

FACULTY & STAFF CAREER EXPO PREP GUIDE

Maximizing Student Success at Expo Eve & University Career Expos

FAMU CAREER & PROFESSIONAL DEVELOPMENT CENTER



FLORIDA A&M UNIVERSITY
CAREER AND PROFESSIONAL
DEVELOPMENT CENTER

The Power of Faculty Impact: Research consistently shows that student participation in recruiting events doubles when faculty incorporate career preparation directly into course syllabi and requirements. By assigning Career Expo participation as a core academic milestone, you prepare Rattlers to navigate professional recruitment with confidence.

1. CAREER EXPO TIMELINE

Key Recruitment Dates

- ✓ **Fall Career Expo:** Late September / Early October.
- ✓ **Spring Career Expo:** Late January / Early February.
- ✓ **Expo Eve:** Flagship networking event held the *day before* each Career Expo.

2. STUDENT READINESS CHECKLIST

Core Expectations

- ✓ **Handshake Profile:** 100% complete with updated resume uploaded.
- ✓ **Professional Dress Standards:** Professional attire strictly required for entry.
- ✓ **Elevator Pitch:** Refined 30-second introduction ready.
- ✓ **Employer Research:** Target list of companies reviewed via Handshake.

3. CURRICULUM INTEGRATION: GRADED ASSIGNMENTS

WHY GRADED INTEGRATION MATTERS

Rather than relying solely on extra credit, embedding Expo participation directly into your course syllabus ensures equitable participation across all student demographics. Below is a plug-and-play assignment design ready for your course syllabus.

Sample Syllabus Assignment: Career Expo Professional Engagement & Reflection (50 Points)

Objective: Connect course concepts to real-world career opportunities by engaging with industry leaders at Expo Eve or the Career Expo.

Assignment Requirements:

1. **Pre-Event Employer Research (10 pts):** Access Handshake, identify 3 participating employers, and summarize their core mission and open roles.
2. **Event Engagement (20 pts):** Attend Expo Eve or the Career Expo in accordance with university **dress standards** and engage with at least 2 target recruiters.
3. **Reflection Narrative (20 pts):** Submit a 300–500 word narrative reflecting on your conversations, key industry takeaways, and how the experience aligns with your long-term career goals.

4. CLASSROOM INTEGRATION IDEAS

- ✓ **Elevator Pitch Practice:** Dedicate 10 minutes of class to peer pitch feedback.
- ✓ **Handshake Check:** Require a screenshot of an updated Handshake profile.
- ✓ **Dress Standards Review:** Share professional dress expectations in class prior to event week.

5. REQUEST A CAREER CONVERSATION

"Don't Cancel That Class!"

Going out of town or attending a conference? Request a **Career Pathways Coach** to facilitate a tailored Expo Prep session.

- ✓ **3-Week Notice Required:** Submit requests at least 3 weeks prior.
- ✓ **Interactive Coaching:** Tailored pitch reviews and Expo strategy.

6. CORE DIGITAL PREP TOOLS FOR STUDENTS

Handshake

Register for Expo/Expo Eve, view employer directory, and filter open roles.

Big Interview

Practice mock interview questions and record pitch responses before recruiter meetings.

LinkedIn Learning

Complete self-paced micro-courses on elevator pitches and networking skills.

FOCUS2 Career

Assess alignment between academic majors and target industries represented at Expo.