Social Sciences Career & Internship Exploration Day

A Senior Project

By

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Janiece Jarman
Katrina Schwarz

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SOCS 461 and 462
Senior Project
Social Sciences Department
College of Liberal Arts

CALIFORNIA POLYTECHNIC STATE UNIVERSITY

Fall, 2012
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Introduction

Each year the Social Science Department at Cal Poly State University at San Luis Obispo holds a Career and Internship Exploration Day (Expo) to provide opportunities for students to explore future careers and develop skills that they will use to find a job post-graduation. The Expo successfully provides a setting where students can discuss careers with working professionals and determine which career path will suit their future endeavors. Older students are able to focus on networking with potential employers and specifically learn more on how they can obtain a job in the field of their choice, while younger students are better able to select a concentration within Social Sciences and begin exploring internship or volunteer opportunities.

In the past, student-planning committees, along with a faculty advisor, have managed all events due to the fact that the Social Sciences Career and Internship Exploration Day is not an easy event to execute alone. Therefore, we began meeting in the fall of 2012 to discuss goals that we might accomplish in regards to venue, companies, updating the internship offerings, as well as other important tasks relevant to the Expo. Throughout the year, we were able to accomplish a majority of our goals during weekly meetings in which we could develop ideas, discuss what we should do by the next week, and address any problems or concerns that arose. Using calendars and deadlines, we broke up the responsibilities for the event day in order to be most efficient.

The process of planning a major event on a college campus, advertising and executing the event, and documenting each step along the way can be managed only by the good organization skills and productive efficiency of a group. While using multiple advertising techniques, we brought awareness to our campus. Networking to multiple
business’ and organizations along the Central Coast of California provided a large group of prospective careers for students, as well as presented a cushion for those who could not attend the event.

Lastly, punctuality, specifically in making decisions regarding reservations and catering proved to relieve stress and last minute issues during the planning process. In this project we outline the specifics of planning including making reservations, advertising, and networking as well as information on the execution of the event. While planning the event is the bulk of the hard work that goes into the event day, we have dedicated three major sections solely to reservations, advertising, and networking. Then, in chronological order, we discuss a proposed Speed Mentoring event and the Event Day with a focus on each of its separate sub-events. Lastly, we provide an analysis on the data that we collected through a student survey on event day. Important documents and records associated with the event are incorporated as well to provide a complete narrative of that which we accomplished while planning and executing this senior project.
Logistics

Planning

At the beginning of fall quarter 2012, we began planning for the Social Science Career and Internship Expo. First, we decided on an approximate date and location. We then decided to hold the event in the Performing Arts Center lobby, as it provided a central location close to parking and easily accessible to guests, as well as a professional environment. We decided to hold the event in February to give us enough time to plan and also contact organizations. Next, we divided different tasks that needed to be addresses. We started with updating our contact list to provide us with a good idea of organizations that might be interested in coming to the Career Expo and also offering internships to students. We divided the responsibility into creating a budget, updating contact list, making a reservation, outreach, and contacting companies.

Organization

In order to reserve the Performing Arts Center lobby for the Social Science Career Expo we decided on a date in advance. We came across a few scheduling issues with other events and the Performing Arts Center availability, but decided to hold the event Tuesday February 26, 2013 from 11am to 1pm. The board approved our budget to hold the event in the PAC lobby and we had Carolyn reserve the room for us. (Receipt located below)
Catering

Our other expenses included catering, which consisted of two small sandwich platters for the vendors from the Subway located on campus amounting to $50.00 and also cookies and coffee for the attendees. Cookies came to a total of $21.00 from Costco and we used campus catering for the coffee, amounting to around $30.00. For future events, we may want to provide more coffee and water.
Vender Attendance

To contact organizations we complied a master list and sent organizations’ responses to the main person who was managing the list. For our initial e-mail we used the template below:

Dear ______

My name is ________ and I am a fourth year _______ student at Cal Poly, San Luis Obispo. This year I have been appropriated the task of planning and executing the Social Sciences Department's annual Career and Internship Expo that will be held on Tuesday, February 26th. I am contacting you because our committee would like to extend an invitation for a representative from your organization to attend.

The purpose of this event is to inform students on potential career paths or internships their field of interest offers. The expo will be held in the lobby of the Performing Arts Center at Cal Poly from 11:00AM to 1:00PM, with a set-up at 10:30AM. Each organization will have an individual booth with one or more representatives providing information to the students via visuals, handouts, etc. We are asking representatives to provide information on their organization, typical projects they work on, types of entry-level positions they hire, and the path students should take to get into that field.

Students of all class standings will be in attendance. We also encourage students to bring their resume as some companies may have openings. If you happen to have any job or internship opportunities we will have students there interested as well.

Lunch, a parking pass, and a table with chairs will be provided for your convenience. Please reply to this email if a representative from your organization will be able to attend our expo on Tuesday, February 26th, or to request more information.

Thank you for your time and we look forward to hearing from you,

________

To follow up with those that did not respond, our second attempt was through phone calls. By the end of our contacting period, we had a total of 17 organizations
confirm they would be attending. Many who did not attend, we were either unable to contact, they were too busy, or they did not have any open positions or internships for students but wished to be contacted in following years. Below is the master list we used to contact companies:

<table>
<thead>
<tr>
<th>Agency</th>
<th>Contact Name</th>
<th>Email</th>
<th>Phone</th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>San Luis Obispo Probation</td>
<td>Wendy Waldren</td>
<td><a href="mailto:waldren@supd.org">waldren@supd.org</a></td>
<td>805-356-3669</td>
<td>Y</td>
<td>N</td>
</tr>
<tr>
<td>AmeriCorps-CP-SLO</td>
<td>Lesson Terrey</td>
<td><a href="mailto:terrrey@calpoly.edu">terrrey@calpoly.edu</a></td>
<td>805-756-5338</td>
<td>Y</td>
<td>Y-SIL</td>
</tr>
<tr>
<td>University Police Department</td>
<td>Cheryl Andrus</td>
<td><a href="mailto:andrus@calpoly.edu">andrus@calpoly.edu</a></td>
<td>805-756-1116</td>
<td>N</td>
<td>N</td>
</tr>
<tr>
<td>Cal Poly College Independent Living Program</td>
<td>Kellie Robinson</td>
<td><a href="mailto:kellerbe@calpoly.edu">kellerbe@calpoly.edu</a></td>
<td>805-788-1807</td>
<td>EMAIL</td>
<td>Y</td>
</tr>
<tr>
<td>Certified Child Life Specialist</td>
<td>Pam McLaughlin</td>
<td><a href="mailto:tmsbuilding@pom.net">tmsbuilding@pom.net</a></td>
<td>805-540-8308</td>
<td>EMAIL</td>
<td></td>
</tr>
<tr>
<td>SLO GIS</td>
<td>Mike Halverson</td>
<td><a href="mailto:mhalverson@calpoly.edu">mhalverson@calpoly.edu</a></td>
<td></td>
<td></td>
<td>EMAIL</td>
</tr>
<tr>
<td>SLO County Archaeological Society Collections</td>
<td>Christina Macdonald</td>
<td>christina.macdonald@CalPoly</td>
<td>805-549-3333</td>
<td>EMAIL</td>
<td></td>
</tr>
<tr>
<td>Hospital Social Work Private Practice</td>
<td>Liz Johnson</td>
<td><a href="mailto:lizjohnson@calpoly.edu">lizjohnson@calpoly.edu</a></td>
<td>805-787-0106</td>
<td>Y</td>
<td></td>
</tr>
<tr>
<td>Cal Poly</td>
<td>Kristi Adkins</td>
<td><a href="mailto:kristi.adkins@calpoly.edu">kristi.adkins@calpoly.edu</a></td>
<td>805-541-6542</td>
<td></td>
<td>EMAILED</td>
</tr>
<tr>
<td>Central Coast Hospice Partners</td>
<td>Brandi Novak</td>
<td><a href="mailto:brandinovak@williamson.com">brandinovak@williamson.com</a></td>
<td></td>
<td>N</td>
<td></td>
</tr>
<tr>
<td>Transitions Mental Health</td>
<td>Kristine Alexander</td>
<td><a href="mailto:kalexander@calpoly.edu">kalexander@calpoly.edu</a></td>
<td>805-549-6596</td>
<td>EMAIL</td>
<td></td>
</tr>
<tr>
<td>NWSA/SACI</td>
<td>Kristen Vercher</td>
<td><a href="mailto:kvercher@calpoly.edu">kvercher@calpoly.edu</a></td>
<td>805-226-3400</td>
<td>Y</td>
<td></td>
</tr>
<tr>
<td>Social Sciences Club</td>
<td>Jennifer O'Brien</td>
<td><a href="mailto:jennifer@calpoly.edu">jennifer@calpoly.edu</a></td>
<td>805-549-3731</td>
<td>Y</td>
<td></td>
</tr>
<tr>
<td>Student Academic Services-CP</td>
<td>Susan Sparkling</td>
<td><a href="mailto:ssparkling@calpoly.edu">ssparkling@calpoly.edu</a></td>
<td>805-756-2301</td>
<td>EMAIL</td>
<td></td>
</tr>
<tr>
<td>Career Services</td>
<td>Charlene Rommel</td>
<td><a href="mailto:charlene.rommel@calpoly.edu">charlene.rommel@calpoly.edu</a></td>
<td></td>
<td></td>
<td>EMAIL</td>
</tr>
<tr>
<td>Dana Delaro</td>
<td>Matthew Duggan</td>
<td><a href="mailto:maduggan@calpoly.edu">maduggan@calpoly.edu</a></td>
<td>805-392-0579</td>
<td>Y</td>
<td></td>
</tr>
<tr>
<td>Long Term Care Geriatricists</td>
<td>Carly Fox</td>
<td>Carly <a href="mailto:Fox@calpoly.edu">Fox@calpoly.edu</a></td>
<td>805-785-0132</td>
<td>CANCELLED</td>
<td></td>
</tr>
<tr>
<td>City of SLO Parks and Rec</td>
<td>Oliva Starkey/Melissa Villarreal</td>
<td><a href="mailto:melissa@calpoly.edu">melissa@calpoly.edu</a></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Youth in Action</td>
<td>Nick Larson</td>
<td><a href="mailto:nicklarson@calpoly.edu">nicklarson@calpoly.edu</a></td>
<td></td>
<td>Y</td>
<td></td>
</tr>
<tr>
<td>Family Care Network</td>
<td>Ashley Doni/Liapia Lope</td>
<td><a href="mailto:alope@calpoly.edu">alope@calpoly.edu</a></td>
<td>805-782-3335/805-503-6252</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dream Camp Foundation</td>
<td>Jon Peterson</td>
<td><a href="mailto:jpeterson@calpoly.edu">jpeterson@calpoly.edu</a></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Peace Corps</td>
<td>Sean Michelotti</td>
<td><a href="mailto:sdmichelotti@calpoly.edu">sdmichelotti@calpoly.edu</a></td>
<td></td>
<td>Y</td>
<td></td>
</tr>
<tr>
<td>Food Bank Coalition of SLO</td>
<td>Wendy</td>
<td><a href="mailto:mrentis@foodbank.org">mrentis@foodbank.org</a></td>
<td>802-238-1664</td>
<td>N</td>
<td>DID NOT RETURN</td>
</tr>
<tr>
<td>Federal Bureau of Prisons- RCC/Lompoc</td>
<td>Felicia Ponce</td>
<td><a href="mailto:ponce@bop.gov">ponce@bop.gov</a></td>
<td>805-355-7711/3414</td>
<td>Y</td>
<td></td>
</tr>
<tr>
<td>Women's Shelter of SLO</td>
<td>Sandra Bourbon</td>
<td><a href="mailto:bourbon@calpoly.edu">bourbon@calpoly.edu</a></td>
<td>805-543-4478</td>
<td>Y</td>
<td></td>
</tr>
<tr>
<td>CAPM/RN Pedro Murillas</td>
<td><a href="mailto:pedro@calpoly.edu">pedro@calpoly.edu</a></td>
<td><a href="mailto:pedro@calpoly.edu">pedro@calpoly.edu</a></td>
<td>916-448-1116</td>
<td>N</td>
<td>DID NOT RETURN</td>
</tr>
<tr>
<td>California Regional Environmental Education</td>
<td>Celeste Huyler</td>
<td><a href="mailto:celeste@calpoly.edu">celeste@calpoly.edu</a></td>
<td>805-782-7124</td>
<td>Y</td>
<td></td>
</tr>
<tr>
<td>The Plaza to Grow On</td>
<td></td>
<td></td>
<td>805-254-1755</td>
<td>Y</td>
<td></td>
</tr>
<tr>
<td>Community Action</td>
<td>Laura Streeter</td>
<td><a href="mailto:laura@calpoly.edu">laura@calpoly.edu</a></td>
<td>805-544-4355</td>
<td>Y</td>
<td>DID NOT RETURN</td>
</tr>
<tr>
<td>R.E.A.C.H.</td>
<td>Rachel Bowley</td>
<td><a href="mailto:rachellbowley@calpoly.edu">rachellbowley@calpoly.edu</a></td>
<td>877-892-2422</td>
<td>Y</td>
<td>DID NOT RETURN</td>
</tr>
</tbody>
</table>

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<thead>
<tr>
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<th>Phone</th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>SLO County Probation Department</td>
<td>Gary Jareamson</td>
<td><a href="mailto:garyjareamson@calpoly.edu">garyjareamson@calpoly.edu</a></td>
<td>805-781-3378</td>
<td></td>
<td></td>
</tr>
<tr>
<td>UNICEF</td>
<td>Lindsay Brunsme</td>
<td><a href="mailto:lindsay2@yahoo.com">lindsay2@yahoo.com</a></td>
<td>310-292-0982</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Student Conservation Association</td>
<td>Jenny Martin</td>
<td><a href="mailto:jmartin@calpoly.edu">jmartin@calpoly.edu</a></td>
<td>510-832-1966</td>
<td></td>
<td></td>
</tr>
<tr>
<td>OPTIONS Community Disability Services</td>
<td>Jenny Cobb</td>
<td><a href="mailto:jenny@calpoly.edu">jenny@calpoly.edu</a></td>
<td>802-772-0066</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Economic Opportunity Commission of SLO</td>
<td>Jeann Pong</td>
<td><a href="mailto:jpong@calpoly.edu">jpong@calpoly.edu</a></td>
<td>805-544-4355</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Big Brother Big Sisters</td>
<td>Alison Kendall</td>
<td><a href="mailto:alison@bigs.org">alison@bigs.org</a></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOMS</td>
<td>Non Powlowski</td>
<td><a href="mailto:nonpowlowski@calpoly.edu">nonpowlowski@calpoly.edu</a></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>California State Parks</td>
<td>Blue Wheeler</td>
<td><a href="mailto:bluewheeler@calpoly.edu">bluewheeler@calpoly.edu</a></td>
<td>805-927-2094</td>
<td></td>
<td>Y</td>
</tr>
</tbody>
</table>

| INTERNSHIPS                                      |                          |                             |                 |       |       |
| Morro Bay Audubon Society                        | Holly Sleeted            | hskieted@calpoly.edu        | 239-3928        | N     | DID NOT RETURN |
| California Rural Assistance                      | Michael Blank            | mblank@calpoly.edu          | 544-7977 ext. 304 | N   |       |
| ECOSLO                                          | Maia Hall                | ecoslo@calpoly.edu          | 544-1777        | Y     |       |
| Mariposa National Wildlife Program               | Peter Swanson            | peter.swanson@calpoly.edu   | 773-1934 ext. 14 | N     |       |
| Tetra Tech                                      | Tim Trinagle             | tim.trinagle@tetraleptech.com | 846-9022, 313-7244 | N   |       |
| Applied Earthworks                              | Barry Price              | barry.price@appliedEarthworks | 781-5150         | N     |       |
| City of SLO Division                            | David Hahn               | david.hahn@calpoly.edu      | 781-7189        | Y     |       |
| City of SLO Ranger Service                      | Doug Carlson/Aris Roudaboshi | durg@calpoly.edu           | 781-7303, 781-2172 | Y     | MAIRE |
| Guadalupe-Nipomo Dunes Center                   | Kanani Fox               | kananif@calpoly.edu         | 842-2455        | Y     |       |

| INTERNSHIPS                                      |                          |                             |                 |       |       |
| Morro Bay Audubon Society                        | Holly Sleeted            | hskieted@calpoly.edu        | 239-3928        | N     | DID NOT RETURN |
| California Rural Assistance                      | Michael Blank            | mblank@calpoly.edu          | 544-7977 ext. 304 | N   |       |
| ECOSLO                                          | Maia Hall                | ecoslo@calpoly.edu          | 544-1777        | Y     |       |
| Mariposa National Wildlife Program               | Peter Swanson            | peter.swanson@calpoly.edu   | 773-1934 ext. 14 | N     |       |
| Tetra Tech                                      | Tim Trinagle             | tim.trinagle@tetraleptech.com | 846-9022, 313-7244 | N   |       |
| Applied Earthworks                              | Barry Price              | barry.price@appliedEarthworks | 781-5150         | N     |       |
| City of SLO Division                            | David Hahn               | david.hahn@calpoly.edu      | 781-7189        | Y     |       |
| City of SLO Ranger Service                      | Doug Carlson/Aris Roudaboshi | durg@calpoly.edu           | 781-7303, 781-2172 | Y     | MAIRE |

| END##WANTS TO BE REMOVED                         | Debbie Jones             | deb@calpoly.edu             | 842-2455        | Y     |       |

| INCOME                                           |                          |                             |                 |       |       |
| The Land Consensus                               | volunteer@calpoly.edu    |                             | 541-9059        | N     |       |
| SLO County Planning and Building                 | John Galo or Jeff Legato| jgalof@calpoly.edu          | 781-5979, 781-5102 | Y   | DID NOT RETURN |
| SLO County Parks                                 | Erika Del Rio            | erikadelrio@calpoly.edu     | 785-5250        | Y     | DID NOT RETURN |
| SWCA Environmental Consultants                  | Bill Harry               | bhill@swca.com              | 544-2367        | Y     |       |
| Upward Bound                                    | Luis Gonzalez            | louna@calpoly.edu           | 756-2301        | Y     |       |
| Sprout Up (EDPG)                                 |                          |                             |                 |       |       |
| Air Force Cultural Resource Management           | Kelly Braker             | kbraker@calpoly.edu         |                 | Y     | DID NOT RETURN |
| CalFire                                         |                          |                             |                 | Y     | DID NOT RETURN |
The week before the event, we sent a follow up e-mail to all the attending organizations telling them where to pick up their parking permit, what to expect at our event, and where the event was located.

Dear ________,

We look forward to your attendance at the Cal Poly Social Science Career Expo on **Tues. Feb 26**. Set up will begin at 10:30am. We will be providing parking passes, tables, chairs, and a light lunch. We hope to have the upwards of 100 students throughout the event. Please e-mail us with the names of the representatives who will be attending by Thursday Feb. 21 so we can plan accordingly.

Thank you for your time and we look forward to hearing from you,

________

**Publicity**

Without quality advertisement, the Social Sciences Career and Internship Exploration Day would not have been as successful of an event. We made sure to sufficiently advertise across campus in order to ensure that both older and younger students were able to become aware of the event. All three organizers were able to make classroom announcements to publicize the event, which served to be an integral part of our publicity work. Connie divided up the classroom announcements, and pairing was based on location of classroom as well as schedules of individuals. These announcements provided a great opportunity for the expo’s student organizers to spread the word of the event from a student perspective, rather than professors’ perspective. Connie was also able to utilize a personal contact in Graphic Design in order to create a flyer as well as distribute publicity across campus.

This distribution consisted of posters being put into both classrooms covering the university as well as each of the residence halls of Cal Poly’s campus including: Trinity,
Santa Lucia/North Mountain, Muir, Tenaya, Fremont, Sierra Madre, and Yosemite. We also advertised in second year housing apartments of Poly Canyon Village as well as Cerro Vista to ensure that a large audience was reached. These locations also covered all majors on-campus, not only those in liberal arts or specifically in the Social Sciences Department. (See flyer on following page)
Career and Internship Expo
HOSTED BY THE Social Sciences Department

The purpose of this event is to inform students on potential career paths or internships their field of interest offers. Organizations will have booths with representatives for students to speak with and find out more about projects, types of entry-level positions, and advice on how to get into the field!

**Date of Event**
TUESDAY, FEBRUARY 26TH
02 26 13

**Time of Event**
11:00 AM TO 1:00 PM

**Speed Mentoring Session**
A panel of professionals from the community will offer advice on students’ career paths.

Speed Mentoring Session will be from 1:00PM-2:00PM.

Sign up at the Expo to join the conversation!

**Location**
PERFORMING ARTS CENTER

Refresh those résumés and be sure to bring them with you to the Expo!

Some of the attending companies/organizations may have available positions, and you may be just the person for the job!
We also utilized on-campus resources such as the newly installed whiteboards in the library to advertise for the event, which proved to be valuable form of advertisement as students stated that they had read the information in the library and were stopping by to inquire about the event. (See pictures below)
Another form of advertisement included utilization of Facebook, as a majority of students are connected to online social media, we were able to broadcast to a larger audience. (See screenshot below)

![Facebook screenshot](image)

Various professors within the Social Sciences department were also helpful by offering extra credit to their students for attending the Expo. A week before the event took place, Dr. Jones, the Social Science department head, also sent out an e-mail reminding all the students about the event. We also contacted all the professors in the department via e-mail asking them to remind their students about the date and location of the event.
**Event Day**

**Set-Up**

The months of preparation we had put in all finally came to a head on Event Day – Tuesday, February 26th, 2013. We began the day by meeting in our advisor’s office for one last run down of the logistics for the event. After, Janiece and Katrina headed over to Subway to pick-up the food, then we were off to the PAC to begin set-up. We made sure all the food was in order, placed the company’s table tents on the appropriate table, and set up our laptops for the students to take our survey. As the companies began to arrive, we led them to their tables and helped them with the set-up of their materials. Shortly after, it was 11 o’clock, the organizations were situated, and the students began to fill into the lobby. We made sure to greet each student as they arrived, and let them know we had an online survey for them to fill out at the end of their time at the event. All in all, we think the event ran very smoothly, both students and organizations complimented the events. It was enriching for both the students and the organizations.

**Speed- Mentoring**

Speed Mentoring resembles speed dating. The set up is very similar where each professional is seated at his or her own table and the students get a chance to talk to each of them. Every session is about 5-10 minutes long, then the students move on to the next professional. During this time, they can ask questions about their jobs, how to get to where they are, and any other multitude of questions. At the beginning of our planning for this event, we intended on having a speed mentoring section. It was going to be held from 1-2pm, right after the Career Expo. Our advisor had gathered a group of professionals that agreed to be apart of this. Our job was to get the word out to students
and start getting them signed up. Unfortunately, a week before the event Dr. Timms informed us that the professionals he had lined up for the panel could no longer make it. By that time it was too short notice to replace the whole panel, so we had to cancel the event.

Analysis

After students were done perusing the different organizations in attendance, they were asked to fill out a survey on computers before leaving the event. (See below and on following page)

Social Sciences Career Expo Questionnaire

This is a brief survey for us to gauge changes for next year as well as on possible organizations to contact.

* Required

What is your major? *

What year are you in college? *

0 1st

0 2nd

0 3rd

0 4th

0 5th

0 Other

How informative did you find this event? *

1 2 3 4 5

Not Informative 0 0 0 0 0 Very Informative
Which table(s) did you find most informative/interesting? *

- City of SLO Parks and Rec
- Youth in Action
- Family Care Network
- Peace Corps
- Women's Shelter of SLO
- NCWS/SARP
- AmeriCorps SLO
- ESRI GIS
- City of SLO GIS Division
- City of SLO Ranger Service
- Geographic-Numerous Database Center
- Spirit Up (EENG)
- Federal Bureau of Prisons - FCC Lexipol
- Social Sciences Club
- Career Services
- The Land Conservancy
- Dream Camp Foundation

What would you change about the event? *
What organizations would you like? Is this a good time for students to attend?

Never submit passwords through Google Forms.
The results of the survey were as follows:

Most student attendees were fourth years and a large amount were third years. This is the age group that is most likely to be beginning networking and looking for careers. A large amount of first and second years also attended the event.
The attendees to the Social Sciences Career and Internship Expo included a majority of Anthropology/Geography majors (35.1%), with students in the Other category falling closely behind at (33.8%), as well as students in the Sociology category (27%).
Almost all students found the event informational. Nearly 57% of those who took the survey found it either a 3 or 4 out of 5 on level on informative (5 being most informative), and 35% rated the event a 5 out of 5, very informative.
When asked which booths the students found most helpful or informative, they were shown multiple checkboxes that reminded them of each organization present. Our results show that Peace Corps and ESRI GIS received the most responses and can therefore be claimed as the most informative booths to students. It may be important to note that the representative from Peace Corps was a former student at Cal Poly, and the representative from ESRI is a board member of the Social Sciences Department.
Finally, our survey had a final section in which student attendees could type their additional comments about the event. The table contains a summary of the pros and cons of the comments that were received.

**ADDITIONAL COMMENTS**

- Pros and Cons
  - Pros
    - Good time
    - Good event
      - Very well organized
    - Good location (PAC Lobby)
    - Good opportunity for freshmen as a first-year student
    - Good food (Subway/cookies/refreshments)
    - Raising awareness for Social Sciences students
  - Cons
    - More organizations outside of San Luis Obispo
      - More conservation, GS, archaeology, non-profit
    - More representatives per table
    - Spread tables for more flow
    - Establish dress code for event
    - More free swag
Conclusion

The questionnaire we had students fill out at the end of their experience at the career fair provided a very valuable critique of what students are looking for in an event as such. From this information we have inferred that greater representation from organizations more geared towards anthropology and geography majors would have created a more informative event. Unfortunately, many of the companies we contacted associated with these majors were unable to attend.

Our event could have been improved on in multiple ways to make for a more successful career expo. Having a wider range of job opportunities and companies including a study abroad table, information about grad school and continued education, and organizations outside the San Luis Obispo area could have enriched students’ experiences providing a broader range of options for all years. Although Career Services was already hosting a resume workshop close to the date of our event, it would further benefit students to provide a supplementary informative event, such as a speed mentoring or a graduate panel.

For the most part, we received a positive response from both the organizations and students who attended the event. The PAC lobby provided a good atmosphere and space to set up the tables. Through the Career Expo, we were able to reach our goals of providing an event that was informative and helpful to students who were graduating, and also to students who were looking for internship opportunities and information.