



### **Does the Office of Career Management sponsor job fairs?**

There is not currently a CGU-sponsored job fair. The Claremont Colleges community would like CGU students to benefit from the general exposure to a large number of employers that job fairs provide. Therefore, CGU students are often invited to job fairs hosted by other Claremont Colleges.

Because of the resources required for an employer to be present at a job fair, universities in large urban areas with significant undergraduate populations are often targeted by organizations for job fair recruitment. As a relatively small graduate institution that is located outside of the boundaries of a major city, it has proven difficult to attract the large number of employers to campus that would be necessary for an ongoing, stand-alone CGU job fair. In addition, employers are increasingly utilizing job fairs to build their brand images among college populations, and steering their recruitment activities to the internet.

Employers also tend to use job fairs to recruit for entry level and generalist positions. Although the high degree of academic specialization of many CGU students is one of our institution's strengths, it makes it difficult to match employer needs with student interests in a job fair setting.

*Although job fairs offer the benefit of having a large number of employers present at the same time in the same place, it is important to remember that hiring managers seldom attend job fairs. Therefore, we believe that it is most effective to focus on job search activities that lead to direct contact with those in a position to extend employment offers.*