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. What can I do to be successful during the application process?
2. I researched on your website and would like to know what you think it takes to make a successful…?
3. What qualities are you looking for in …… role?

General questions that impressed employers:
1. How does… differentiate itself from other organisations?
2. What are the opportunities for training / development / career progression?
3. What type of work will I be involved in as a graduate / what is the daily routine?

Students that showed great understanding and had done their research on the companies past stood out from the rest.

Students who had prepared questions to ask employers benefited from specific knowledge of their career path and direction.

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. Can I have a bottle of water / lollypop / pen?
Most Frequently Asked
1. What does your Company do?
2. How many roles / positions are available in your graduate program?
3. What disciplines are you recruiting from?
4. Do I require PR to work within your company?

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

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