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Looking for a Job? ASU Mid-South Career Fair on Oct. 21 Can Help

The Arkansas State University Mid-South Career Fair, featuring several major regional employers, will be held on Wednesday, Oct. 21, 11:30 a.m.-3 p.m., in the Donald W. Reynolds Center for Educational Excellence on the college's South Campus.

There is no admission fee for job seekers, and everyone is welcome and encouraged to attend.

"The Fair is a great opportunity to bring the community together for an event that benefits both the employers and potential employees," said event organizer Janice Coleman, ASU Mid-South Career Services coordinator. "Employers are always looking for skilled and qualified applicants, and the Fair gives them the chance to meet people who are ready, willing, able, and qualified."

"For people seeking employment, the Career Fair provides a one-stop opportunity to talk with representatives from many different companies."

Coleman said as many as 20 plus employers are expected to participate, and companies/businesses still have time to reserve space at the event. Online registration is available at www.asumidsouth.edu by clicking on the Job Fair image/link, in the center of the home page. The fee for employers is \$45



“We have focused on companies that have immediate hiring needs,” Coleman said. “A lot of employers are interested in conducting interviews the day of the Fair, and we have made arrangements for them to have the opportunity to do so.”

Job seekers should come ready to put their best foot forward, Coleman said. Appearance, greeting, and follow-up are important aspects of a successful job fair experience. She added that professional dress is a must.

“You should look professional and make a good impression by dressing as you would for a formal interview,” she pointed out. “Women should consider a dark professional looking suit or tailored dress. Men should wear a suit with a tie or a jacket, tie, dress pants combination.”

“I also tell people that when they are dropping off an application they need to look their best because you never know what might happen. The employer may say, ‘Wow, can I talk to you for a few minutes?’ That’s an interview. You have to be ready.”

While at the Career Fair, job seekers should greet recruiters with a firm handshake, make eye contact, and smile.

“This is your opportunity to sell yourself and your knowledge of the company, but you should also allow the recruiter to talk and be responsive to his/her questions,” Coleman explained. “Don’t forget to ask for the recruiter’s business card and pick up any literature that is available. Thank the recruiter for his/her time and offer another firm handshake as you depart.”

Coleman said a good resume is vital when attending any job/career fair.

“The resume is the best way to market yourself; it’s the first opportunity for an employer to meet you,” she explained. “It should be error free, correct, and an accurate reflection of your skills and qualifications.”

Maintaining contact with prospective employers is also an important part of the process.

“After the event, you should make it a point to follow up with a letter expressing your interest in the company and in what they have to offer,” Coleman explained. “You may want to include an updated résumé, a link to an electronic portfolio, or provide better answers to specific questions asked during the event.”

Thank you/follow-up letters should be received by the employer within 2-5 days after an event.

For more information on the ASU Mid-South Career Fair, please contact Coleman at (870) 733-6702 or jdcoleman@midsouthcc.edu.