

Tips for Increasing Results from the Career Fair

1. Update your HireaHawk.com Profile

- Login to HireaHawk.com and click on the 'Profile' on the left hand bar and within the 'Account' tab on the top right.
- Here you can add a photo and other company information.
- This is an easy step to help develop your brand on campus and increase your trust score.

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.
- Download the Career Fair App (search for '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. Search Public Resumes

- Click Students on the left-hand navigation bar and select the criteria for your search on the left side of the screen. You can then download student resumes within the system (if you have a trust score of 80 or higher).

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 'Interviews' on the left hand bar in HireaHawk.com and add a schedule.

5. 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.

6. 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 – Abbie Reuter – abbie-reuter@uiowa.edu