

**Job & Internship Fair Prep Assignment**For support with implementation, contact us at cdc@wcupa.edu or 610-436-2501

The goal of this assignment is to enhance students' ability to analyze and articulate their skills and experience in the context of speaking with an employer. This assignment could easily be adapted to different internal or external job fairs or networking events. Assignments are designed to be both plug-and-play and customizable, so they can be used as is, or modified to work for you and your students.

**Learning Outcomes [NACE Career Competencies]**

* + Students will engage in employer research to practice tailoring their communication toward specific areas of interest. [Career and Self Development]
		- * Assessed by student’s completion of the research worksheet.
	+ Students will demonstrate the ability to articulate their skills, education, and experiences through their personal pitch. [Communication, Professionalism]
* Assessed by student’s completion of the pitch development worksheet.

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**Job & Internship Prep Assignment**

**Assignment Overview**

In preparation for attending the campus job & internship fair, you will research companies of interest and create a sample personal pitch to deliver to employers at the event.

Two components of this assignment must be completed to receive credit.

***Part 1: Employer Research***

* Utilizing your Handshake account (wcupa.joinhandshake.com), navigate to the ‘Events’ tab and select ‘Career fairs at your school’
* Explore the ‘Employers’ tab for the organizations that will be attending the event. Identify 3 organizations of interest.
* Complete and submit the Employer Research Worksheet which prompts you to answer questions about the 3 organizations you identified.
	+ - Utilize the information provided through Handshake and/or the organization's website

**Part 2: Personal Pitch Development**

* Review the first page of the Personal Pitch worksheet, complete the ‘Your Pitch’ column for each section
* Select 1 of the organizations you identify in your employer research. Complete the second page of the worksheet as if you were going to use it when introducing yourself to that employer at the fair.

**Learning Outcomes & Competencies**

* + Engage in employer research to identify organizations that match your areas of career interest. [Career and Self Development]
	+ Demonstrate the ability to articulate your skills, education, and experiences through your personal pitch. [Communication, Professionalism]

**Additional Resources for Completing the Assignment**

* [Getting started on Handshake](https://support.joinhandshake.com/hc/en-us/articles/218693368-Getting-Started-with-Handshake)
* [How to view employers attending the fair](https://support.joinhandshake.com/hc/en-us/articles/219133267-View-Employers-Attending-an-Upcoming-Career-Fair)

**Employer Research Worksheet**

**Organization #1 Name:**

What is the mission statement of this organization?

What services or products does the company provide?

Why are you interested in working for this organization?

**Organization #2 Name:**

What is the mission statement of this organization?

What services or products does the company provide?

Why are you interested in working for this organization?

**Organization #3 Name:**

What is the mission statement of this organization?

What services or products does the company provide?

Why are you interested in working for this organization?

**Personal Pitch Worksheet (Part 1)**

Your personal pitch can be used in many settings including job fairs, interviews, and networking events. Its goal is to introduce and summarize key points about your background and skills. It can be tailored to different audiences to ensure it resonates with specific opportunities.

**Components of an Elevator Pitch**

* **Who Are You?** Introduce yourself by sharing your name, where you attend school and major, and/or where you currently work. It is good to introduce one or two involvements/leadership roles if you have that type of experience.
* **What Makes You Stand Out?** Think of this as your special blend of skills and experiences. Your story is what makes you unique and the pitch is like your opening chapter. Do not simply list skills and past jobs but speak to the strengths and opportunities you have had that align with the opportunity or career field.
* **What Are Your Goals?** This lets people know what you are looking for (career advice, an internship, summer job, full-time position, find out more about a position via the interview, etc.). Make your motivations clear so that everyone is on the same page.

**Reflection & Pitch Development**

Let’s self-reflect on some things to help you draft your pitch. Answer each prompt below before moving on to the next page where you will develop a pitch tailored to a certain setting.

|  |  |
| --- | --- |
| Name 3 Core Strengths  | 1.2.3. |
| Why did I choose my major and what has been my favorite part of my studies | Why:Favorite Part: |
| What professional or academic experiences am I most proud of? |  |
| What are 2 of my career goals? Can be short-term, long-term, or one of each. | 1.2. |

**Personal Pitch Worksheet (Part 2)**

Select one of the companies/organizations you researched in the first part of this assignment. Complete the three prompts below to develop your pitch as if you are introducing yourself to them at the Job & Internship Fair.

1. **Who Are You?** Introduce yourself by sharing your name, where you attend school and major, and/or where you currently work. It is good to introduce one or two involvements/leadership roles if you have that type of experience.
2. **What Makes You Stand Out?** Think of this as your special blend of skills and experiences. Your story is what makes you unique and the pitch is like your opening chapter. Do not simply list skills and jobs but speak to the strengths and opportunities you have had that align with the opportunity or career field.
3. **What Are Your Goals?** This lets people know what you are looking for (career advice, an internship, summer job, full-time position, find out more about a position via the interview, etc.). Make your motivations clear so that everyone is on the same page.

**Sample Elevator Pitch**

Below is an example of a personal pitch in a job fair environment for a student seeking an internship. The pitch is not meant to be a long dialog but rather an approximately 30-second introduction that is concise and captures attention.

*Hi, my name is Michelina Roy, and I am a current Interdisciplinary Studies major with an interest in consumer research and product development. I serve as President of the​ Entrepreneurship Association on campus in addition to working at the Student Union. I have always sought experiences that involve problem-solving and utilize my critical thinking and leadership skills to excel in these environments. My love of learning is reflected in my major choice which has given me diverse knowledge in human behavior and data science. I’m very interested in gaining experience in product development with a firm such as P&G,​ which continues to set the industry standard for analyzing consumer behavior and developing cutting-edge products. I would appreciate hearing more about internship opportunities within your organization.​*

**Job & Internship Fair Prep Grading Rubric**

***Learning Outcome #1:*** *Engage in employer research to identify organizations that match your areas of career interest. [Career and Self Development]*

*\_\_\_ Student researched 3 companies and thoroughly answered each prompt (5 points)*

*\_\_\_ Student researched 3 companies but lacked detail in responses or missed some prompts (4 points)*

*\_\_\_ Student researched 2 companies and thoroughly answered each prompt (3 points)*

*\_\_\_ Student researched 2 companies but lacked detail in responses or missed some prompts (2 points)*

*\_\_\_ Student researched only one company (1 point)*

*\_\_\_ Student did not complete the Part 1 of the assignment (0 points)*

***Learning Outcome #2:*** *Demonstrate the ability to articulate your skills, education, and experiences through your personal pitch. [Communication, Professionalism]*

*\_\_\_ Student completed both parts 1 and 2 of the personal pitch worksheet showing good self-reflection and articulation of their skills, education, and experiences (5 points)*

*\_\_\_ Student completed both parts 1 and 2 of the personal pitch worksheet but did not fully self-reflect and articulate their skills, education, and experiences (4 points)*

*\_\_\_ Student completed only one of the parts of the personal pitch worksheet but showed good self-reflection and articulation of their skills, education, and experiences (3 points)*

*\_\_\_ Student completed only one of the parts of the personal pitch worksheet and did not fully self-reflect and articulate their skills, education, and experiences (2 point)*

*\_\_\_ Student did not complete Part 2 of the assignment (0 points)*