Industry Days

Helping Students Choose A Career Path
Today's Student Trends

Generation Z is...
More Visual
Try & See
Process (How)
Open Book World
Raised on Social Media

Impact
Need to get involved earlier in student spaces with peer-to-peer networking

“Show Them What It Looks Like”
• Started with - Steel Days 2013
• Basic Question:
  “If 1\textsuperscript{st} and 2\textsuperscript{nd} year students don’t know what a career in the Steel Industry is, why would they come to a Career Fair booth?”

• How do we show them?
  • Food in the middle of campus
  • \textit{Informal} interaction with company representatives
  • Panel \textit{Discussion}
2014-2015 Events

Railroad
Steel
Petroleum
Medical Careers
Event Planning

The Event

- Companies
- Students
- Fun
- Food
- Interactive
- Relaxed & Informal
- Experiential Education
- Convenient
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What It Looks Like

- Fall Events under the tent
- Speed-dating format for roundtable discussions
- Academic Advisor & Company input for discussion topics
- Interactive Exercise
Career Services Role

Career Services
- Event Logistics
- Organization
- Campus Publicity
- Documentation
- Communication with Academic Departments

Companies
- Content
- Representatives

...we provide support... you provide content...
Coming in 2015-2016

Fall 2015 Events
• Automotive Days
• Foundry Day
• Aerospace Day
• Mining Days
• Railroad Days
• Steel Days
• Petroleum Days
• Business Careers Day

Spring 2016
• Medical Careers Week
• Consumer Products Day
Looking Ahead

• What’s on the Horizon for your company?
• Sponsorship Guide
• Advanced planning with calendar
• Individual flyers with agenda and event information