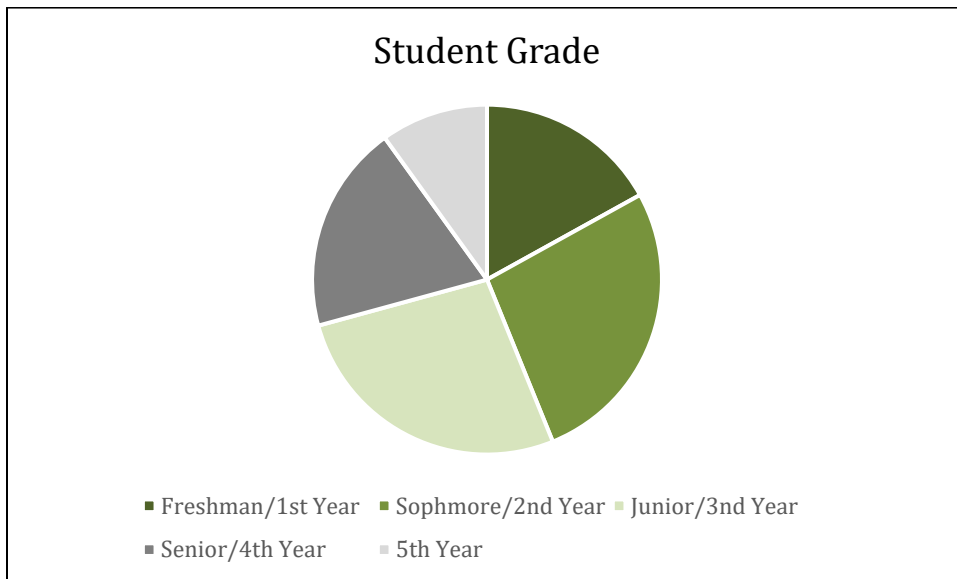
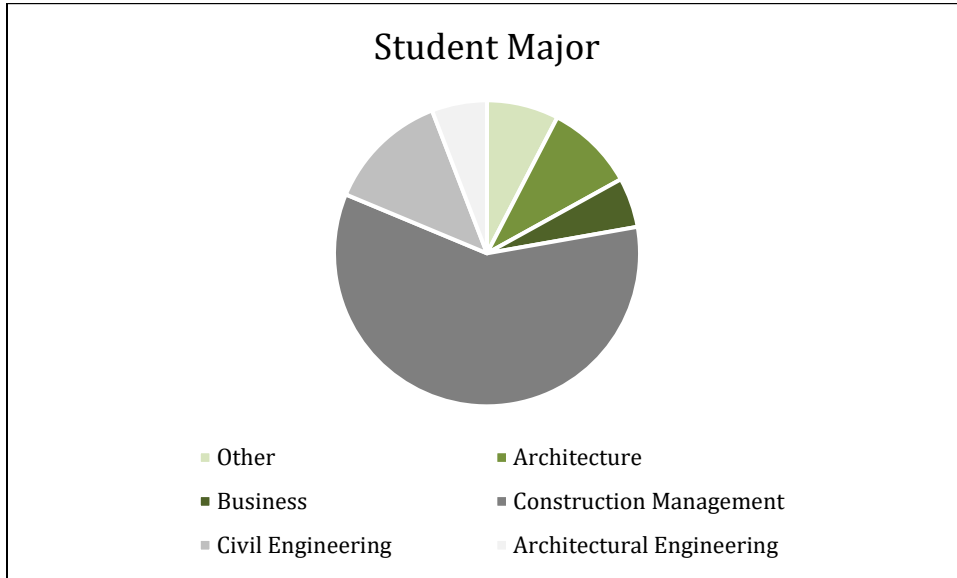
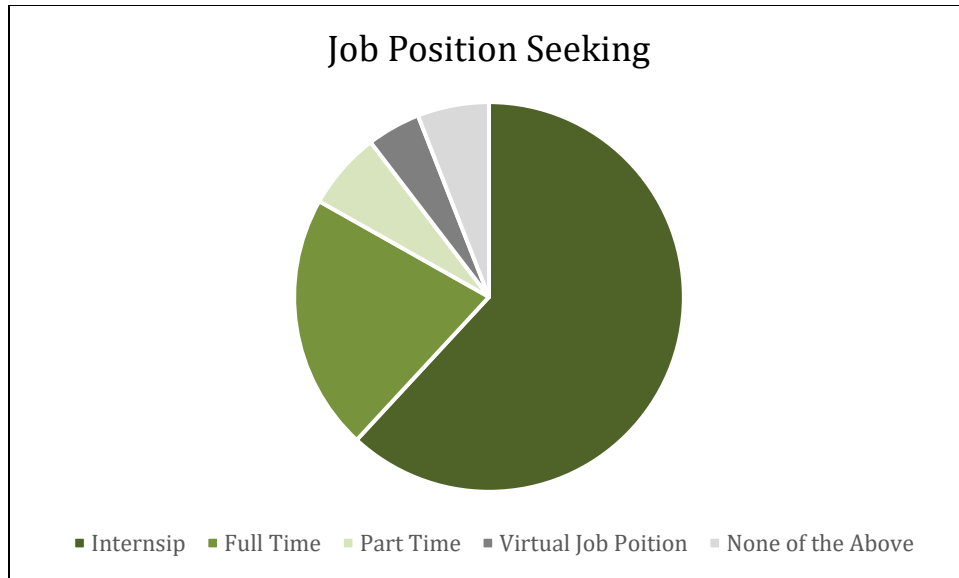


**Objective:** The primary objective of the Construction Management Career Fair is to allow students and industry partners to build a connection and explore career opportunities before students graduate from Cal Poly. By having multiple industry sectors attend, the career fair allows students to explore different opportunities throughout the various sectors of the industry.

## Overall Demographic of Students Attending:





## Social Media and Marketing:

The CCCE relied on social media to help market the 2023 Winter Construction Management Career Fair to students. The CCCE released various flyers like the one displayed below on a regular basis to remind student of the event and provide useful information to them. These virtual fliers have been impactful and informative for our students to be prepared for networking at the career fair.



**CONSTRUCTION MANAGEMENT CAREER FAIR**

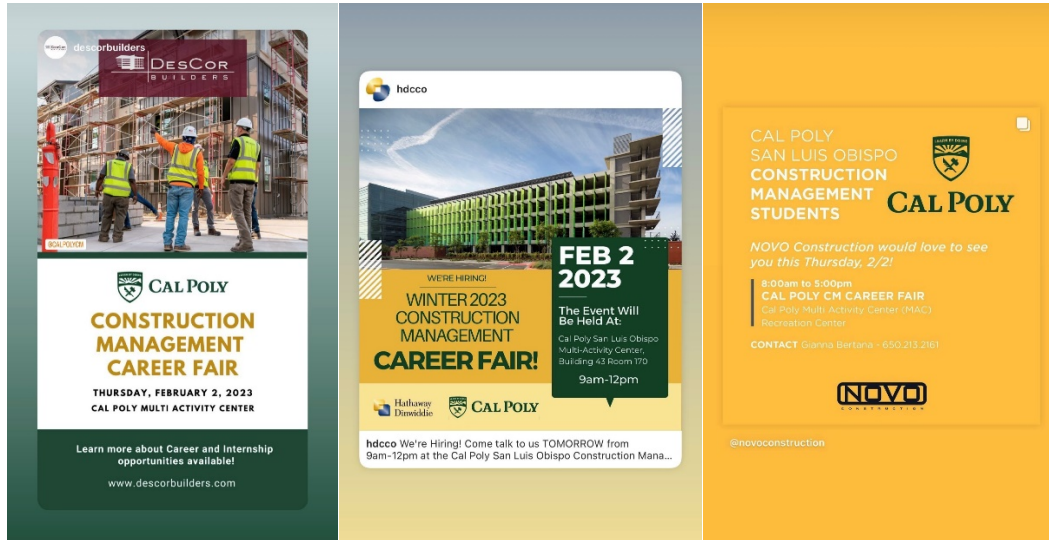
**WHEN & WHERE?**  
THURSDAY, FEBRUARY 2, 2023  
CAL POLY MULTI ACTIVITY CENTER

**SCHEDULE OF EVENTS**  
9:00 AM - 12:00 PM  
*Open Networking*  
12:00 PM - 1:00 PM  
*Lunch*  
1:00 PM - 4:00 PM  
*Same-Day Interviews*

**PARTICIPATING INDUSTRY SECTORS**  
Commercial/ Tenant Improvement/  
Hospital/ Institutional  
Concrete/ Exterior/ Interior  
Heavy Civil/ Environmental/ Geotechnical  
Industrial/ MEP/ Plant  
Renewable Energy/ Technology  
Residential/ Real Estate Development

# Winter 2023 CM Career Fair Summary

In addition to our fliers, the Instagram account @CalPolyCM advertises various recruitment events, allows companies to share virtual flyers, and acts as a reminder for students to attend. The examples below are virtual flyers companies have posted prior to attending the career fair that we have reposted to get the word out to our student body. To share your virtual flier on our Instagram story, make sure to tag @CalPolyCM when you post.

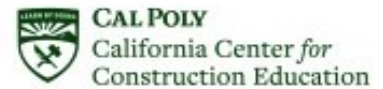


## 2023 Winter Career Fair Results:

The CCCE’s 2023 Winter Construction Management Career Fair allowed for students to network and discuss potential employment opportunities with personnel in the construction industry. The 2023 Winter Career Fair hosted over 80 companies directly on Cal Poly’s campus and proved to be a huge success for both industry members and Cal Poly students. See the graphic below for a general recap of the event.



## Winter 2023 CM Career Fair Summary



### **Save the Date:**

The 2023 Fall Construction Management Career fair will be held as a two day event on Thursday October 26<sup>th</sup> and Friday October 27<sup>th</sup>. The CCCE will also be hosting an industry mixer on the evening of the 26<sup>th</sup>. Thank you for all of your continued support and involvement, we look forward to seeing you next year!