

SEPTEMBER 20, 2006 LEHIGH VALLEY JOB FAIR EVALUATION REPORT

**Prepared by:
Lehigh Valley Workforce Investment Board, Inc.**

SUMMARY

"JOB FAIR EVALUATION FORM/EMPLOYER"

The September, 2006 Lehigh Valley Job Fair was held from 10:00 AM to 6:00 PM, at Agricultural Hall, Allentown Fairgrounds. A total of 144 employers participated in the Job Fair. One hundred nineteen employers responded to the "Job Fair Evaluation Form/Employer." Not all the respondents completed all the questions on the survey.

Approximately 92 percent of the employers gave the OVERALL QUALITY categories an excellent or good rating. These categories included the following: organization of the Job Fair, marketing/publicity announcing the Job Fair, adequacy of facility for the Job Fair, overall value of this Job Fair in your recruitment strategy, and the cost effectiveness of recruitment.

The EMPLOYERS' RATING OF APPLICANTS categories were rated excellent or good by 79 percent of the employers. These categories included the following: quality of job seekers, and the quality of the job seekers' resumes.

This report includes a complete list of the employers' suggestions to improve the job fair.

A majority of the employers, 88 percent, felt the Lehigh Valley Workforce meets their hiring needs. A majority of the employers learned about the Job Fair through the CareerLink Lehigh Valley staff or an invitation from CareerLink. About 35 percent would be interested in a half day training program on the effective use of the www.pacareerlink.state.pa.us recruitment website.

"JOB FAIR EVALUATION FORM/JOB SEEKERS"

About 4,500 participants (job seekers) attended the Job Fair. Three hundred seventy five participants responded to the "Job Fair Evaluation Form." Not all the respondents completed all the questions on the survey.

Approximately 94 percent of the respondents gave the OVERALL QUALITY categories an excellent or good rating. These categories included the following: organization of the Job Fair, marketing/publicity announcing the Job Fair, date and time of the Job Fair, and the overall value of the Job Fair.

The PARTICIPANTS' RATING OF EMPLOYERS categories were rated excellent or good by about 91 percent of the participants (job seekers). These categories included the following: quantity and quality of employers, and the employers' readiness to discuss job openings.

The following are some of the suggestions participants made to improve the Job Fair: a wider variety of positions, longer hours, hold the job fair on a weekend or make the job fair a multi-day event.

The newspaper was the most effective marketing method that participants used to learn about the Job Fair. Approximately 54 percent stated this as being the method they used to learn about the Job Fair. About 30 percent of the participants had a four-year college degree or more, and about 13 percent had a two-year college degree. Approximately 44 percent of the participants were employed. The majority of participants, 58.8 percent, talked to between four and ten employers.

Job Fair Evaluation Form/Employers
September 20, 2006 - 10:00 AM to 6:00 PM

Your feedback helps us improve future Job Fairs.

Please rate each comment below by checking A-D depending on your opinion

	A Excellent	B Good	C Fair	D Poor
1.Organization of the Job Fair				
2.Marketing/Publicity Announcing Job Fair				
3.Adequacy of facility for the Job Fair				
4.Quality of Job Seekers				
5.Quality of Job Seeker Resumes				
6.Overall value of this Job Fair in your recruitment strategy				
7.Cost effectiveness of recruitment				

8. How did you learn about CareerLink Lehigh Valley Job Fair 2006? (Check (✓) the box that applies below)

- CareerLink LV Staff
 Newspaper
 Billboards
 Chamber of Commerce Mailing
 TV Ad
 Internet
 Colleague
 Invitation from CareerLink
 Radio Ads
 Other (Please Specify) _____

9. Likelihood you would refer a colleague to future PA CareerLink Lehigh Valley Job Fairs? Yes _____ No _____

10. Would you be interested in attending future PA CareerLink Lehigh Valley Job Fairs? Yes _____ No _____

Time of Year (month or season) _____

(Attach Business Card or) give Company Name: _____

Phone _____ **Contact** _____

11. Would you be interested in a half day training program on the effective use of our www.pacareerlink.state.pa.us recruitment website? Yes No

If Yes, please supply your email address. _____

12. Does the Lehigh Valley Workforce meet your hiring needs? Yes _____ No _____

If No, what training needs to be done? _____

13. Would you be interested in other employment and training services available through PA CareerLink LehighValley?

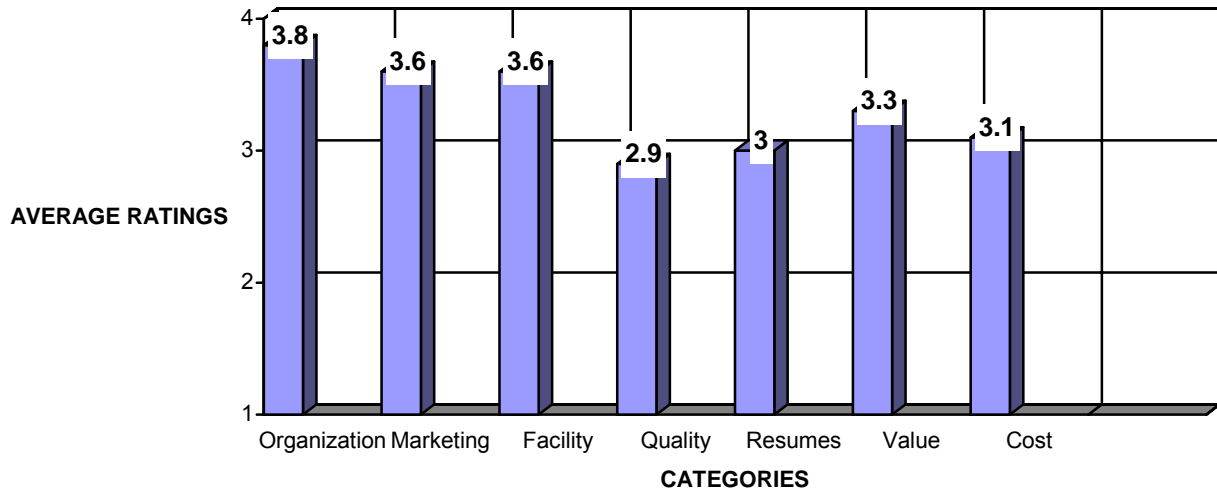
If Yes, please supply your email address. _____

14. How could this Job Fair be improved?

15. Comments and Suggestions:

**JOB FAIR
EMPLOYER EVALUATION RESULTS
"Job Fair Evaluation Form/Employers"**

**Job Fair
Overall Ratings**



CATEGORIES:

- ORGANIZATION - Organization of the Job Fair
- MARKETING - Marketing/Publicity Announcing Job Fair
- FACILITY - Adequacy of Facility for the Job Fair
- QUALITY – Quality of Job Seekers
- RESUME – Quality of Job Seekers’ Resumes
- VALUE - Overall Value of This Job Fair In Your Recruitment Strategy
- COST - Cost Effectiveness of Recruitment

RATINGS:

- 1 = Poor
- 2 = Fair
- 3 = Good
- 4 = Excellent

"Job Fair Evaluation Form/Employers" Overall Satisfaction Results:

A total of **119** employers, who participated in the September 2006 Job Fair, responded to the "Job Fair Evaluation Form/Employers" survey. Not all employers responded to all the questions on the survey.

Approximately 79 percent rated the **organization of the Job Fair** category as excellent. Another 20.2 percent rated it as good. About one percent rated it fair.

The category asking the respondents their rating on the **marketing/publicity announcing of the Job Fair** was rated excellent by 66.4 percent of the employers. Another 30.2 percent gave it a good rating and 2.6 percent gave it a fair rating. Another .9 percent gave this category a poor rating.

The **adequacy of facility for the Job Fair** category was rated excellent by 67.2 percent. Another 26.1 percent gave this category a good rating. Another five percent rated it as fair, and .8 percent rated it poor.

The **quality of job seekers** category was rated excellent by 18.1 percent of the employers. A good rating was given by 58.6 percent. Another 20.7 percent rated them fair and 2.6 percent rated them poor.

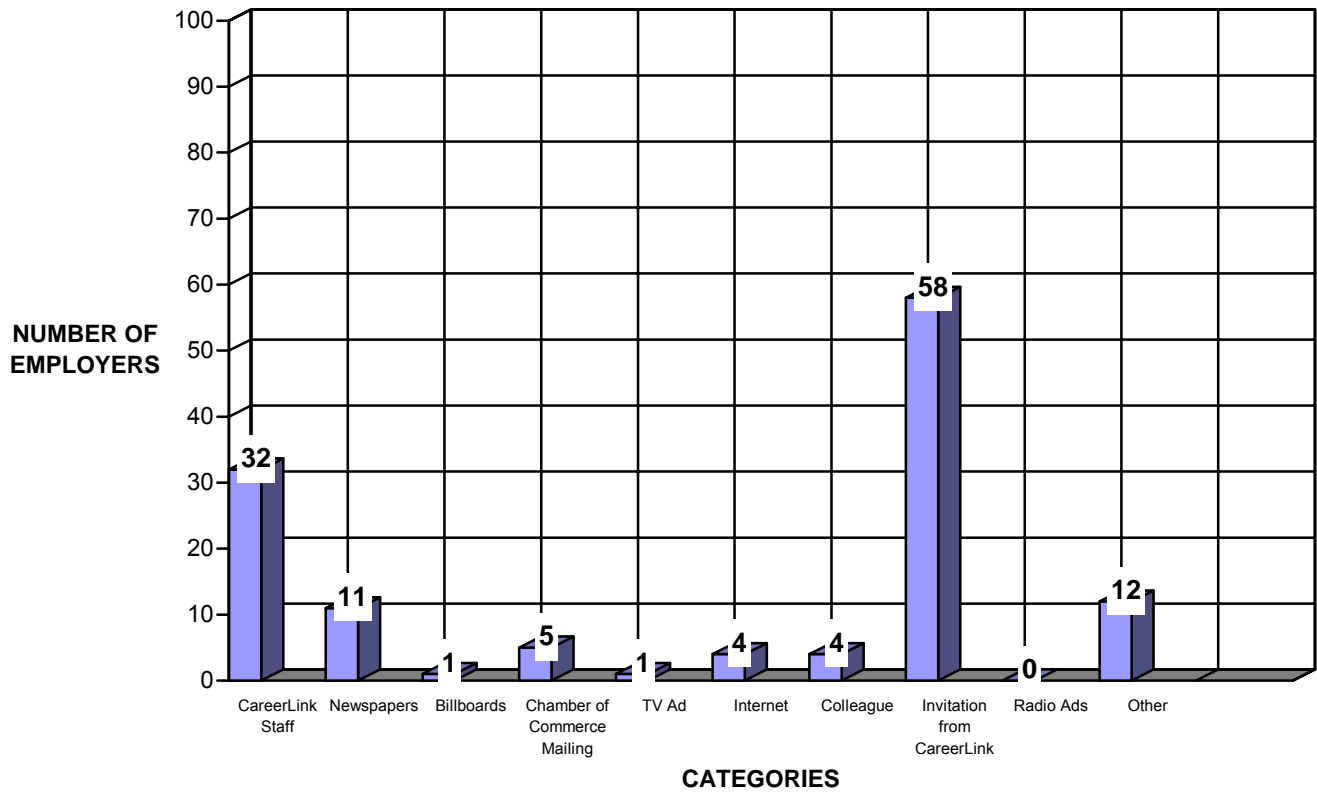
The **quality of job seekers' resumes** category was rated excellent by 18.9 percent of the employers. Another 62.3 percent rated this category good, 17.9 percent rated it fair and .9 percent rated it poor.

The **overall value of this Job Fair in your recruitment strategy** category was rated excellent by about 42.2 percent of the employers. Another 46.6 percent rated this category as good 9.5 percent gave it a fair rating and 1.7 percent rated it poor.

The **cost effectiveness of recruitment** category was rated excellent by 32.1 percent of the employers. A good rating was given by 51.8 percent. Another 14.3 percent rated this category fair and 1.8 percent gave it a poor rating.

"How did you learn about CareerLink Lehigh Valley Job Fair 2006?"

Job Fair
"How did you learn about the Job Fair?"



OTHER CATEGORY

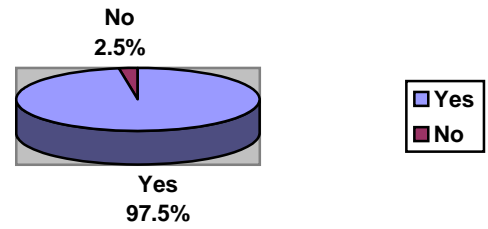
- Previous participant
- Word of mouth

"Would you refer a colleague to future Job Fairs?"

One hundred nineteen employers responded to this question.

- 116 employers answered yes
- Three employers answered no

**Job Fair
"Refer a Colleague"**

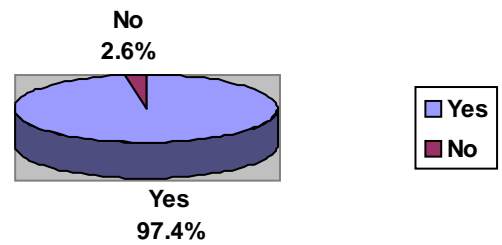


"Would you be interested in attending future job fairs?"

One hundred sixteen employers responded to this question.

- 113 employers answered yes
- Three employers answered no

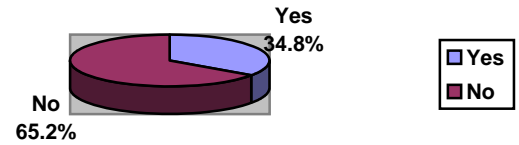
**Job Fair
"Attend Future Job Fairs"**



"Would you be interested in a half day training program on the effective use of our www.pacareerlink.state.pa.us recruitment website?"

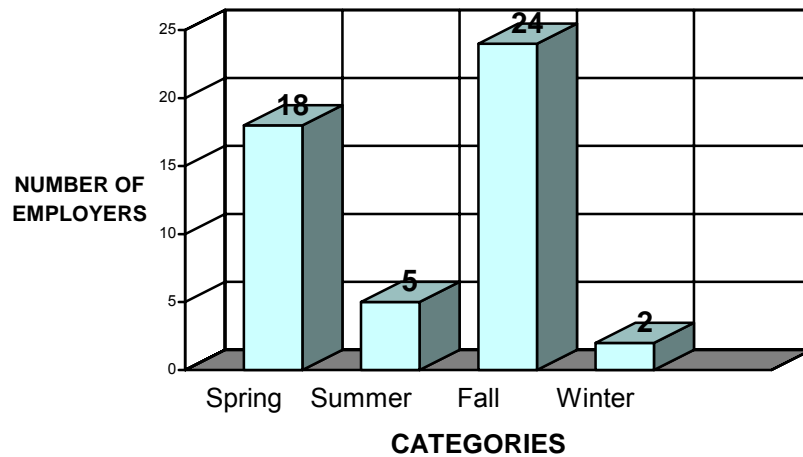
One hundred fifteen employers responded to this question. About 35 percent are interested in a half day training program.

Job Fair
"Interested in a half day training?"

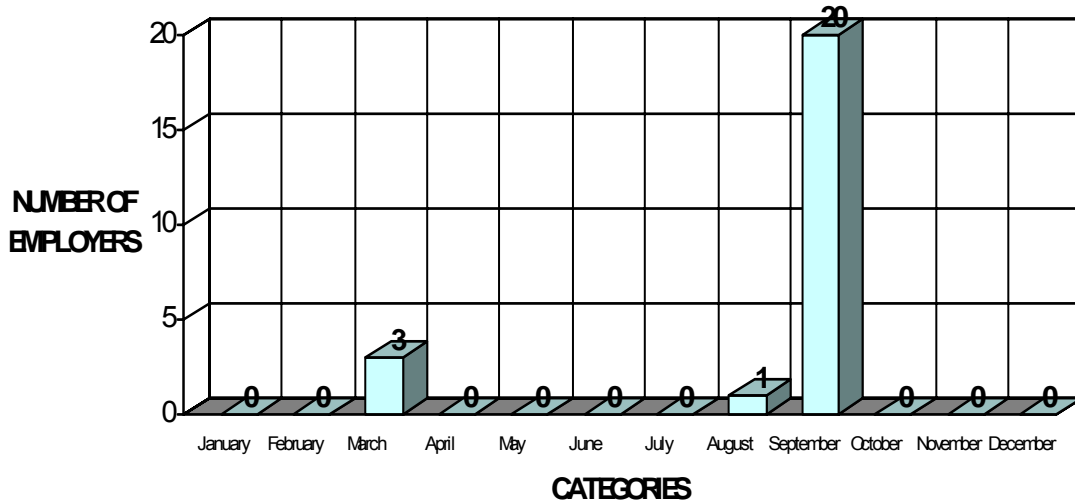


"What time of the year for future Job Fairs?"

Job Fair
"Seasons for Job Fair"



**Job Fair
"Months for Job Fair"**

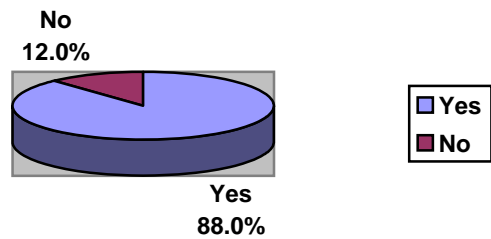


Twenty one employers stated they would like to see a job fair at any time.

Does the Lehigh Valley Workforce meet your hiring needs?"

One hundred employers responded to this question.
 -88 answered yes
 -12 answered no

**Job Fair
"LV Workforce Meets Hiring Needs"**



If NO, what training needs to be done?

- More nursing – licensed RN or LPN
- Transportation – not training. More LANTA routes & times to outlying areas.
- Sometimes, but we need more candidates with vo-tech machining training.
- More customer service... WOWs oriented people going the extra mile not just what you have to do!
- Machinist training.
- Prospective employees should only apply or be allowed to apply for positions they are qualified for. Too many times the same person applies for every job posting and it is frustrating to have to review and log all candidates whether they are qualified or not. Perhaps you might want to consider having them complete a screening questionnaire like is available on Career Builder website. We never have much success with professional level positions. Perhaps you may want to consider doing something different for this population.
- Forklift operators
- Math & English (for some)
- Takes many interviews to make a hire
- Work ethics
- College education

"How could this Job Fair be improved?"

- Offered in August.
- Very good—it improves every year!
- Figure out a way I can stand all day without wearing out my feet!
- It's fine.
- More chairs, better food, allowing to network & solicit business.
- It was very warm in the facility – temperature control!
- Seems to work well now.
- Teach candidates how to dress professionally and have resumes.
- Better copying machine/equipment to assist when additional materials are needed for distribution.
- It was good.
- It was a very well planned job fair. A suggestion would be to shorten the time to 8-5 or 9-5.
- Shorten time – don't need 8 hours.
- I could have used a power source closer to our area. I was not told that I needed to bring my own cords.
- Have an area just for transportation-related companies.
- Maybe better support process (services for recruiters & attendees).
- Numbering of booths – logical line sequence.
- Tuesday would be a better day..It would give you Wednesday, Thursday, and Friday to get applicants in for an interview right after Job Fair.
- On-site Happy Hour after the fair for all vendors.
- Lower fee.
- Excellent Job Fair. It was the most organized Job Fair ever. Thank you!
- It was excellent as is. This was the best planned & staffed job fair that I have attended.

- Advertise at colleges & universities.
- It's all good!
- You did what you could. I found some quality candidates – others were bad.
- Better facility & better quality candidates.
- It is very good the way it is.
- Stage setting – this is not a shopping event of give-aways!
- Do not allow kids/strollers – very distracting! Some people only come with kids for give-aways.
- Better food.
- I think that overall this job fair is excellent. The customer service of the staff (Joanne) is excellent. Some of the clientele are a little unprepared, but no fault of the fair.
- Coffee available to vendors throughout the day.
- End at 5 pm.
- Was an excellent experience.
- This was the first time and it was perfect.
- By requiring applicants to be prepared. If you don't have a resume, you can't attend. Attendees that come here without purpose drive reputable candidates and businesses away. I understand that it needs to be open to the public, but there has to be some screening.
- Free afternoon coffee for employers since we are here till 6 pm. Really appreciated the beverage service from the CareerLink staff at the table. Very friendly & helpful.
- Lunch & late afternoon coffee.

General Comments and Suggestions Made by Employers:

- Great fair!
- Excellent – enjoyed my day. Hired 18 people.
- Great job.
- It was wonderful to know there was backup to relieve us and also bring drinks. Made huge difference.
- Overall, this was a very good day for applicants. The day went smooth with good support from CareerLink staff.
- We were here as a free service to parents looking for child care after they find their job.
- Very well done. It was a very positive experience.
- Reduce rates. Overall, very nice job fair.
- I really enjoyed it. It was nice to meet other companies in the process.
- Very good. Thanks for everyone's help.
- Great organization. Definitely put us on the list for next year.
- Always many applicants.
- This was one of the better ones. CareerLink staff was very helpful & friendly.
- Patty did an awesome job meeting all our needs. You have a great staff.
- A little chilly with fan blowing.
- Overall, our experience was excellent. Would like to come back.
- I was very pleased with the help I received, especially Victor. I was the only person at my booth and he kept an eye on my area when I had lunch and used the men's room. Also, having the ladies supply drinks was much appreciated.
- Thank you for the healthier food choices.
- CareerLink should sponsor an on-site "Happy Hour" for all vendors.
- Best response I have had at any job fair so far. Will recommend to others.

- Excellent job fair. It was the most organized job fair ever. Thank you.
- It was excellent as is. This was the best planned & staffed job fair that I have ever attended.
- Please have job application tables on both sides of building.
- Wonderfully organized and everyone was very helpful.
- Very well organized.
- Thanks!
- Overall, it was great.
- Chairs at one weren't like on the plan. Stick to original diagrams with table for applications.
- Good job this year, well run.
- We love the staff who brought us sodas & water. That was very appreciated.
- Thanks for having us.
- Candidates seem to be not as plentiful.
- Having aisle runners is great!
- Really appreciated the beverage service from the CareerLink staff at the table. Very friendly & helpful.
- Everything was excellent.

Job Fair Evaluation Form

September 20, 2006 - 10:00 AM to 6:00 PM

Your feedback helps us improve future job fairs.

<i>Please rate each comment below.</i>	A Excellent	B Good	C Fair	D Poor
1. Organization of the Job Fair				
2. Marketing/Publicity of Job Fair				
3. Date and Time of Job Fair				
4. Quantity of Employers				
5. Quality of Employers				
6. Employers' Readiness to Discuss Job Openings				
7. Overall Value of This Job Fair				

8. How did you learn about the Job Fair? (Check (✓) all that apply)

CareerLink Newspaper Billboards TV Ad Internet Friend/Relative Radio Other (Please Specify) _____

9. What type of job(s) are you currently seeking?

Job Title(s)

10. Are you currently employed?

Yes No
 If you answered "YES", is your job full-time? part-time?
 If you answered "YES", is your job a permanent position? temporary position?

11. How many employers did you meet with and talk to? (Check (✓) the box that applies below)

0 1 to 3 4 to 6 7 to 10 11 to 15 16 to 20 Over 20

12. What kind of services do you need to help you in preparing for a job?

13. How can the Job Fair be improved?

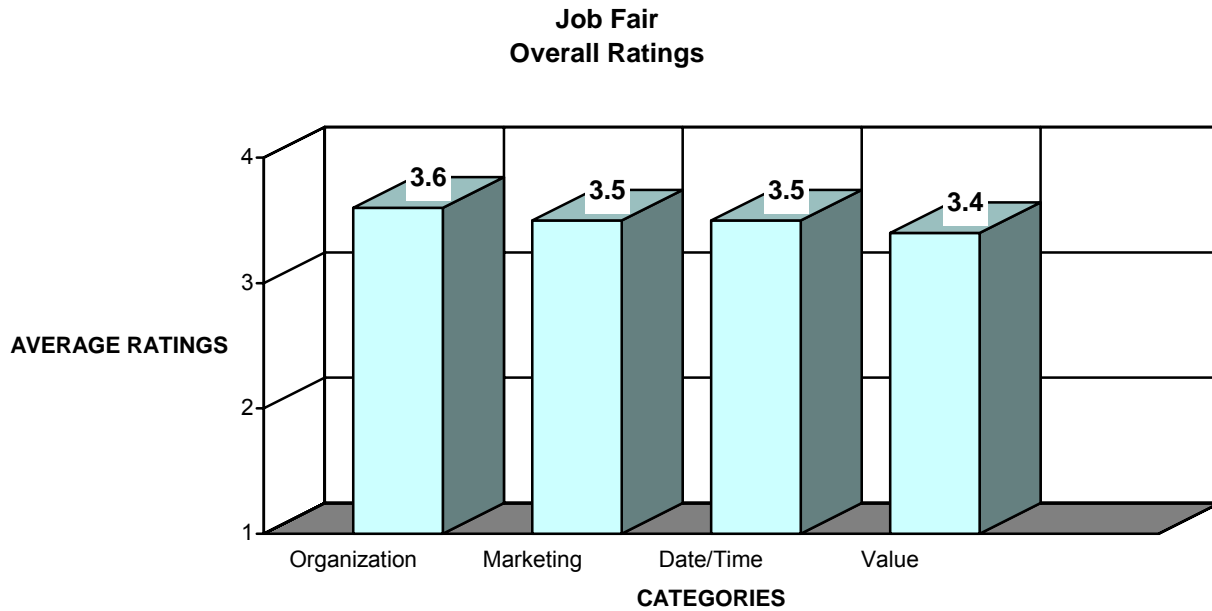
14. Please answer the following optional questions for statistical purposes:

- a. Sex: Male Female
- b. Age: Under 22 22 to 30 31 to 40 41 to 50 51 or older
- c. Ethnicity Hispanic or Latino
- d. Race: American Indian or Alaskan Native Asian Black or African American
 Hawaiian Native or other Pacific Islander White Other _____
- e. Highest education level obtained:
 Less than 9th grade Some college
 Less than high school graduate 2 year college degree
 High school graduate or GED 4 year college degree or more
 Technical training after high school
- f. Welfare Recipient: Yes No
- g. Are you laid off from a job? Yes No

15. Comments/Suggestions:

**JOB FAIR
JOB SEEKER EVALUATION RESULTS**

"Job Fair Evaluation Form"



CATEGORIES:

ORGANIZATION - Organization of the Job Fair

MARKETING - Marketing/Publicity of Job Fair

DATE/TIME - Date and Time of Job Fair

VALUE - Overall Value of This Job Fair

RATINGS:

1 = Poor

2 = Fair

3 = Good

4 = Excellent

"Job Fair Evaluation Form"
Job Seekers' Overall Satisfaction Results:

A total of 375 participants at the September 20, 2006 Job Fair, responded to the "*Job Fair Evaluation Form*" survey. Not all participants responded to all the questions on the survey.

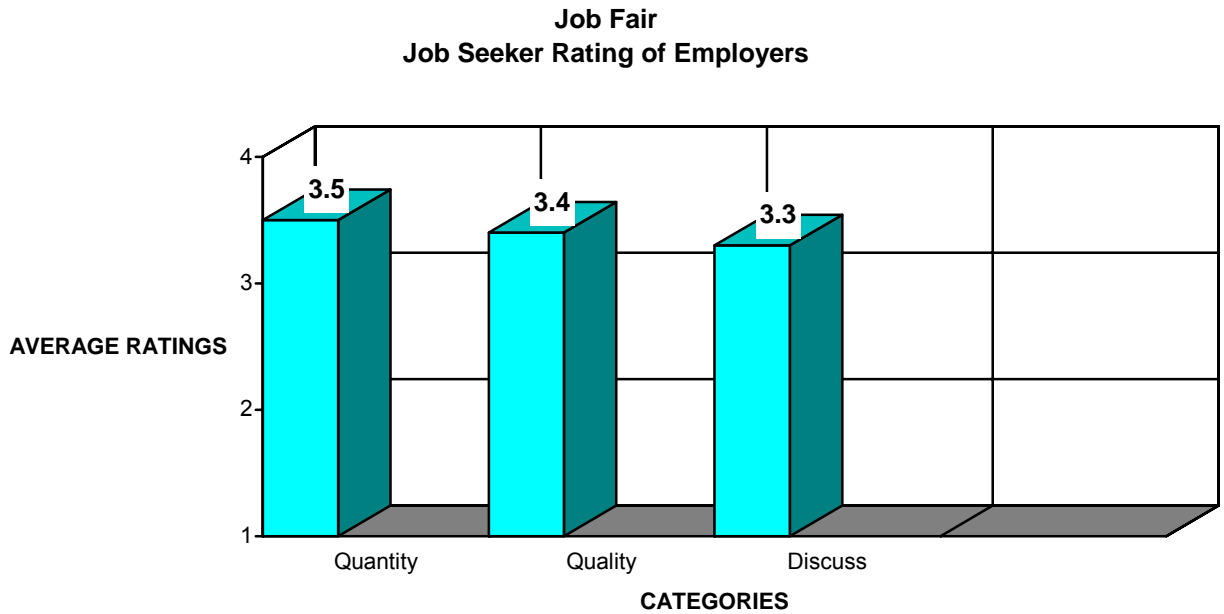
The ***organization of the Job Fair*** category was rated excellent by 64.9 percent of the respondents. Approximately 32 percent rated it as good. Another 3.5 percent gave it a fair rating.

The category asking the participants their rating on the ***marketing/publicity of the Job Fair*** was rated excellent by 53 percent. Another 39.2 percent rated it good and 7.8 percent rated it as fair.

The ***date and time of Job Fair*** category was rated excellent by about 61 percent. Another 34 percent rated it good. About five percent gave it a fair rating and .6 percent rated it poor.

The ***overall value of this Job Fair*** category was rated excellent by about 50 percent, and good by 43.4 percent. Another six percent rated it fair, and .3 percent rated this category as poor.

**Job Seeker
"Job Fair Evaluation Form"
Rating of Employers**



CATEGORIES:

QUANTITY - Quantity of Employers

QUALITY - Quality of Employers

DISCUSS - Employers' Readiness to Discuss Job Openings

RATINGS:

1 = Poor

2 = Fair

3 = Good

4 = Excellent

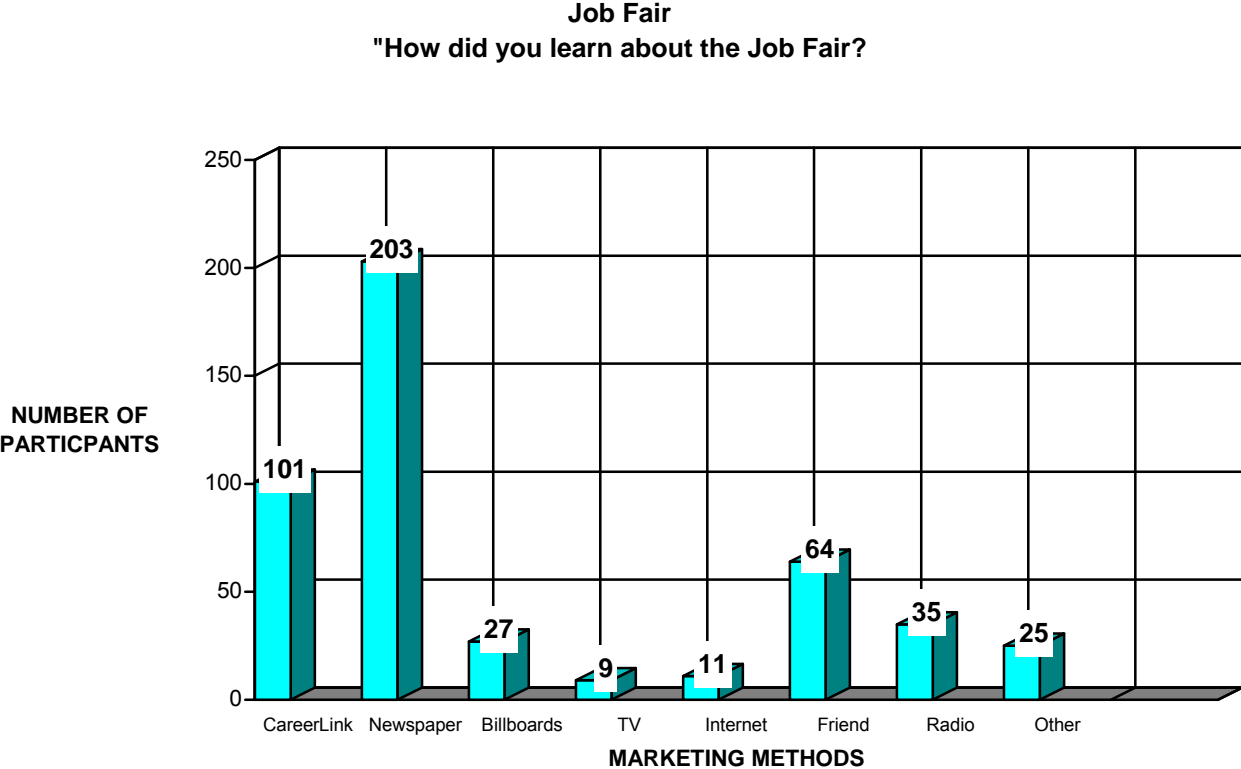
"Job Fair Evaluation Form"
Job Seekers' Rating of Employers Results:

The **quantity of employers** category was rated excellent by 55.3 percent. This category was rated good by 38.8 percent of the participants. Another six percent rated it fair.

About 49 percent rated the **quality of employers** as excellent. Another 40.8 percent rated this category as good. Another 9.3 percent gave it a fair rating, and .6 percent rated this category as poor.

Approximately 46 percent rated the **employers' readiness to discuss job openings** category as excellent. About 44 percent rated it as good. Another 8.3 percent rated this category as fair, and 1.7 percent gave it a poor rating.

"How did you learn about the Job Fair?" (Some respondents checked more than one method.)



The most effective marketing method was the newspaper. A total of 203 respondents (54.1 percent) learned about the Job Fair through this marketing method.

"What type of job(s) are you currently seeking?"

Type of Job (Top ten positions)	Number of Job Seekers
Customer Service Representative	43
General Office/Clerical	34
Warehousing	30
Sales/Marketing	26
Management	25
Accounting/Banking/Finance	22
Help Desk/IT/Network Administrator	17
Production	15
Forklift	11
CNA	9

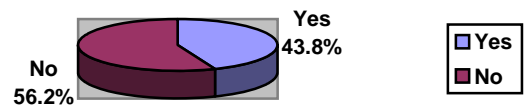
"Are you currently employed?"

Three hundred sixty eight participants answered this question.

-One hundred sixty one are employed/43.8 percent

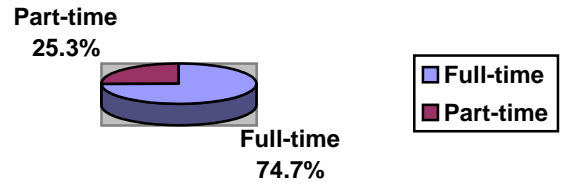
-Two hundred seven are unemployed/56.2 percent

**Job Fair
"Currently Employed?"**



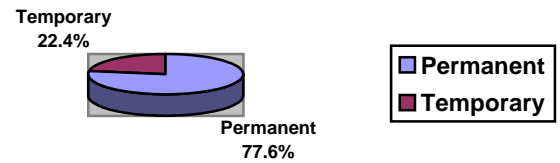
"Are you employed full-time or part-time?"

**Job Fair
"Employed Full-time or Part-time"**



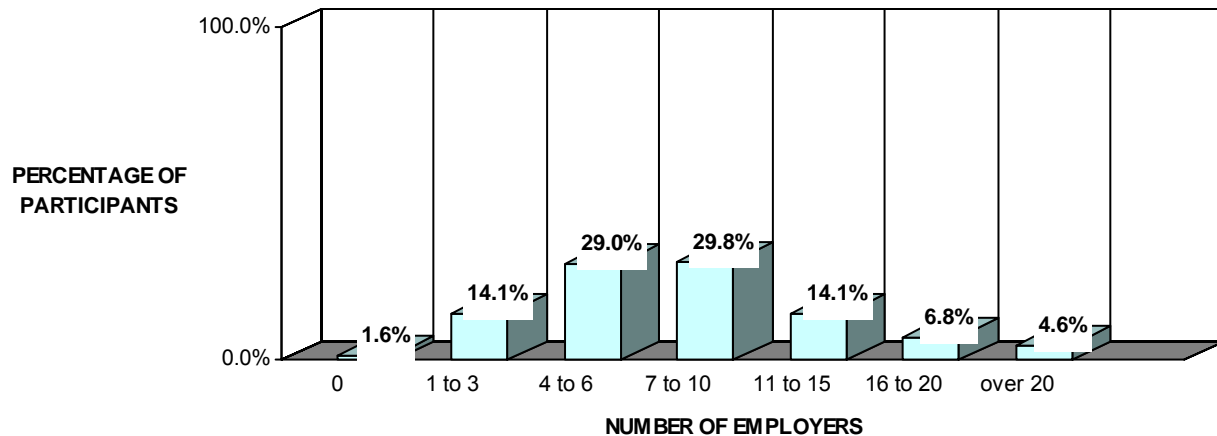
"Is your job a permanent or temporary position?"

**Job Fair
"Permanent or Temporary?"**



"How many employers did you meet with and talk to?"

How many employers did you talk to?



Three hundred sixty nine participants responded to this question.

The majority of participants (58.8 percent) talked to between four and ten employers.

"What kind of services do you need to help you in preparing for a job?"

- Resume Critique/Review/Preparation – 30
- Awareness of company positions/openings – 13
- Interviewing skills – 12
- More computer skills – 11
- More training – 9
- Internet access – 5
- Child care – 2
- Set up networking events – 2
- Workshop for job search ideas – 2
- Free food – 2
- Multi-lingual speaking people at booths (especially Spanish) – 1
- Jobs for teens – 1
- Organizational skills – 1
- Company contacts – 1
- Car – 1
- GED – 1
- Set up a separate Job Fair website - 1

- OJT – 1
- Career change counseling – 1
- College – 1
- Separate companies that are hiring from schools that are recruiting – 1

"How could this Job Fair be improved?"

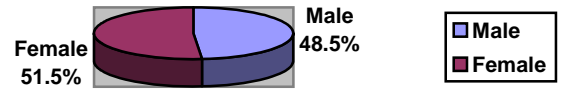
- Bigger & better variety of positions – 39
- Have a wider advertising area covered – 4
- More jobs for people over age 50 – 4
- Have it in a larger area – 4
- Have weekend hours - 4
- Provide an index of different company job openings at a separate booth – 4
- Put the booths in numbered order – 4
- Advertise company openings before job fair – 3
- Immediate hire/interview – 3
- Less emphasis on on-line hiring – 3
- Extend the job fair to two days – 2
- Have job fair at least twice a year – 2
- Have mock interview/quick review classes on site – 2
- More multi-lingual people available – 2
- Start earlier in day – 2
- Have longer hours – 2
- Better parking accommodations – 2
- Have a job fair strictly for teens – 1
- Group the positions – 1
- Provide more information on employer's needs – 1
- Provide evening hours – 1
- List employer locations - 1
- Better employer attitudes – 1
- Computerized access to job openings – 1
- Distribute resumes from customers who are unable to attend to vendors – 1
- Provide a technical fair – 1
- Have more application tables – 1
- Provide a list of company website addresses – 1
- Provide advice on how to identify a person's transferable skills – 1
- Doesn't need any improvement – 25

GENDER

Three hundred sixty one participants answered this question.

Male - 48.5 percent
Female - 51.5 percent

Job Fair "GENDER"

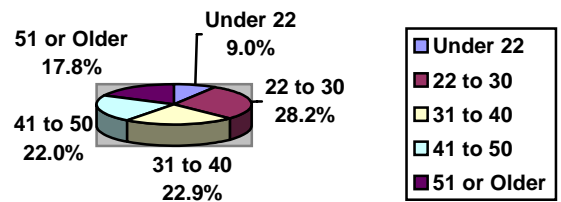


AGE

Three hundred fifty four participants answered this question.

Under 22 - 9.0 percent
22 to 30 - 28.2 percent
31 to 40 - 22.9 percent
41 to 50 - 22.0 percent
51 or older - 17.8 percent

Job Fair "AGE"

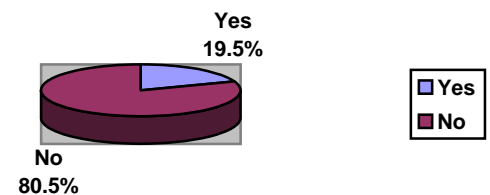


ETHNICITY

Hispanic or Latino?

Seventy three (19.5 percent) out of the 375 respondents identified themselves as Hispanic or Latino

Job Fair Ethnicity/Hispanic or Latino?

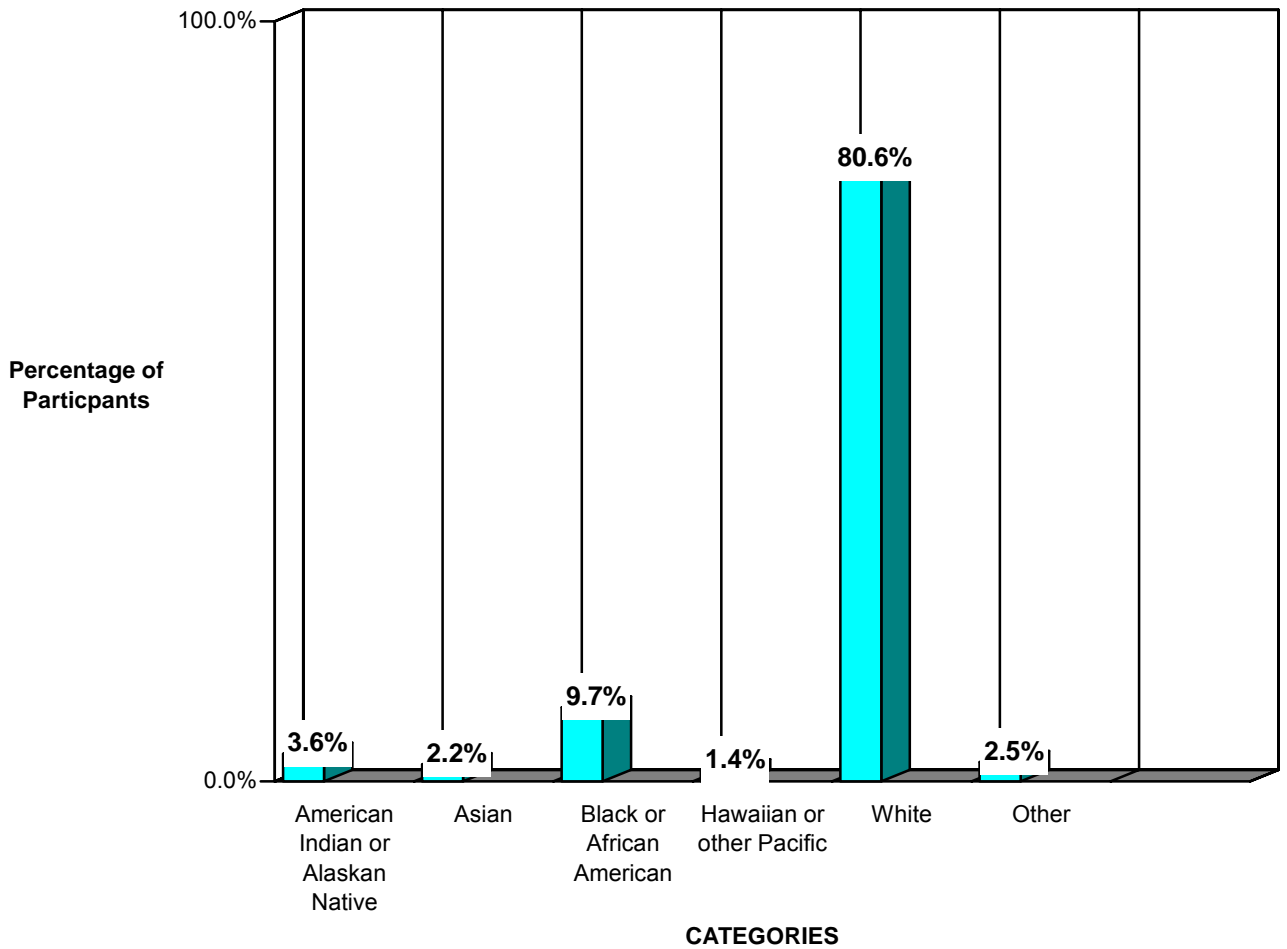


RACE

Two hundred seventy nine participants answered this question.

American Indian or Alaskan Native -	3.6 percent
Asian -	2.2 percent
Black or African American -	9.7 percent
Hawaiian Native or other Pacific Islander	1.4 percent
White -	80.6 percent
Other -	2.5 percent

Job Fair
"Race"

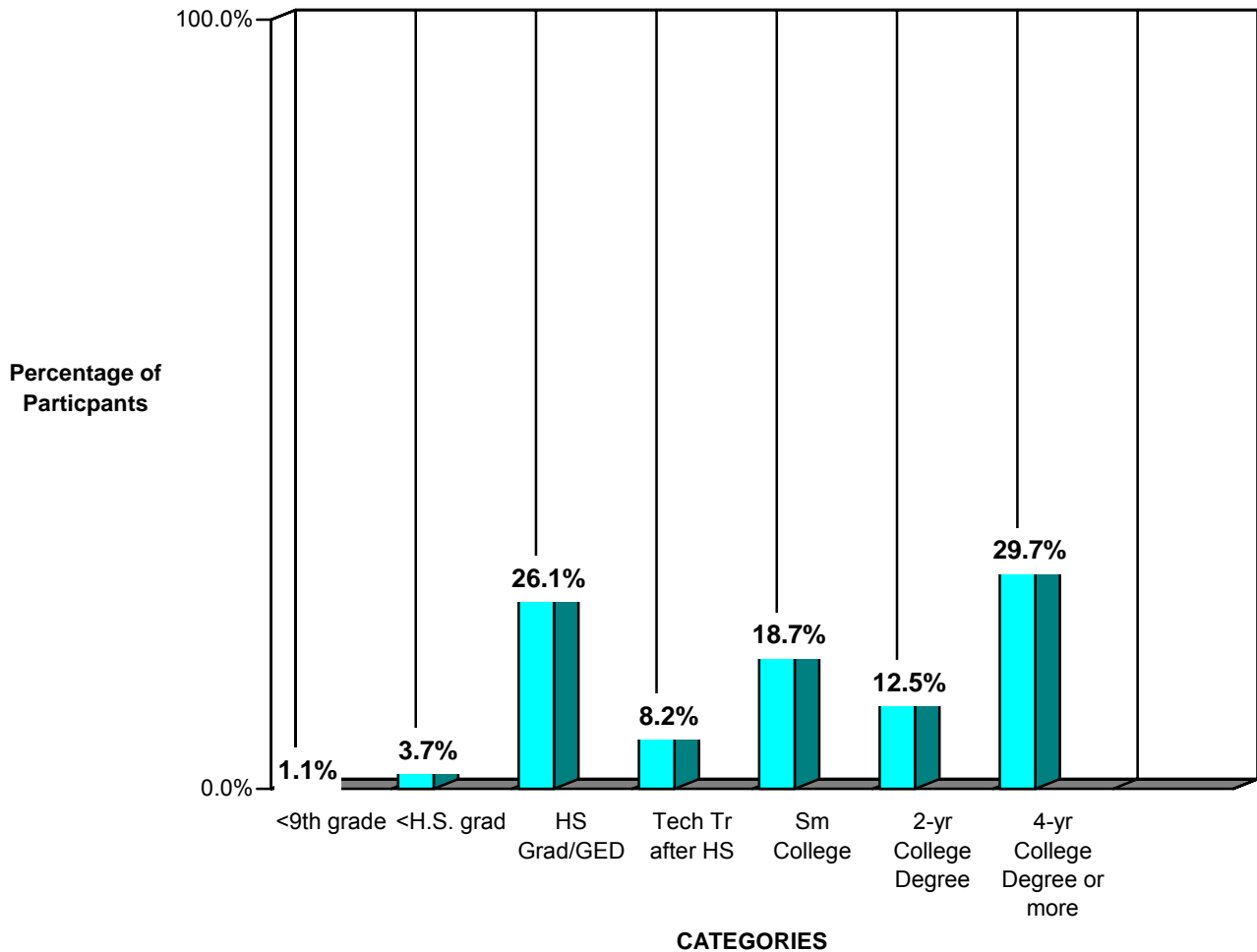


HIGHEST EDUCATION LEVEL OBTAINED

Three hundred fifty three participants answered this question.

Less than 9th grade -	1.1 percent
Less than H.S. grad -	3.7 percent
H.S. grad or GED -	26.1 percent
Technical training after H.S. -	8.2 percent
Some college -	18.7 percent
Two-year college degree -	12.5 percent
Four-year college degree or more	29.7 percent

Job Fair
"Highest Education Level Obtained"

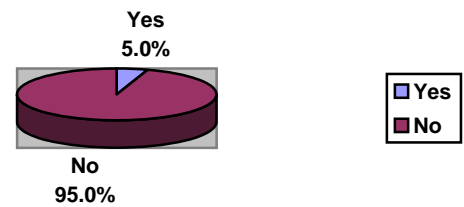


WELFARE RECIPIENT

Three hundred forty one participants answered this question.

Yes - five percent
No - 95 percent

Job Fair
"WELFARE RECIPIENT"

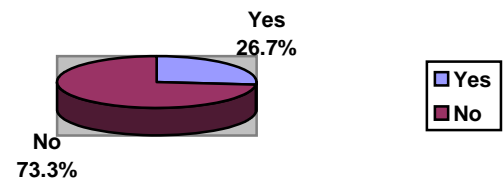


ARE YOU LAID OFF FROM YOUR JOB?

Three hundred forty eight participants answered this question.

Yes - 26.7percent
No - 73.3 percent

Job Fair
"Are you laid off from your job?"



The following are some of the Comments/Suggestions made by job seekers:

- Thank you.
- Congratulations on a job well done!
- Job Fair for white collar workers only.
- Brief company descriptions handed out at main entrance.
- Great job.
- I spoke to several employers and the first thing they said was "They must be qualified and speak, read, and write English."
- Nice set-up today – liked on-line advertising for today's event and PDF of represented companies.
- Many companies just refer you to their website. If they do this, what is the value in attending this job fair today?
- **To Ray Spencer:** You did a great job. It was a great opportunity.
- Resume review was extremely helpful. I would like to talk about portfolio presentation but that idea is geared more towards my own job search.
- Very well done!

- Hold mock interviews to help improve and critique a person's skills in that part.
- It was well prepared & organized.
- It was good.
- Offer at different time – perhaps at night maybe. Professional vs. Production Workers.
- There wasn't a lot for my area but it was helpful anyway.