Employers,

Over the years of consulting with organizations looking to hire Hawkeyes we have noticed some steps that employers could take to increase their recruiting results from attending our career fair. We have put together the below tips and suggestions for you. If you have any questions do not hesitate to contact us.

**7 Tips for Increasing Results from the Career Fair**

1. **Update your HireaHawk.com Profile**
   - Login to HireaHawk.com and click on the Profile tab.
   - Here you can add a logo and other company information.
   - That logo will then show up in our career fair booklet that all students see.
   - This is an easy step to help develop your brand on campus.

2. **Post Your Jobs in HireaHawk.com**
   - If you are attending the fair we highly recommend posting your positions in HireaHawk.com prior to the fair.
   - Students use this database to research ahead of time and determine if you are a company they want to stop by and speak to.
   - If you are doing all your screening through the fair you can add a note under application instructions for students to stop by the career fair if they are interested in the role.
   - Download the Career Fair App (search for ‘U of I Career Fair Plus’ in your device online app store). Once you have downloaded, verify all your company information and jobs are right. If edits needed, contact Joanna.

3. **Utilize the Resume Book**
   - Within HireaHawk.com you can utilize the resume book to market to students that you are interested in to stop by the career fair and visit you.
   - You can use majors, grad dates, and even resume keywords to sort and find the students that you are most interested in and then email them through the system.
   - Click on the Resume Book tab to get started. If you don’t have access to this service, please email sherry-rhinehart@uiowa.edu or sara-burden@uiowa.edu.

4. **Interview On-Campus**
   - Following the career fair we host on-campus interviews at no charge for any organizations looking to screen candidates right away.
   - You can do this the day following or soon after to get candidates into your pipeline.
   - You can build your schedule at the fair or utilize the system to help pre-select candidates.
   - To reserve space click on the On-Campus Recruiting tab in HireaHawk.com and add a schedule.
5. **View Student RSVPs**
   - Log-in to Hireahawk.com, go to Events, and then Review Confirmed (registration); then click the Students tab at the top to view the students that have RSVP’ed/submitted a resume to the fair.
   - You will get a list of all of the students that have RSVP’ed to the fair – those that say Interest Shown by them are specifically interested in that employer.
   - As an employer, you can put a checkmark next to the names of students that you are interested in and you can e-mail the students.

6. **During the Fair**
   - The main thing that that will drive students to your booth on the day of the fair will be the recruiters working at the event.
   - We recommend utilizing alumni during the event and ensure your recruiters are trained on speaking to your organization and positions as well as on assessing talent.
   - It is important to make sure your recruiters are engaging with students passing by.
   - Recruiters should come out behind their table and smart device.
   - Develop a bright display table & signage - but not one that is overbearing and gaudy.

7. **Contact the Career Center with Questions**
   - Phone – 319-335-1023
   - Career Fair -Joanna Halsch – Joanna-halsch@uiowa.edu
   - HireaHawk.com and On-Campus Interviews – Sherry Rhinehart – sherry-rhinehart@uiowa.edu
   - Recruitment Strategies – Crystal Stockdale – crystal-v-stockdale@uiowa.edu