



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

Career Planning and Development

Spring 2026 STEM CO-OP, Job, & Internship Fair – Day 3

Engineering

February 26, 2026

Attendance Overview

Total Attendees

795 Unique students checked in

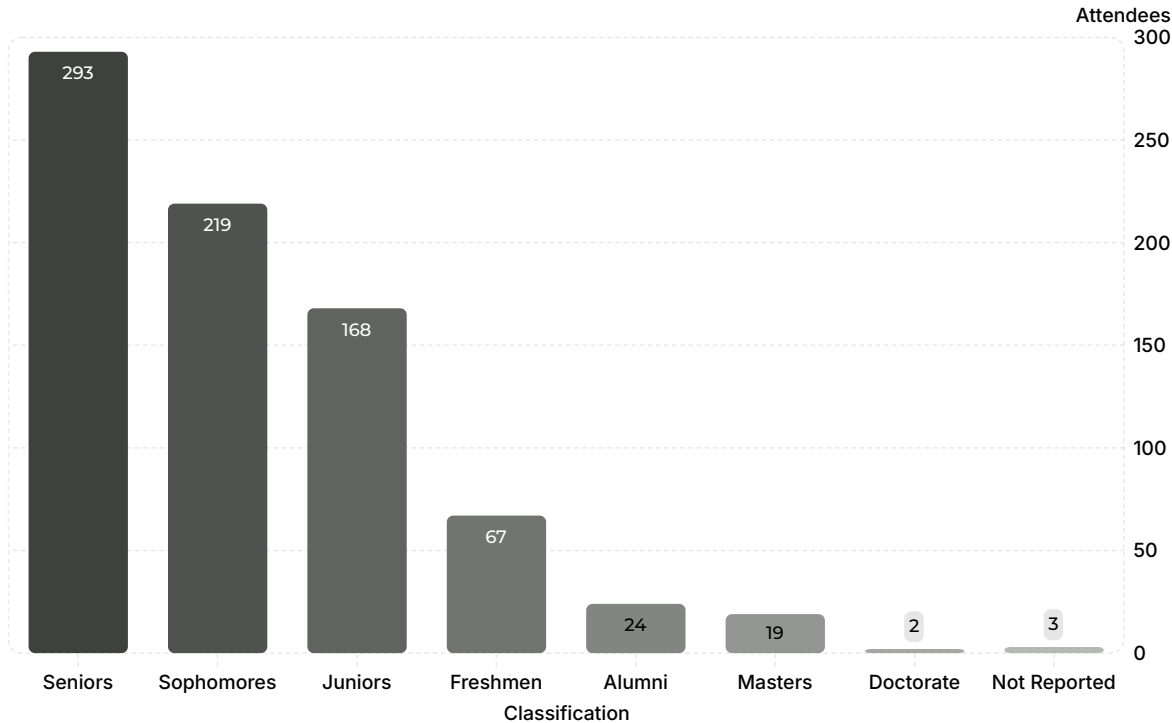
Employer Responses

43 Post-event survey completions

Attendance Overview

795 unique students checked in on Day 3 (Engineering). Day 3 functioned as a high-volume STEM recruiting day. The attendance profile is engineering-dominant, consistent with the event's targeted design as an engineering career fair day.

Student Classification Breakdown



Upper-Division Concentration: Seniors and juniors accounted for 461 attendees (58.0%), confirming Day 3 strongly served students closest to internship and job decision points.

Sophomores represented 219 students (27.5%), signaling strong early-stage internship interest and continued growth in early STEM career engagement. This sophomore pipeline strength positions future career fairs for sustained upper-division attendance as these students advance.

Demographic Distribution

Day 3 reflects meaningful representation across demographic groups, supporting employer interest in cultivating a diverse engineering pipeline.

Gender Representation

Male

627 (78.9%)

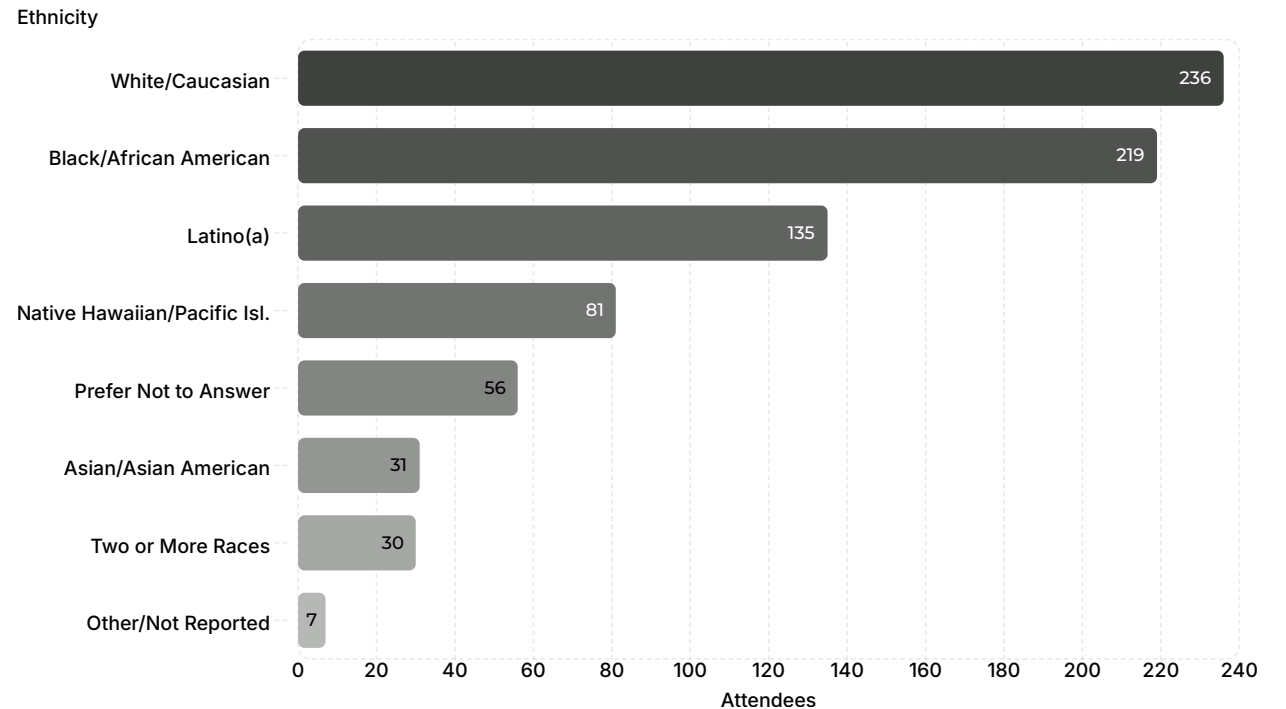
Female

162 (20.4%)

Not Reported

6 (0.8%)

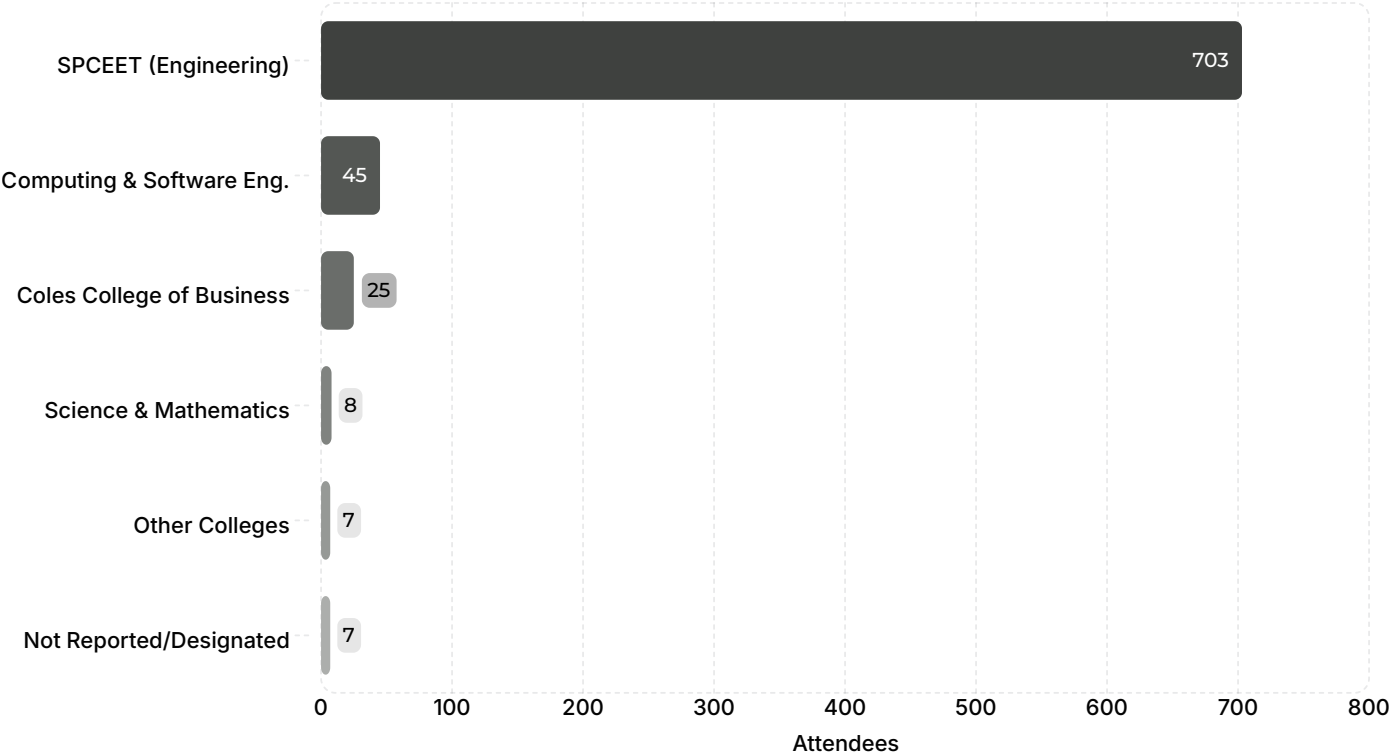
Ethnic Distribution Highlights



College Representation Across Campus

While Day 3 is designed as an engineering-focused event, students from multiple colleges attended, reflecting broader STEM and cross-disciplinary interest in the participating employers.

College



Concentrated Engineering Participation: The Southern Polytechnic College of Engineering & Engineering Technology accounted for **703 students (88.4%)** of all attendees, confirming Day 3 as a highly targeted engineering talent pipeline day. Computing & Software Engineering added **5.7%**, maintaining cross-college technical engagement.

Key Attendance Insights

A snapshot of the critical metrics that define the Day 3 attendance profile and its strategic implications for future planning.



Strong Turnout

795 attendees confirms Day 3 as a major recruiting event



Upper-Division Focus

58.0% juniors and seniors at decision points for internships and full-time roles



Sophomore Pipeline

27.5% sophomore participation signals strong early-stage STEM career engagement




Engineering Dominant

88.4% from SPCEET, with **5.7%** cross-college technical engagement via Computing

Employer Feedback

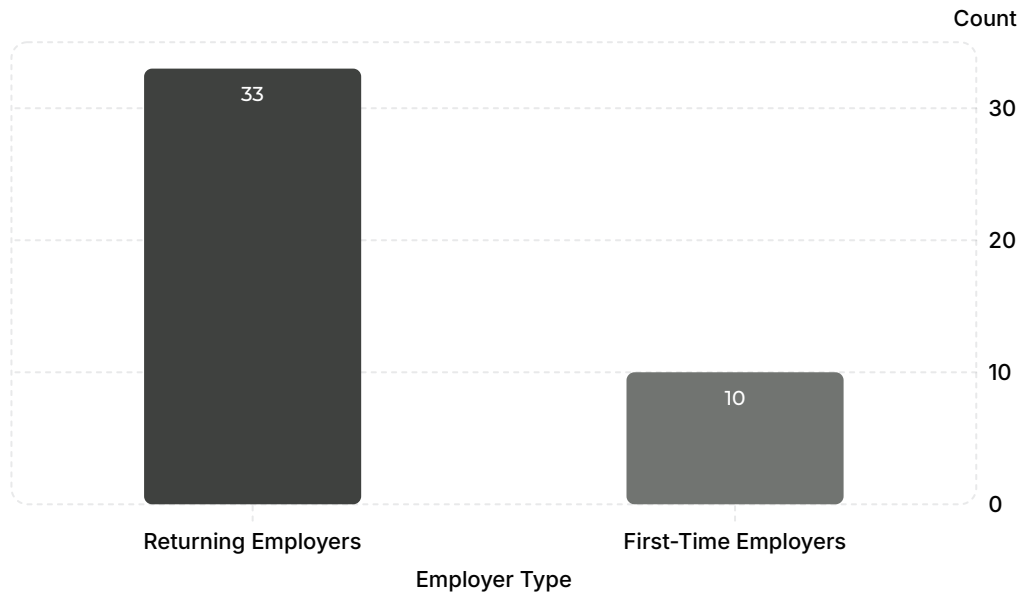
Day 3 post-event survey results from participating employers, covering participation patterns, satisfaction metrics, recruiting outcomes, and improvement opportunities.

 **Transparency Note:** The data presented reflects responses from employers who completed the post-event survey. Response rates vary slightly by question; percentages and counts below are based on available responses for each item.

Employer Participation Overview

43 total employer survey responses were collected following Day 3, providing a sample for analyzing recruiter sentiment and outcomes.

Returning vs. First-Time



Return Intent

100%

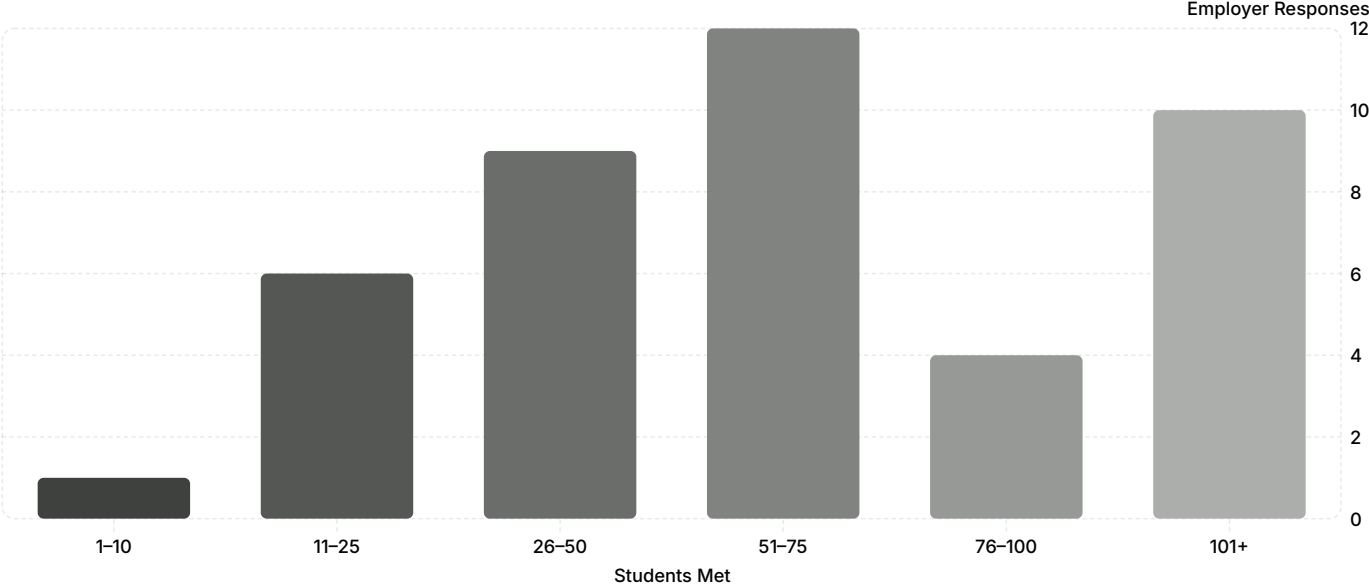
Plan to Return

42 of 42 responding employers expressed intent to attend future fairs (1 employer did not answer)

76.7% of respondents were returning employers, demonstrating strong institutional relationship. Combined with **100% return intent**, this signals sustained confidence in KSU's engineering talent pipeline.

Student Engagement Volume

Employers were asked how many students they met during Day 3. The most common range reported was 51–75 students, with significant numbers of employers engaging over 100 students.



61

Avg. Students Met

Estimated per employer using midpoint assumptions (42). "101+" conservatively treated as 101.

High Engagement Volume: Employers reported substantial interaction density, consistent with Day 3's strong attendance and reinforcing meaningful recruiter-student engagement across the event floor.

Why Employers Choose KSU Career Fairs

Employers were asked to select all motivating factors for their participation. Academic alignment emerged as the dominant driver for both returning and first-time employers.

Returning Employers (33)

- **Relevant majors at KSU — 87.9%**
- Current recruitment needs — 63.6%
- Reputation of KSU Career Fairs — 60.6%
- Diversity of KSU students — 36.4%
- Value relative to cost — 33.3%

First-Time Employers (10)

- **Relevant majors at KSU — 90.0%**
- Current recruitment needs — 70.0%
- Diversity of KSU students — 30.0%
- Reputation of KSU Career Fairs — 30.0%

📌 **Consistent pattern across all days:** Academic alignment is the strongest participation driver, reinforced by immediate recruiting demand. KSU's engineering program reputation continues to attract new employers to the fair.

Employer Satisfaction with Operations

Employers rated key operational dimensions on a 5-point scale (Very Satisfied = 5, Very Dissatisfied = 1). All categories achieved scores above 4.3, reflecting strong execution across the board.



Support from KSU Staff

4.90 / 5



Check-in Process

4.78 / 5



Event Organization

4.69 / 5



Pre-event Communication

4.57 / 5



Overall Experience

4.50 / 5



Venue & Logistics

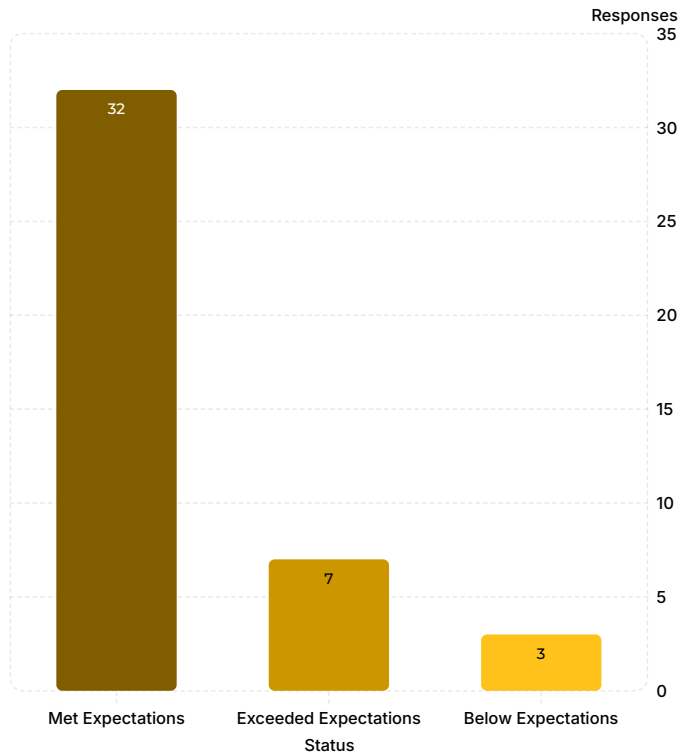
4.33 / 5

Staff support stands out as the highest-rated category (4.90/5), reinforcing consistent on-site execution quality and the value of dedicated event staff in shaping employer experience.

Meeting Employer Recruiting Goals

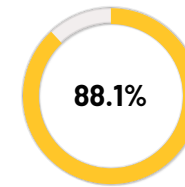
Day 3 delivered strong employer ROI: very high goal alignment with follow-up intent among respondents.

Goal Alignment (42)



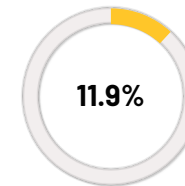
39 of 42 (92.9%) reported their recruiting goals were met or exceeded.

Candidate Follow-Up Intent



Identified Candidates

37 employers already identified specific students to follow up with



Plan to Review

5 employers plan to review materials collected at the fair

100% of respondents expressed near-term follow-up activity — no employer left without actionable leads.

Quality of Student Interactions

Employers rated students across four dimensions on a 5-point scale (Excellent = 5, Very Poor = 1). Results reveal a strong professional foundation with one consistent area for growth.



Professional Appearance

4.36 avg · 97.6 / 100



Resume Quality

4.10 avg · 92.9 / 100



Communication Skills

4.02 avg · 92.9 / 100



Preparation / Industry Knowledge

3.62 avg · 73.8 / 100

Action Opportunity: Preparation and industry knowledge is the lowest-rated category across all fair days, suggesting a targeted programming opportunity such as pre-fair workshops on employer research and technical industry trends.

Employer Improvement Opportunities

Open-ended feedback from **27 employers** surfaced recurring themes for enhancing the Day 3 experience. These themes align with feedback from prior fair days, reinforcing systemic opportunities.

Parking & Arrival Logistics

The most frequently cited theme. Employers reported challenges with parking availability, wayfinding to the venue, and arrival-day logistics. Clearer signage and reserved parking options could address this.

Major/Discipline Targeting Clarity

Employers requested better alignment between engineering sub-disciplines and booth placement to streamline student-employer matching and reduce mismatched conversations.

On-Site Amenities & Lunch Logistics

Feedback included requests for improved break area access, food/beverage options, and clearer timing for lunch periods during the event.

Space, Layout & Traffic Flow

Some employers noted congestion in high-traffic areas and suggested layout adjustments to improve booth accessibility and student circulation.

Pre-Event Communication

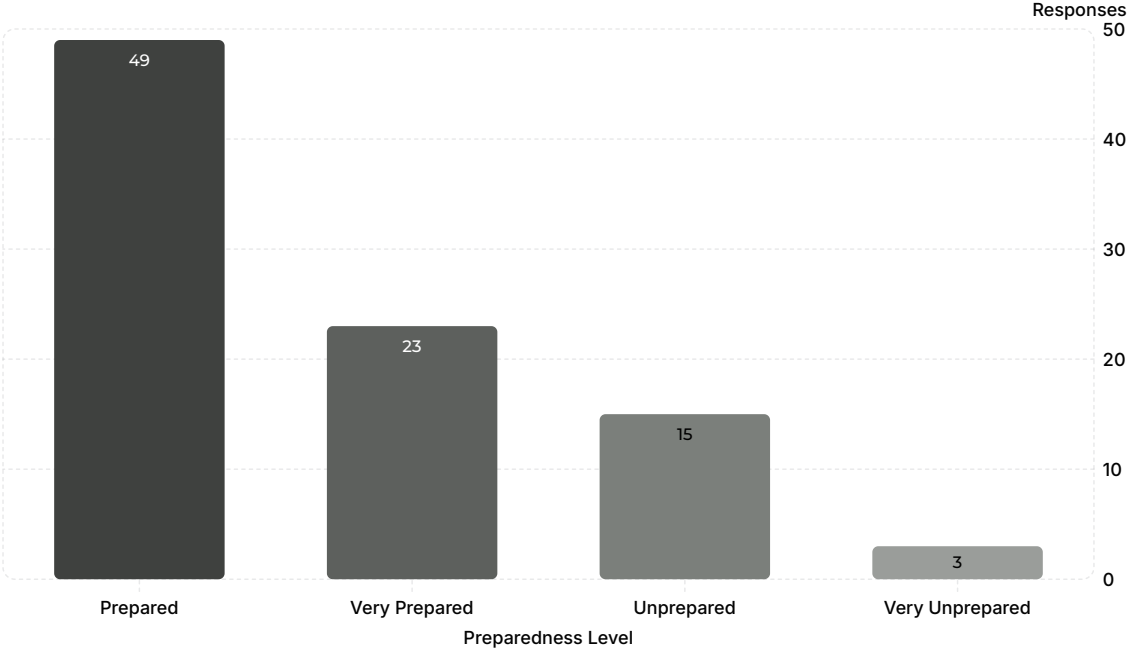
Employers requested earlier distribution of venue maps, booth assignments, and detailed event information to support better preparation.

Student Feedback

Day 3 post-event survey results from attending students, covering preparedness, motivations, connection outcomes, satisfaction, and areas for improvement.

📌 **Transparency Note:** The data reflects responses from students who completed the post-event survey. Not all respondents answered every question; counts below reflect item-level response totals.

Student Preparedness Levels



80%

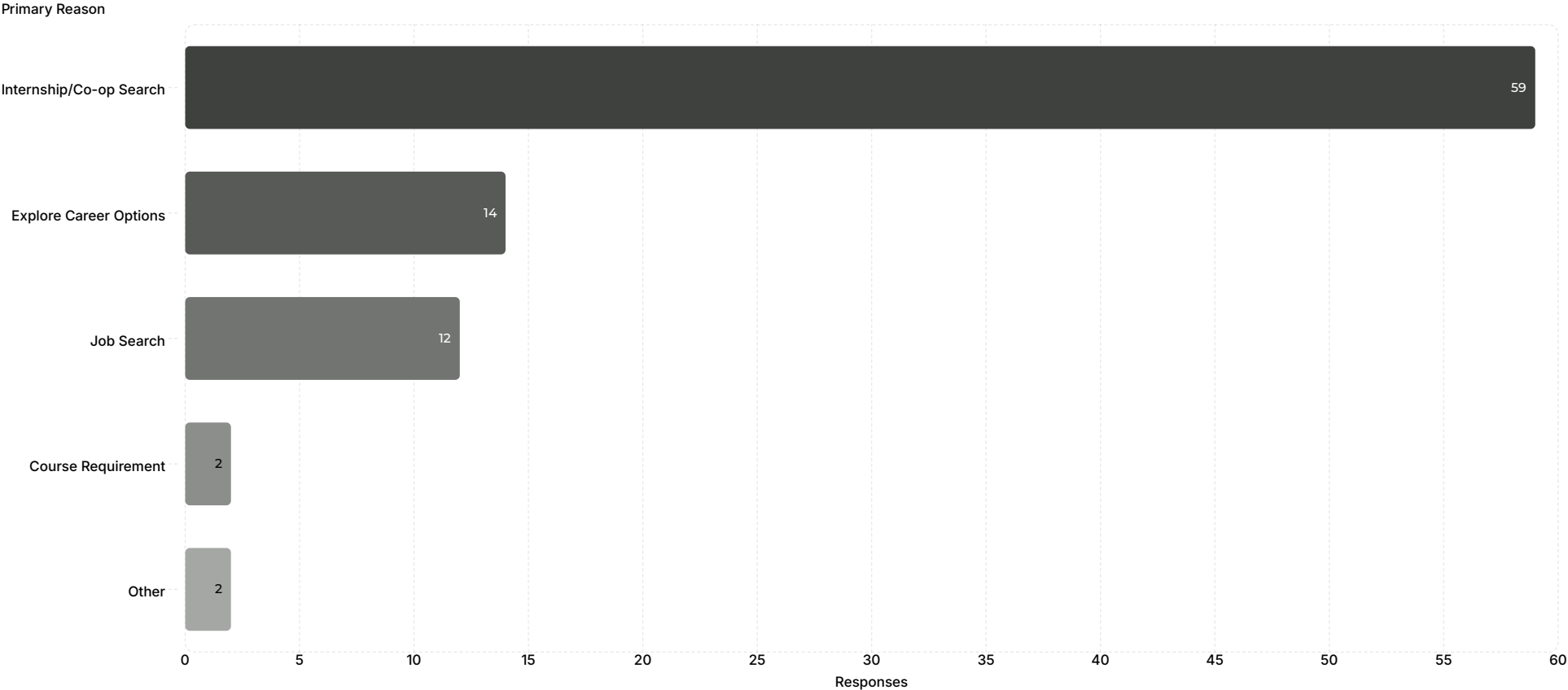
Prepared or Very Prepared

72 of 90 responding students felt ready for the career fair

Target Segment: The 20% reporting unpreparedness represents a clear opportunity for expanded pre-fair outreach, including "how to prepare" messaging, resume workshops, and employer research guides.

Primary Reasons for Attending

Students were asked to identify their primary reason for attending Day 3. The results confirm the fair's central role as an internship pipeline channel for engineering students.



Internship-Driven Attendance: At **66.3%**, internship and co-op search was the dominant motivation, nearly five times higher than full-time job search. This reinforces Day 3's strategic value as a primary internship pipeline for engineering talent.

Student Connection Success

Over **95%** of students reported direct connections or planned follow-up momentum, indicating strong short-term outcomes beyond on-site interactions.



Made Connections

73 students (80.2%)

Successfully connected with employers and exchanged contact information or next steps



Plan to Review

14 students (15.4%)

Collected materials and plan to follow up with employers after the event



No Connections

4 students (4.4%)

Did not make meaningful connections. A small but addressable segment

Student Satisfaction Ratings

Students rated both the quality of employers present and their overall experience. Results indicate **very strong satisfaction**, reflecting solid alignment between employer mix and student expectations for an engineering-focused day.



Employer Quality

93.4% satisfied or very satisfied (4.33 / 5 avg, 91 responses)

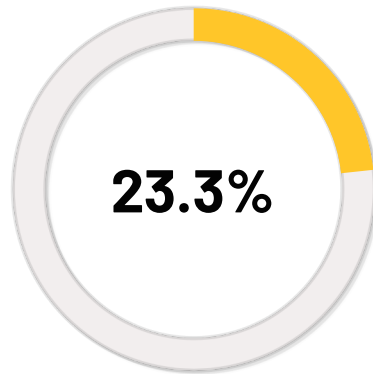


Overall Experience

96.7% satisfied or very satisfied (4.36 / 5 avg, 90 responses)

These satisfaction levels suggest the employer roster was well-calibrated to student interests and expectations. The marginal gap between employer quality and overall experience ratings indicates that operational factors (venue, logistics, flow) also contributed positively to the student journey.

On-Site Interview Conversion



Interviewed On-Site

21 of 90 students received an on-site interview

Interpreting This Metric

On-site interview conversions are a **high-bar metric** dependent on employer timelines, role availability, and individual recruiter practices.

Day 3's **23.3% interview conversion** is a positive signal of recruiter engagement. However, **connection quality and follow-up intent** remain the strongest near-term indicators of fair effectiveness, and both exceeded 95% on Day 3.

Student Improvement Opportunities

Open-ended feedback from **41 students** identified recurring themes for improving the Day 3 experience. Many mirror employer-reported concerns, suggesting shared structural opportunities.

Space & Crowding

The most frequent theme. Students requested a larger venue or better crowd management to reduce congestion around popular employer booths and improve overall flow.

Engineering Alignment

Students wanted more targeted technical employers and clearer discipline alignment — ensuring mechanical, electrical, civil, and other sub-disciplines can easily find relevant recruiters.

Scheduling Flexibility

Conflicts with class schedules were noted. Students suggested extended hours, staggered sessions, or afternoon-only options to improve accessibility.

Clearer Information

Students requested better pre-event materials — including venue maps, employer directories with role details, and preparation guides distributed earlier.

More Employers & Variety

A smaller but recurring theme: students expressed interest in a broader range of employer types and sizes, including more startups and niche engineering firms.