



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

# **Career Planning and Development**

## **Spring 2026 STEM Co-op, Job, & Internship Fair – Day 2**

Architecture, Construction, and Structural Design and Engineering

February 25, 2026

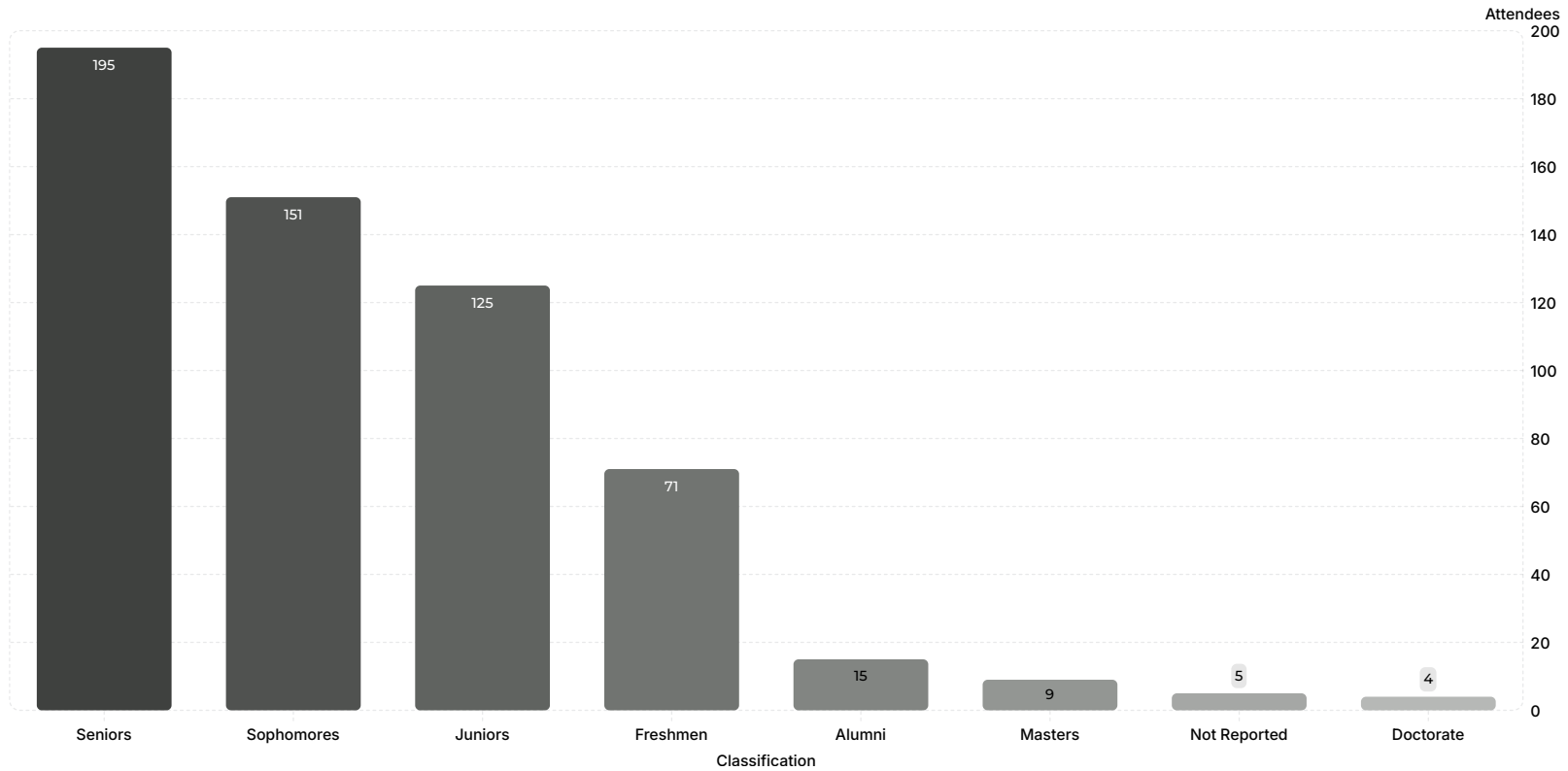
# Attendance Overview

Attendance reflects a more specialized recruitment profile, driven heavily by Architecture, Construction Management, and Engineering disciplines.

**575 Students**

# Student Classification Breakdown

Of the **575 total attendees** on Day 2, the classification mix reveals a strong pipeline across experience levels from freshmen exploring early opportunities to seniors actively seeking full-time roles.



## Upper-Division Concentration

Seniors and juniors accounted for **320 attendees (55.7%)**, confirming the fair served a strong near-term hiring pipeline..

## Sophomore Strength

Sophomores represented **26.3% (151 students)**, a notable early pipeline signal suggesting many students are seeking internships and early career direction sooner than expected.

# Demographic Distribution

The fair maintained strong representation across major demographic groups, reinforcing the STEM Fair's value as a diverse technical talent pipeline for employer partners.

## Gender Representation (575 attendees)

- **Male:** 420 (73.0%)
- **Female:** 149 (25.9%)
- **Not Reported:** 6 (1.0%)

## Ethnic Distribution (575 attendees)

- White/Caucasian: 176 (30.6%)
- Black or African American: 164 (28.5%)
- Latino(a): 106 (18.4%)
- Native Hawaiian/Pacific Islander: 49 (8.5%)
- Prefer Not to Answer: 36 (6.3%)
- Asian/Asian American: 22 (3.8%)
- Two or More Races: 15 (2.6%)
- Other/Not Reported: 7 (1.2%)

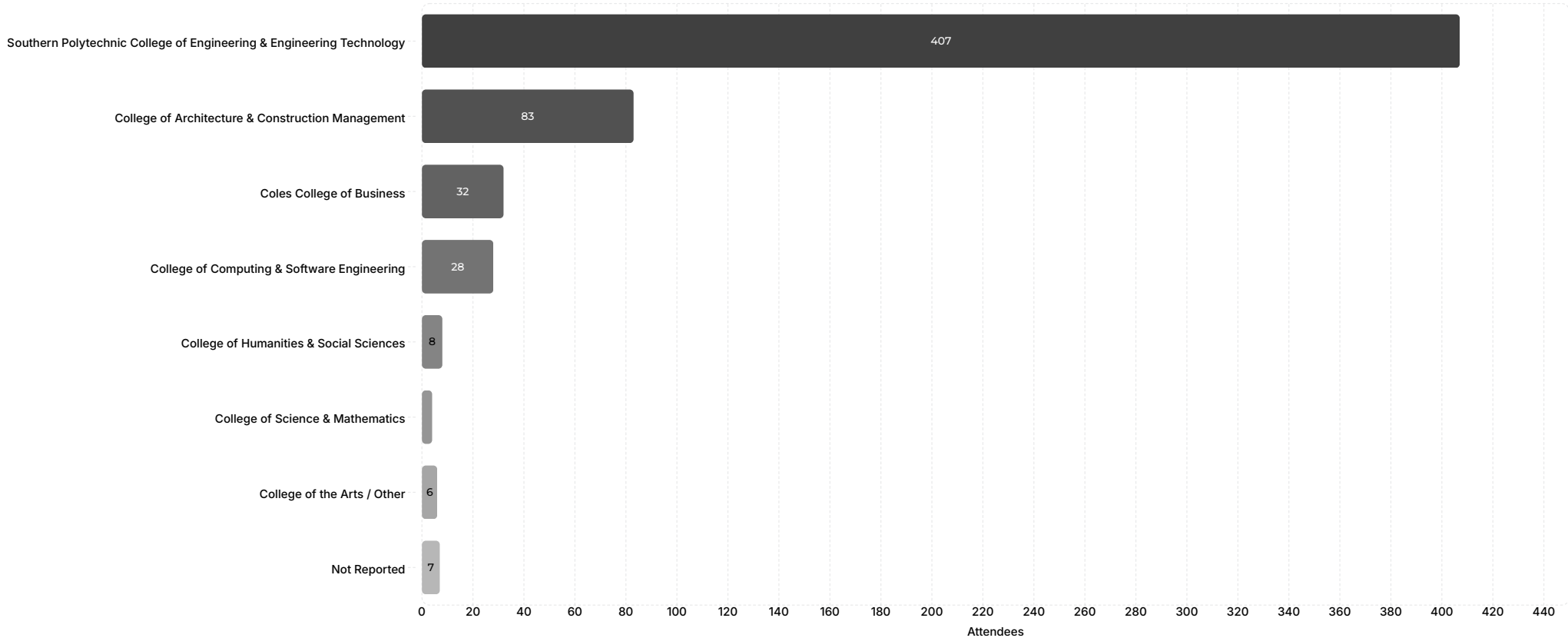
# College Representation Across Campus

Of the 575 attendees, the distribution across KSU colleges reveals an overwhelmingly technical audience, ideal for employers recruiting in engineering, construction, and computing disciplines.

# 575

**Total Attendees**

College



Concentrated Technical Participation: Engineering + Computing accounted for 435 attendees (75.7%). Framed as a broader "technical pipeline day", Engineering + Architecture/Construction + Computing — those three groups represent 518 attendees (90.1%), strongly validating the fair as a highly focused STEM/technical recruitment environment.

# Attendance at a Glance

A quick summary of the most important attendance signals from Day 2 of the STEM Fair.

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## Total Attendees

575 students checked-in.

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## Upper-Division (Juniors & Seniors)

55.7% driving near-term hiring pipeline

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## Sophomores

26.3% reflecting early internship search behavior

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## Technical Focus (Eng. + Arch/CM + Computing)

90.1% concentration

Engineering dominance is clear at 70.8%, with Architecture & Construction Management as a strong secondary pipeline at 14.4%. The fair delivered a highly concentrated, discipline-specific recruiting environment.

# Employer Feedback

The data presented in this section reflects responses from employers who completed the post-event survey. Response rates vary slightly by question; percentages and counts are calculated based on available responses for each item.

The following cards summarize employer participation, satisfaction, engagement volume, motivations, and improvement opportunities drawn from **58 total survey responses**.

# Returning vs. First-Time Employers

**Returning Employers: 51 (87.9%)**

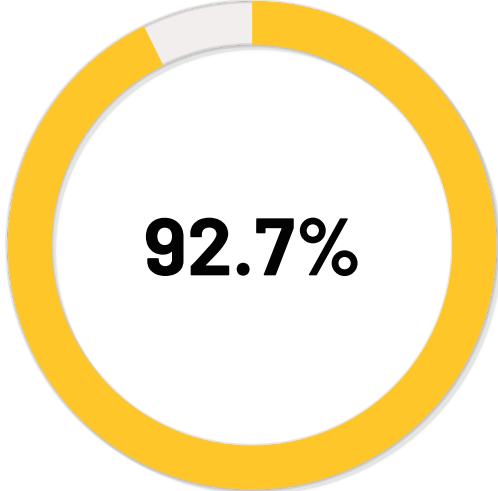
**First-Time Employers: 7 (12.1%)**

58 total employer survey responses were collected following Day 2. The vast majority represent returning partners, while a small cohort of first-time employers signals continued market growth. This strong return rate underscores the fair's reputation as a reliable pipeline for technical talent — employers who attend once tend to come back, reflecting satisfaction with both the quality of candidates and the operational experience.

## Key Takeaways

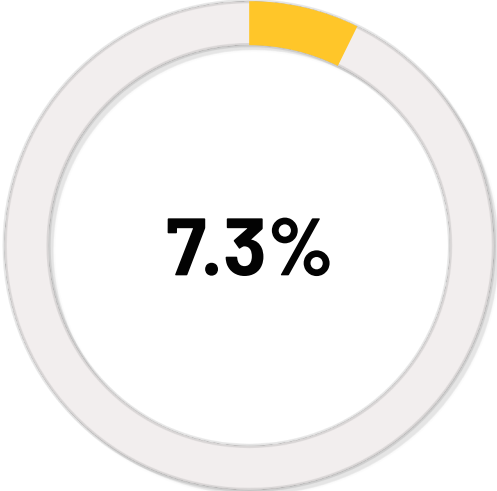
- **87.9% returning employers** (51 of 58) demonstrates partner retention and validates the fair's long-term value proposition for recruiters.
- **12.1% first-time employers** (7 of 58) indicates new market interest, suggesting the fair continues to attract fresh industry partners alongside its established base.
- The ratio of returning to first-time employers is consistent with a well known even. High retention signals quality, with enough new entrants to prevent stagnation.
- First-time employers on Day 2 were primarily drawn from architecture, construction management, and engineering sectors.

# Return Intent (55 responding)



**Yes, will return**

(51 employers)



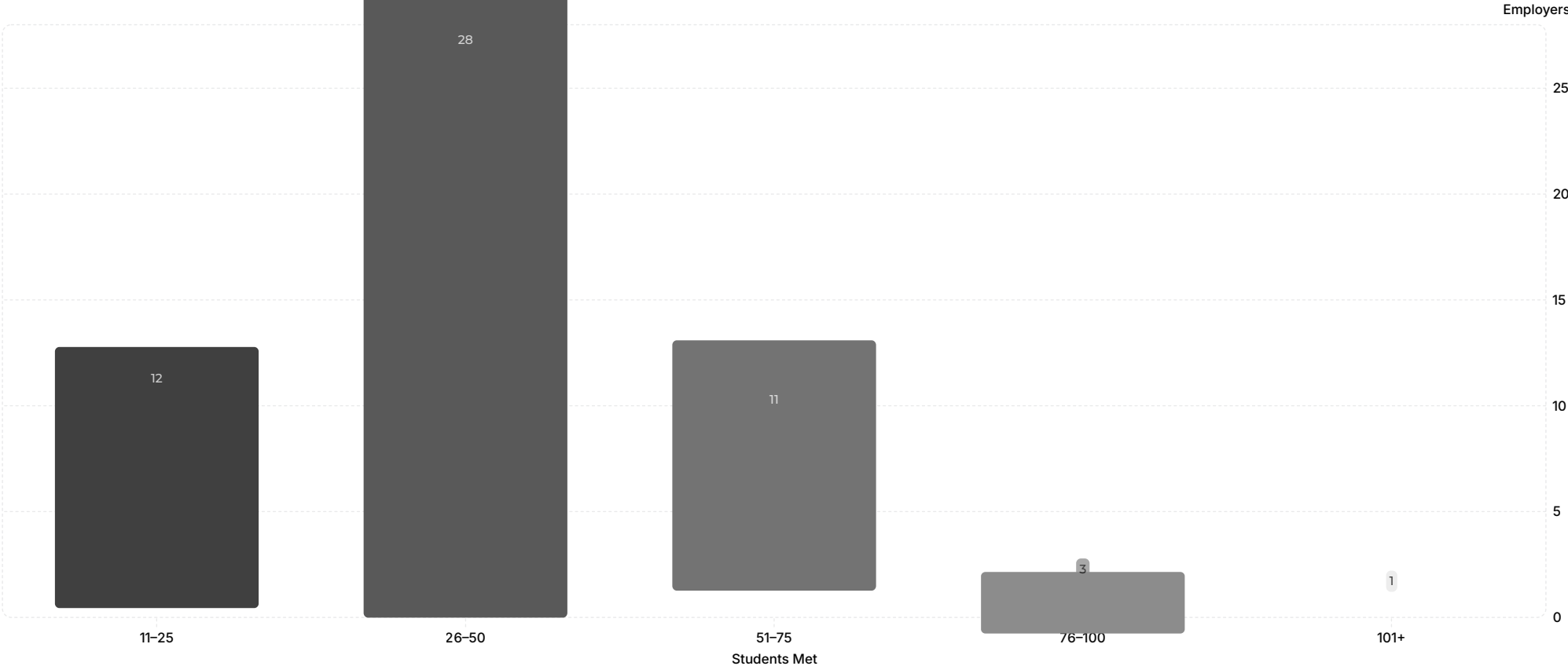
**Maybe**

(4 employers)

Zero "No" responses were recorded. Three employers did not answer this question.

# Student Engagement Volume

Of the 55 employers who responded, the most commonly reported engagement range was 26–50 students met, with 28 employers falling in that bracket. This suggests steady, sustained candidate flow across tables throughout the day.



**Average 43 students per booth**  
Estimated average per employer (midpoint calculation; "101+" treated as 101)

This engagement pattern is consistent with a more **discipline-specific day** (Architecture/Construction/Engineering focused), where traffic tends to be more targeted by major and interest area rather than broadly distributed.

# Why Employers Choose KSU Career Fairs

For both returning and first-time employers, the primary driver remains academic alignment, "relevant majors", reinforced by immediate recruiting demand and the reputation of KSU fairs.

## Returning Employers (51)

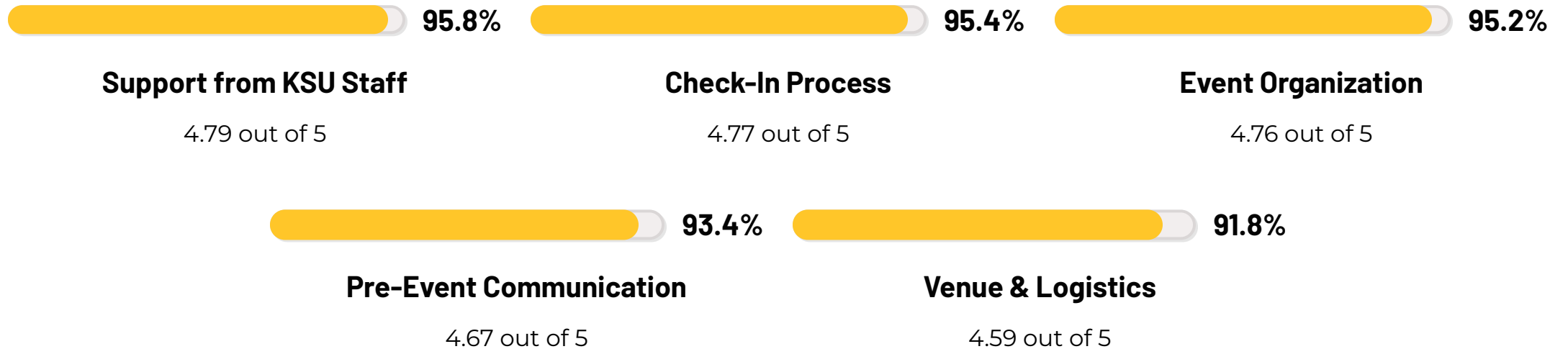
- Relevant Majors: 40 (78.4%)
- Current Recruitment Needs: 30 (58.8%)
- Reputation of KSU Fairs: 29 (56.9%)
- Diversity of Students: 19 (37.3%)
- Value Relative to Cost: 10 (19.6%)
- Networking Opportunity: 9 (17.6%)

## First-Time Employers (7)

- Relevant Majors: 6 (85.7%)
- Current Recruitment Needs: 5 (71.4%)
- Reputation of KSU Fairs: 2 (28.6%)
- Other: 2 (28.6%)
- Colleague Recommendation: 1 (14.3%)

# Employer Satisfaction with Operations

Operational satisfaction was near-universal across all categories, with average scores ranging from **4.59 to 4.79 out of 5**. Staff support once again received the highest rating.

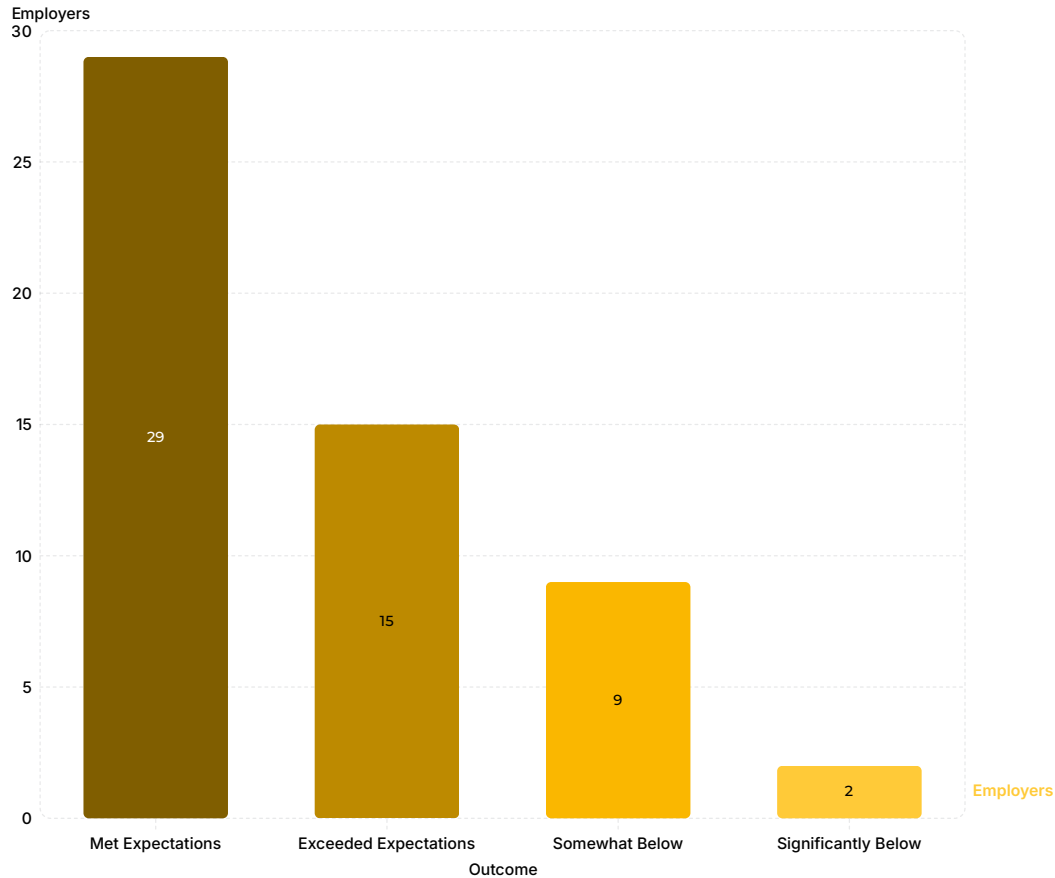


**Operational Highlight:** Staff support rated highest at 4.79/5, with near-universal satisfaction across every operational category.

# Meeting Recruiting Goals & Follow-Up Intent

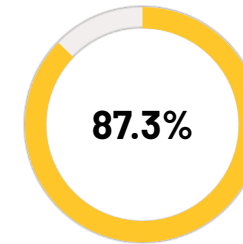
Employers reported strong outcomes both in expectations met and in their intent to follow up with candidates identified at the fair.

## Recruiting Goal Outcomes (55 respondents)



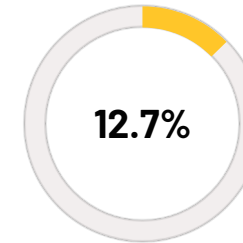
**80.0%** of employers met or exceeded their recruiting expectations.

## Candidate Follow-Up Intent (55 respondents)



### Identified Candidates

Already planning follow-up (48 employers)



### Plan to Review

Will review materials post-event (7 employers)

**100% expressed near-term follow-up activity** — reinforcing that Day 2 delivered targeted candidate quality and actionable recruiting outcomes.

# Quality of Student Interactions

Employers rated student interaction quality across four dimensions. Professionalism, resume quality, and communication remained strong. Preparation and industry knowledge was the lowest-rated area — a consistent opportunity for improvement.



## Professional Appearance

**4.26 avg.**

98.1% rated Good/Excellent  
(54 respondents)



## Resume Quality

**4.22 avg.**

98.2% rated Good/Excellent  
(55 respondents)



## Communication Skills

**4.17 avg.**

94.4% rated Good/Excellent  
(54 respondents)



## Preparation / Industry Knowledge

**3.71 avg.**

78.2% rated Good/Excellent  
(55 respondents)

**Opportunity:** Preparation/industry knowledge scored notably lower than other dimensions, indicating a consistent need to strengthen pre-fair guidance on employer research and industry-specific readiness.

Open-ended employer responses (30 total) were analyzed for recurring themes. Four key areas emerged as priorities for enhancing the Day 2 experience in future events.

### **1 Parking & Arrival Experience**

The most frequently cited theme. Employers flagged parking availability, wayfinding from lots, and overall arrival friction as top pain points.

### **3 Student Preparation & Employer Research**

Employers noted that some students lacked familiarity with the companies they visited — echoing the quantitative feedback on preparation scores.

### **2 On-Site Amenities & Lunch Logistics**

Requests for improved food access, break areas, and refreshment options to support employers staffing tables throughout the day.

### **4 Traffic Flow, Visibility & Navigation**

Suggestions for improved signage, booth visibility, and layout adjustments to ensure more even traffic distribution across the venue.

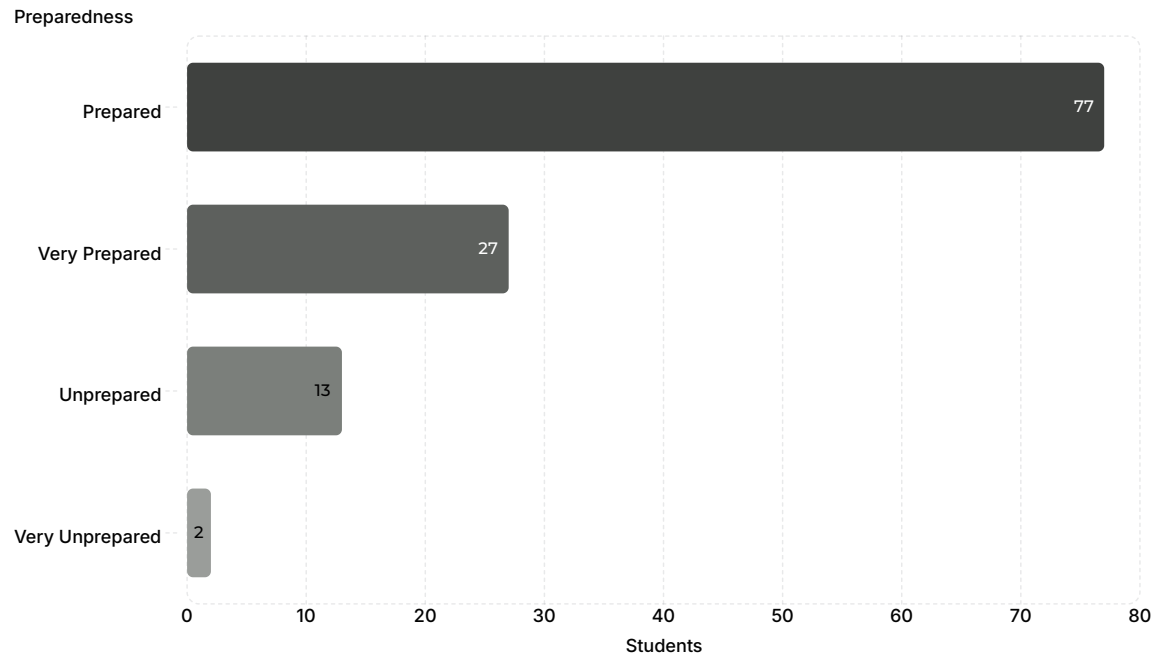
# Student Feedback

The data in this section reflects responses from students who completed the post-event survey. Not all respondents answered every question; counts and percentages are based on available responses per item.

The following cards summarize student preparedness, motivations, connection success, satisfaction, interview conversion, and improvement suggestions drawn from **119 survey responses**.

# Student Preparedness Levels

Preparedness remains strong and consistent with Day 1 results. The vast majority of Day 2 attendees arrived feeling ready to engage with employers.



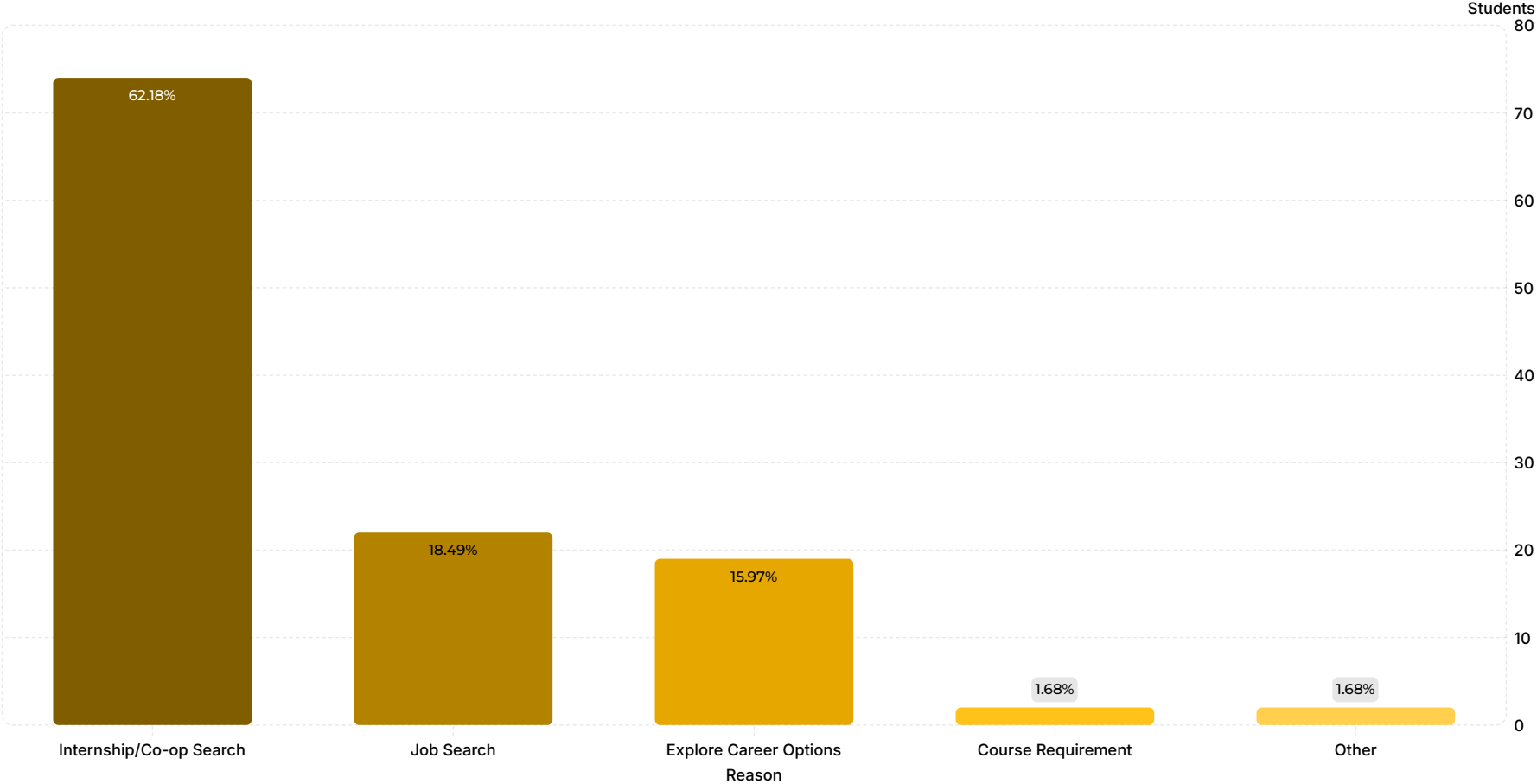
**87.4%**

Felt prepared or very prepared (104 of 119)

The **12.6% unprepared segment** is a target for earlier outreach and more visible "how to prepare" messaging, particularly for underclassmen attending for the first time.

# Primary Reasons for Attending

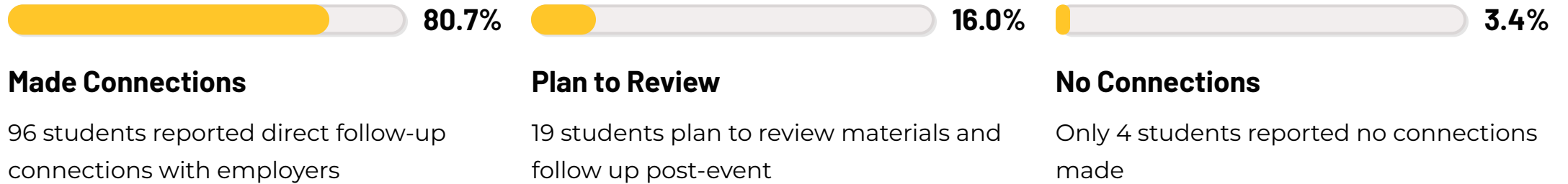
Data skewed more heavily toward **internship and co-op search (62.2%)** — aligning with the strong sophomore presence and confirming Day 2's role as a critical internship pipeline day.



119 responding students selected their primary motivation for attending the Fair..

# Student Connection Success

Connection rates were strong, with the overwhelming majority of students reporting either direct follow-up connections or plans to review employer materials post-event.



## Made Connections

96 students reported direct follow-up connections with employers

## Plan to Review

19 students plan to review materials and follow up post-event

## No Connections

Only 4 students reported no connections made

📌 **96.6% of attendees** reported direct or potential follow-up momentum — a strong signal that Day 2 facilitated meaningful employer-student engagement across the board.

# Student Satisfaction Ratings

Student satisfaction was high, indicating strong alignment between the employer mix and student expectations for this discipline-focused day.



## Employer Quality

out of 5 · 99.2% rated satisfied or very satisfied



## Overall Experience

out of 5 · 99.4% rated satisfied or very satisfied

These scores reflect that students found the employer presence relevant and valuable. A high satisfaction rate on overall experience is a standout metric that underscores the effectiveness of the fairss focused format.

# On-Site Interview Conversion

On-site interviews represent a high-bar metric that depends heavily on employer timelines, role availability, and recruiter bandwidth. Day 2's conversion rate is a positive signal worth contextualizing.

**25.2%**

**30 of 119 responding students** secured an on-site interview during Day 2

## Interpreting This Metric

Day 2's high interview conversion rate (25.2%) is a positive signal. Connection and follow-up intent remain the most reliable near-term indicators of recruiting outcomes.

Combined with the 96.6% connection/follow-up rate, the fair produced both immediate and pipeline-building outcomes for students and employers alike.

# Student Improvement Opportunities

Open-ended student responses (54 total) surfaced several recurring themes. The most prominent request reflects the specialized nature of the fair. Students want even deeper alignment between the employers present and their specific disciplines.

## More Discipline-Specific Employers

The most frequent theme. Students requested greater representation from employers aligned to their specific majors and career interests, particularly in niche engineering and construction management subfields.

## More Employer Variety Overall

Beyond specialization, students also expressed a desire for a broader range of companies to increase their options and exposure to different career paths.

## Space, Crowding & Logistics

A smaller but recurring concern — students noted crowding in certain areas and requested more breathing room between employer tables for comfortable conversations.

## Navigation & Layout Improvements

Requests for better maps, signage, and directional cues to help students efficiently locate target employers within the venue.

Minor themes also included communication updates (real-time notifications) and on-site amenities.