



Job Applicant and Presenter Satisfaction Surveys for Career Services' Fall 2013 Seasonal Jobs Fair

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Purpose of Brief

This brief illustrates the results of the CHC Career Services Fall 2013 Seasonal Jobs Fair applicant and presenter satisfaction surveys.

Summary of Findings

- 100% of applicant respondents agreed or strongly agreed that they liked the jobs available, the library computers were helpful, the facility was comfortable, and that they would participate in a future CHC Career Services event.
- Applicants reported applying for an average of 4.23 jobs, and one respondent reported, "Great experience. I got a job."
- 37% of applicant respondents heard of the event through the CHC website or by walking past the fair.
- 98% of respondents strongly agreed that they felt respected and welcomed at the event.
- 63% of presenter respondents reported hearing about the event directly from CHC Career Services.

Overview

Each fall, CHC Career Services hosts an on-campus Seasonal Jobs Fair to connect students with potential employers for temporary employment opportunities during the holiday season. The Fall 2013 Seasonal Jobs Fair was hosted on October 10, 2013 from 10:30 am until 1:30 pm on the quad in front of the Learning Resources Center (LRC). The fair was advertised to all students via email; additionally, announcements were posted on the CHC website, made in classrooms, and posted on flyers across campus. The fair was advertised to employers via direct contact from the Career Services office, chambers of commerce, and other business organizations.

Methodology

Career Services in conjunction with the Office of Institutional Effectiveness, Research and Planning (OIERP) developed satisfaction surveys to be completed on paper by students (applicants) and employers (presenters) at the conclusion of the fair. Both surveys included 8 Likert-scale questions measuring the respondents' level of agreement with various statements and open-ended questions for general comments and suggestions. The applicant survey collected student contact information if the respondent was interested in an internship program, asked whether the respondent applied for any jobs and how many applications were made, and asked how the respondent heard about the event. Similarly, the presenter survey collected employer contact information if the respondent was interested in an internship program, asked whether the respondent was interested in a summer jobs fair, asked the best month for a summer jobs fair, and asked how the respondent heard about the event.

There were 51 responses to the applicant survey. Due to the open entry and exit nature of the fair, a total count of student participation was not kept and a participation rate cannot be determined. A total of 28 employers attended the fair. There were 41 responses to the presenter survey, because some presenter responses were individuals representing the same employer; therefore, a participation rate cannot be determined.

Findings

Applicant Survey

Table 1 illustrates the respondents' level of agreement with various statements regarding perceptions of the Seasonal Jobs Fair. Over 90% of respondents either agreed or strongly agreed with all but one of the statements; 76% of respondents either agreed or strongly agreed that

they found jobs that matched their major and/or skills.

Table 1. Applicant respondents' level of agreement with various statements regarding perceptions of the fair

Statement	Strongly Agree		Agree		Disagree		Strongly Disagree		Average
	N	%	N	%	N	%	N	%	
I am satisfied with the number of employers in attendance.	36	70.6	14	27.5	1	2.0	0	0.0	4.69
I am satisfied with the quality of job openings available.	32	64.0	18	36.0	0	0.0	0	0.0	4.64
I found jobs that match my major and/or skills.	25	51.0	12	24.5	10	20.4	2	4.1	4.22
I felt respected and welcomed at the event.	39	79.6	8	16.3	1	2.0	1	2.0	4.73
It was helpful having library computers available to apply for jobs online.	35	74.5	12	25.5	0	0.0	0	0.0	4.52
The facilities were comfortable for the event.	37	72.5	14	27.5	0	0.0	0	0.0	4.73
I will participate in another CHC career services event.	37	75.5	12	24.5	0	0.0	0	0.0	4.68
I would be interested in an internship.	28	65.1	13	30.2	2	4.7	0	0.0	4.37

Note: "N" is the number of responses, and "%" is the percent of total number of responses to a specific question. Not applicable responses have been excluded from the table.

Table 2 illustrates whether respondents reported applying for any jobs and to how many jobs they applied. Sixty-five percent of respondents reported applying for a position, and the average number of positions applied for was 4.23.

Table 2. Analysis of jobs applied for as self-reported by applicant respondents

Did you apply for any jobs today?			...if yes, how many jobs did you apply for?		
Response	N	%	Response	N	%
Yes	33	64.7	1	5	9.8
No	17	33.3	2	1	2.0
			3	5	9.8
			4	7	13.7
			5	4	7.8
...if yes, how many jobs did you apply for?		Value	6	2	3.9
Statistic			8	1	2.0
Mean		4.23	20	1	2.0
Median		4.00			
Mode		4			

Table 3 illustrates the method by which respondents reported hearing about the Seasonal Jobs Fair. Thirty-seven percent of respondents reported "Other" which included the CHC website or that the respondent walked by the event, and 20% reported hearing about the event by seeing a flyer. Sixteen percent of respondents reported hearing about the event through email, and 13% reported hearing about the event from a friend or relative.

Table 3. Responses to how the applicant respondent heard about the event

How did you hear about this event?	N	%
Email	10	16.4
Friend/Relative	8	13.1
Flyer	12	19.7
Class Announcement	4	6.6
Community Organization	4	6.6
Other	23	37.7

Presenter Survey

Table 4 illustrates the respondents' level of agreement with various statements regarding perceptions of the Seasonal Jobs Fair. Over 90% of respondents either agreed or strongly agreed with all but two of the statements. **98% of respondents strongly agreed that they felt respected and welcomed at the event.** Only 9 respondents either agreed or strongly agreed that they would be interested in an internship program with CHC students.

Table 4. Presenter respondents' level of agreement with various statements regarding perceptions of the fair

Statement	Strongly Agree		Agree		Disagree		Strongly Disagree		Average
	N	%	N	%	N	%	N	%	
I am satisfied with the number of prospective applicants in attendance.	14	34.1	24	58.5	3	7.3	0	0.0	4.27
I am satisfied with the qualifications of the applicants.	8	20.5	27	69.2	4	10.3	0	0.0	4.03
I felt respected and welcomed at the event.	40	97.6	1	2.4	0	0.0	0	0.0	4.98
The facilities were comfortable for the event.	35	85.4	6	14.6	0	0.0	0	0.0	4.85
I will participate in another CHC career services event.	37	90.2	4	9.8	0	0.0	0	0.0	4.90
I am interested in scheduling individual events for my organization to recruit employees throughout the year.	20	58.8	9	26.5	5	14.7	0	0.0	3.93
I will encourage other organizations to participate in CHC career services events.	25	62.5	15	37.5	0	0.0	0	0.0	4.54
I am interested in an internship program with CHC students.	8	47.1	1	5.9	7	41.2	1	5.9	2.32

Note: Not applicable responses have been excluded from the table; twenty-one "Not Applicable" responses are excluded from the internship program statement.

Table 5 illustrates whether respondents were interested in participating in a Summer Jobs Fair, and which month is best to schedule the event. Sixty-five percent of respondents are interested in a Summer Jobs Fair; 27% of those prefer April, and 22% prefer May. The distribution of responses was fairly equally distributed with April/May as the most popular response.

Table 5. Presenter respondents' interest in a Summer Jobs Fair

Will you participate in a Summer Jobs Fair in Spring 2014?			...if yes, which month is best for you?		
Response	N	%	Response	N	%
Yes	33	64.7	Any	6	16.2
No	17	33.3	October	2	5.4
			February	4	10.8
			March	3	8.1
			April	10	27.0
			May	8	21.6
			June	2	5.4
			July	2	5.4

Table 6 illustrates the method by which respondents reported hearing about the Seasonal Jobs Fair. Sixty-three percent of respondents reported hearing about the event directly from CHC Career Services, and 23% reported "Other" which included retail center management, contact with the college, or from an associate/employee.

Table 6. Responses to how the presenter respondent heard about the event

How did you hear about this event?	N	%
CHC Career Services	27	62.8
Chamber of Commerce	1	2.3
Word of Mouth	4	9.3
Community Organization	10	23.3
Other	10	23.3

Responses to the open-ended questions on both surveys are included below outlined by the type of respondent. Over 50% of responses expressed gratitude and praised the event, and 35% provided recommendations to improve the fair in the future.

Applicant Open-Ended Responses:

- :)
- :)
- Cool, interesting, friendly
- Do some for nursing internships. Have army recruiters. Have a lovely day darling.
- Good job :)
- Good turnout.
- Great <3 Kim
- Great event ladies in front were awesome- very helpful and full of fun.
- Great experience. I got a job.
- I thought this was the best I have ever seen.
- I will have like that the event will go longer. I did not have enough time to see all the job offers since I have class 9am - 1pm
- It was great! Very helpful
- It would be nice if more local employers were available.
- Levi's as well as the Roxy both were the only two that said a word to me. My compliments to them.
- More local jobs, San Bernardino, Redlands, etc.
- N/A
- None at the moment.
- Resourceful
- These events are very helpful for people like me who are looking for a first job.
- This was a great one stop shop for people like me. I'm a mom & I loved doing all this in one place at the same time.

Presenter Open-Ended Responses:

- An outside outlet/power source.
- Better parking/ reserved parking -> signage
- Felt very welcomed and liked the snacks.
- Great event- we will be back. Thank you.
- Great job at catering to us.
- Great organization! Loved how comfortable they made us feel
- Had a very pleasant experience felt very welcomed.
- Have extended hours
- If we could hos a job fair in the main quad (in front of drop off parking) the traffic opportunity look like it would be great.
- Indoor event if possible, better parking. set up area.
- It would be nice if it was open to all businesses and not just called a seasonal job fair.
- Maybe a little more on campus advertisement. Suggestion- on campus professors allow students to receive extra credit if attend event. This worked to get me to college fair.
- N/A
- Not many applicants; please be in-doors for future events, I had to use my umbrella to block the sun, but it was a really fun event. Great snacks + things to buy!
- The event was great. I am a culinary store, we sell French cookware and I wanted to see more culinary schools participate.
- The location should maybe be in a higher traffic area.
- This event was very well organized and inviting. Please keep in touch with our company.
- Very nice event- We truly appreciate. Kim gave exceptional service in helping me with a late call in for the event.
- We need to hire a total of 100 people for the holiday season. Please reach out if you have additional events that we could participate in. Thank you!
- You guys were great!