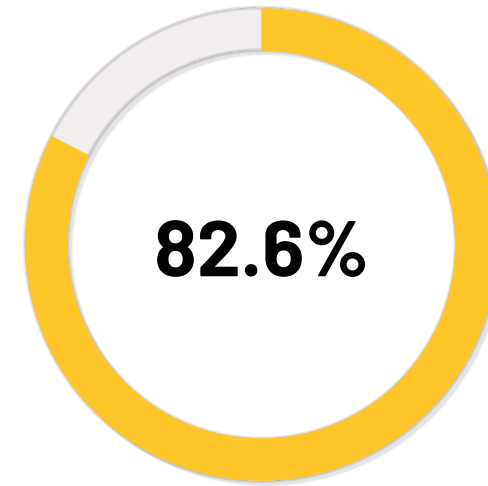
# On-Site Interview Conversion

On-site interviews represent a high bar for same-day outcomes, dependent on employer timelines, role availability, and booth scheduling capacity. Of the 132 students who responded to this question, a meaningful subset converted booth conversations into formal interview invitations before leaving the fair.



## Secured an On-Site Interview

23 of 132 responding students received a formal interview invitation during the event. A strong conversion rate given the competitive, high-volume environment.



## Did Not Interview On-Site

109 of 132 respondents did not secure a same-day interview, though this does not reflect post-event follow-up activity or pending employer outreach.

On-site interviews are one measure of immediate conversion, but they don't capture the full picture. The more meaningful near-term signal is follow-up intent and connection rate where 76.2% of students (99 of 130) identified direct employer opportunities to pursue after the fair. Taken together, these metrics point to a recruiting environment that generates both immediate and sustained pipeline activity.

# Student Improvement Suggestions

Student feedback highlighted several actionable areas where targeted investments could meaningfully enhance the attendee experience and drive higher satisfaction scores in future fairs.

## Space & Congestion

Expand venue capacity or redesign floor layouts to reduce crowding at peak hours and high-traffic booth areas.

## Employer Reliability

Strengthen employer attendance commitments and communicate confirmed lists to students before the event.

## Full-Time Roles

Increase representation of employers offering full-time positions alongside internship and co-op opportunities.

## Industry Variety

Broaden employer mix to include more technology, aerospace, defense, and emerging industry sectors that align with student demand.

## Signage & Navigation

Improve on-site wayfinding with clearer directional signage, digital maps, and organized employer directory stations.

Addressing these themes, particularly space constraints and industry variety, will strengthen the student value proposition and support continued attendance growth in future STEM Fairs.

# Student Voices

Students shared candid reflections on their STEM Fair experience — from landing interviews to discovering new career paths. Here's what they had to say.

“

There was a good range of companies to look at and people to speak with

”

“

I met a lot of people with jobs roles that lined up with what I wanted to do

”

“

I received a lot of information regarding what to expect and how to properly put myself out on the market

”

“

The recruiters are excellent to talk with them about how their organization works behind the scenes

”

“

Connected with a recruiter that reached out to me on LinkedIn about a potential job opportunity

”

Student feedback consistently highlights the fair's value as both a recruiting channel and a professional development experience, reinforcing its role as a cornerstone of KSU's career readiness ecosystem.