



JOB FAIR REPORT

2022

TICONDEROGA
JUNIOR SENIOR
HIGH SCHOOL
SPRING JOB FAIR
REPORT



REPORT PREPARED BY
THE TICONDEROGA
REVITALIZATION
ALLIANCE



OVERVIEW

Preparing students and employers for the job fair drove success. In early April, Ti-Alliance collected job listings, scheduled interviews, and provided employment resources in advance. On April 28, THS hosted the event.

As part of the advance preparation, a booklet of job opportunities (see *Job Opportunity Guide 2022*) was distributed to students in the weeks leading up to the fair. It empowered them to attend the event with purpose, resulting in more engagement, more applicants, and more successful job connections. To further incentivize engagement, two local businesses donated six gift cards to raffle off to interviewees. It worked: 78 raffle tickets were submitted by interviewees.

The more **empowered** students felt, the more **engaged** they were during the job fair. Employers also felt more **invested** in the job fair with the advanced preparation. These observations were key to improving the event.

JOB FAIR GOALS

To inspire students to apply for jobs that interested them, to help local employers access a pipeline of young workers, and to develop our local workforce.

Key Partners:

Local school counselors

Our local school counselors played a critical role in preparing students for the job fair in advance, as well as offering them accessible guidance and support throughout the hiring process.

JOB OPPORTUNITY GUIDE 2022

The Job Opportunity Guide 2022* was a booklet of 42 job listings, organized by industry, and links to additional local job listings in the TACC's online database.

To create the guide, Ti-Alliance collected job listings from employers participating in the job fair, organized them by industry, and compiled them into a booklet. The booklets were printed and distributed to the high school.

The last page of the booklet was a detachable interview form. Students listed the job(s) they were interested in interviewing for and turned the form into their counselor. The counselors then turned the forms over to Ti-Alliance, who scheduled interviews with attending employers. Additionally, this also provided employers with a baseline of how much engagement to expect during the event.

The Job Opportunity Guide 2022 served two key purposes. First, it informed students, enabling them to attend the job fair with purpose. Second, it gave students the opportunity to schedule job interviews in advance. Overall, the guide served as a key resource for students and increased engagement during the job fair.

Additionally, the guide was used during the job fair to direct students to jobs that aligned with their interests. Having jobs categorized by industry streamlined this process and made them more accessible for students.

[*Job Opportunity Guide 2022](#)

STUDENT TESTIMONY

"The job fair was a great experience for me, it opened up many opportunities. I walked out of the Job fair hopeful and am now in the hiring process for my #1 choice."



STUDENT PROFILE

120+ students in grades 7-12 attended the job fair and spoke with employers during the event. Their ages ranged from 13 to 18 years old.

Over **42** job opportunities were available to students aged 14-18+.



58 students participated in **78** interviews with employers.

64% of students who participated in interviews with employers also applied for a job during the job fair.

There was an average of **1.5** interviews per student during the job fair, *but* there was an average of **2** interviews per student when the interviews were scheduled in advance of the job fair.

40% of interviews that happened during the job fair had been scheduled in advance through the 2022 Job Opportunity Guide.



14+ students

were hired by local employers as a result of the THS Spring 2022 Job Fair.

Facilitating **the connection between students and employers** was a key component of the job fair. Presenting opportunities to students helped them engage directly with employers and get more interested in employment. Facilitating this connection is critical to developing our local workforce.

EMPLOYER PROFILE

Employers were in attendance from 9:30 AM - 1:30 PM. More than **10** different job industries were represented by **14** employers.



57% of employers had interviews with students that were scheduled in advance for the job fair.



93% of employers in attendance indicated that the job fair was helpful to their company's recruitment efforts.

38% of participating employers expected to receive additional job applications as a result of the job fair.

55% of participating employers left written testimony that celebrated **engaging with students** as the best aspect of the job fair, while **27%** left written testimony that celebrated the **hiring opportunity** as the best aspect of the job fair. The job fair was undeniably a resource for students, but it was also a resource for employers. It enabled them to effectively access a pipeline of young workers. This helped them address workforce challenges, especially for seasonal workers, with a minimal time commitment.

Impact on Employers:

"We wanted to thank you for having the Job Fair at the school. We were able to hire 4 students for the summer. Students didn't even realize we were here and that we needed workers! So thank you again for this amazing opportunity for students and businesses."

- Participating Employer

JOB FAIR IMPACT & EMPLOYER FEEDBACK

After the job fair, Ti-Alliance conducted an **employer feedback survey** to identify areas of success and areas for improvement. **93%** of employers completed the survey.

Overall, employers rated the job fair **4 out of 5 stars**. This rating was based on 5 criteria: helpfulness to recruitment efforts, pre-event communications, preparedness of students, the layout of tables, and usefulness of interview tables.

The survey also gave employers an opportunity to provide written feedback about what the best part of the event was for their companies and ways to improve the event.

55% of written feedback celebrated the opportunity to interact directly with students as the best part of the event. Facilitating the connection between students and employers was a critical element of the job fair.

80% of written feedback on how to improve the job fair involved student preparation and experience. "Preparedness of students" also received an average rating of 3.08 out of 5. Therefore, **student preparation** was identified as the key area for improvement.

Ti-Alliance has great ideas to improve both employer and student preparation for future job fairs. **Developing students' resume-building and interview skills have been identified as key opportunities for improvement.**

Employer Testimony:

"I loved the process! We extended employment offers to 7 students!"

"Meeting students, meeting other business owners, [and the] opportunity to hire workers [were all very helpful to my company]."

"I think [the job fair] was a great opportunity to explain [to] students what our company does [and] the training that we provide."

"[The best part of the job fair was the opportunity to] increase company awareness for those graduating or who graduate in the future."



INSPIRING & DEVELOPING OUR LOCAL WORKFORCE

The job fair achieved two primary goals. First, it made employment more interesting and accessible to students. Second, it enabled employers to access a pipeline of young workers. Connecting students and employers in this manner helped develop our local workforce.

Viewing the job fair as an opportunity to inspire the next generation of workers drove its success. Empowering students to explore careers that interested them not only made the job fair more successful but taught students valuable life skills that they will use after high school. Investing more resources into preparing students for interviews, resume building, and other employment skills will continue to grow the success of future job fairs.

OUR PARTNERS



LEARN MORE

To learn more about the Ticonderoga High School Spring 2022 Job Fair, visit:

www.ticonderoga-alliance.org/skilled-workforce