

What do employers expect?

Successful job seekers take care to meet employer expectations. If you are wondering what to bring to the Career Fair, research can provide some answers. Employers attending a multi-state career fair in 1999 participated in a survey asking what they expected students to wear and bring to a career fair. Researchers collected 120 usable questionnaires (89% of firms attending).

Here's what employers say!

What should you wear?

Employer survey responses on expectations on dress:

- 56% said they expected to see students in **Business Casual** clothes
- 32% said they expected serious applicants would wear **Business Suits**
- 12% said how students dressed was **not important**

What should you bring?

Employer expectations about what students will bring to a career fair, according to survey responses..

- 87% said **resume**
- 38% said a **knowledge of the company** or organization
- 28% listed **cover letter**
- 13% listed **reference letters**
- 9% listed **professional portfolio**



Looking for a special firm or organization?

Find the name in the tables on the preceding pages. Mark the table number in the left hand column. Then find the corresponding table number on the map below.

