

Career Services prepares students for the Mass Communication Career Fair

By Aissa Martinez

Texas State University Career Services is sponsoring the Mass Communication Career Fair on March 2. The fair will take place in the ballroom on the third floor of LBJ Student Center from 12-4 p.m.

Students will have the opportunity to meet with several employers who are seeking to fill various types of positions.

Career advisor for the College of Fine Arts and Communication, Lilly Montalvo admits that to an undergraduate, this event can be overwhelming, especially for first-time attendees.

Montalvo recently offered advice as to what students should do to prepare for the career fair beforehand, what to do during the career fair and what students should do afterward.

Before the career fair:

“To be as prepared as possible, I would recommend that you always dress business professional to any career fair that you go to,” says Montalvo. Students are also advised to take 15 to 20 resumes with them to present employers with.

Montalvo says to research the employers beforehand. Employers tend to be more engaged in conversation with students who know more about their company versus those who do not.

During the career fair:

After you check in to the fair, make a plan.

“Never start with the employer you really want to impress,” Montalvo said. Instead, take a walk around the entire fair and look around at the various employers. On a notepad, write a list of about ten employers of interest.

Montalvo also recommends students to take the time to leave the area to gather their thoughts and practice what they will say. If students feel the need to practice with someone, Career Services staff members at the event are available to assist.

She said the key is for students to pick a few employers on the list they created and talk to them about their company and the position they are looking to fill. Once a particular strategy or list of questions seems to work, students can engage the employers they are really interested in.

Don’t hand them a resume right away, however. That is, Montalvo clarifies, not until after a connection has been made between the student and the potential employer. Once the resume is given, do not leave the booth without a business card. Montalvo suggests to jot down a few notes on the back of the card over what was discussed with that particular employer.

After the career fair:

Montalvo says to follow up with employers as one would after a typical job interview. Options include sending a thank-you email, and even connecting with the employer on professional social networking sites such as LinkedIn.

Montalvo's final piece of advice is that if students put themselves out there and build their communication skills, their efforts will pay off in the end.

For additional career advising and resources, visit the Career Services website at <http://careerservices.txstate.edu>.