Survey Summary: Common Themes and Extremes

Most Impressive
Students that impressed employers displayed a level of knowledge of the organisation and demonstrated that they had done their research prior to attending the Expo. Examples of specific questions included:

1. Will the… takeover affect your graduate recruitment intake?
2. I researched on your website and would like to know what you think it takes to make a successful…?
3. How many more shopping centres are you opening over the next year?
4. Are you involved in building anything for the Beijing Olympics?

General questions that impressed employers:
1. How does… differentiate itself from other organisations?
2. What are the challenges and rewards of working for…?
3. What are the values / strategic direction of…?
4. What is the most critical stage in the selection process?
5. What are the opportunities for training / development / career progression?
6. Why do you choose to work for…?
7. What type of work will I be involved in as a graduate / what is the daily routine?

Students who prefaced with a brief and professional introduction, shook hands, maintained eye contact and provided some background information of studies, majors and career aspirations were highly regarded.

Least Impressive
Questions that stood out as demonstrating a lack of research and common sense:
1. What does … do?
2. How much do I get paid / what is the starting salary?
3. Do you have a graduate program / graduate positions?
4. What graduates do you need?
5. Do you need PR/Citizenship to be eligible for your program?
6. Why do I need to have…major? I have … major – would that do?
7. I don’t want to work for … but can you tell me about the graduate program?
8. How do I stand out if I can’t be bothered putting through an application?
9. What happens if I lie on my application form?
10. I applied and haven’t heard anything?
11. Do I have to work 40hrs / week?
12. Can I have a bottle of water / lollypop / pen?
Most Frequently Asked
1. What is the recruitment process for your program?
2. When do applications close?
3. How many roles / positions are available in your graduate program?
4. What disciplines are you recruiting from?
5. What qualities, skills, knowledge, and competencies are you looking for?

Advice for students
1. Be prepared - research your target organisations prior to the Expo!!
2. Have questions prepared and written down
3. Dress in a professional manner
4. Approach employers and introduce yourself professionally
5. Shake hands and maintain eye contact
6. Listen carefully – base the conversation on employers’ responses rather than asking a barrage of questions
7. Demonstrate keen interest in your field and the organisations
8. Demonstrate a high level of communication skills
9. Ask questions about the industry not just the recruitment process
10. Demonstrate interest in the information provided by the employers
11. Show initiative and eagerness – don’t be afraid to ask questions
12. Talk to previous graduates about their experience with your potential employer

Behavioural Ratings from 1 to 5, with 1 being poor and 5 being excellent, of the quality of students today overall:

Mean ratings were generally around the middle/average mark and therefore not terribly useful, aside from the last rating of program knowledge which was only satisfactory.

1. Confidence = 3.3
2. Professional approach = 3.2
3. Clarity of questions = 3.2
4. Displayed knowledge of graduate program = 2.7