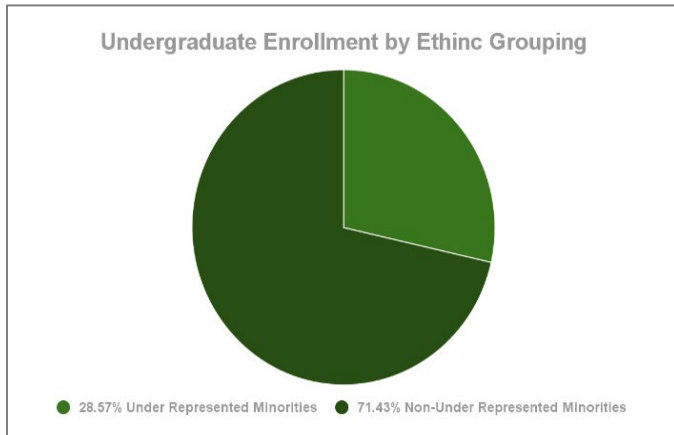
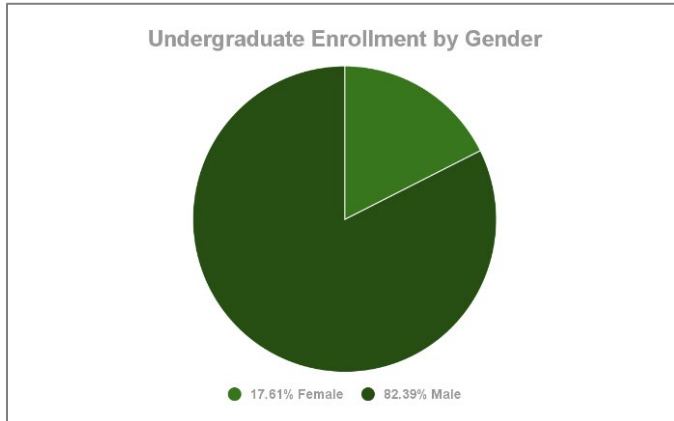
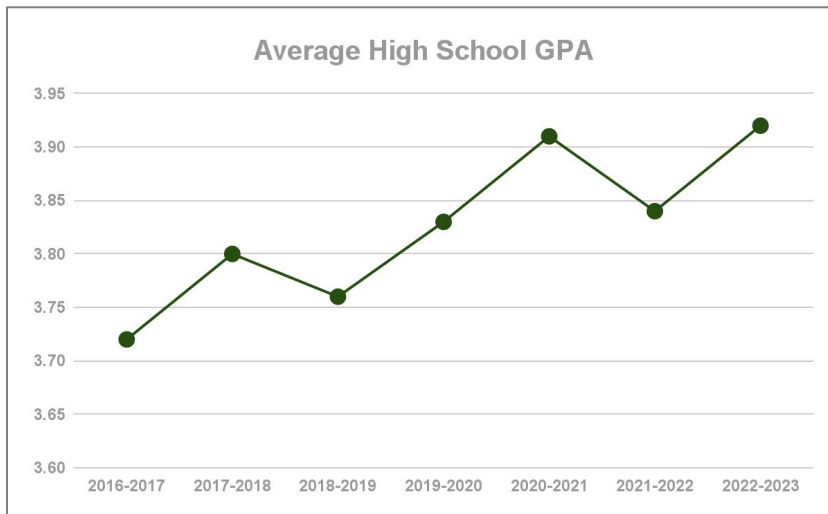


Objective: The primary objective of hosting recruitment opportunities is to allow students and industry partners to build a connection before students graduate from Cal Poly. Due to the various industry sectors of construction, recruitment opportunities help students understand what sectors suit them best and help to show them what their future may hold.

Overall Demographic by Gender and Ethnic Grouping:

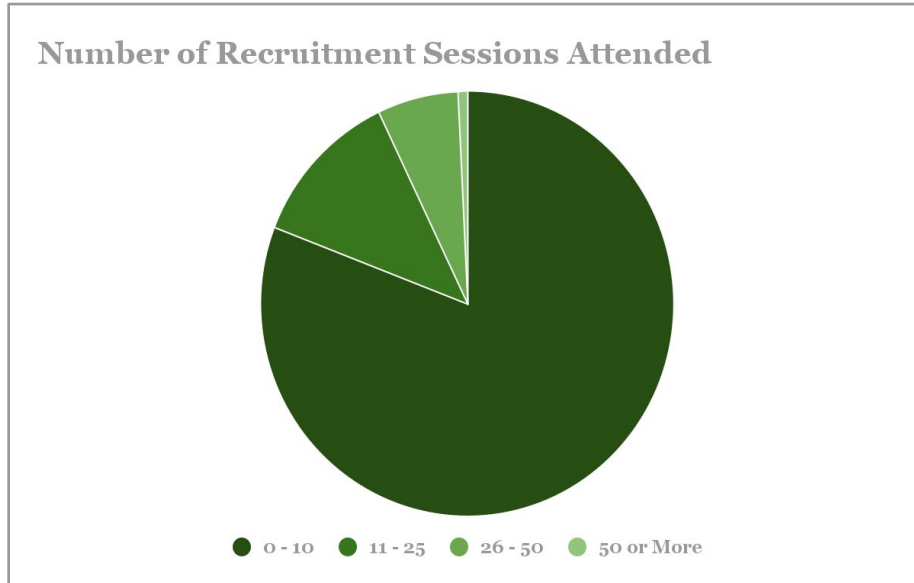


Overall Demographic of High School GPA:



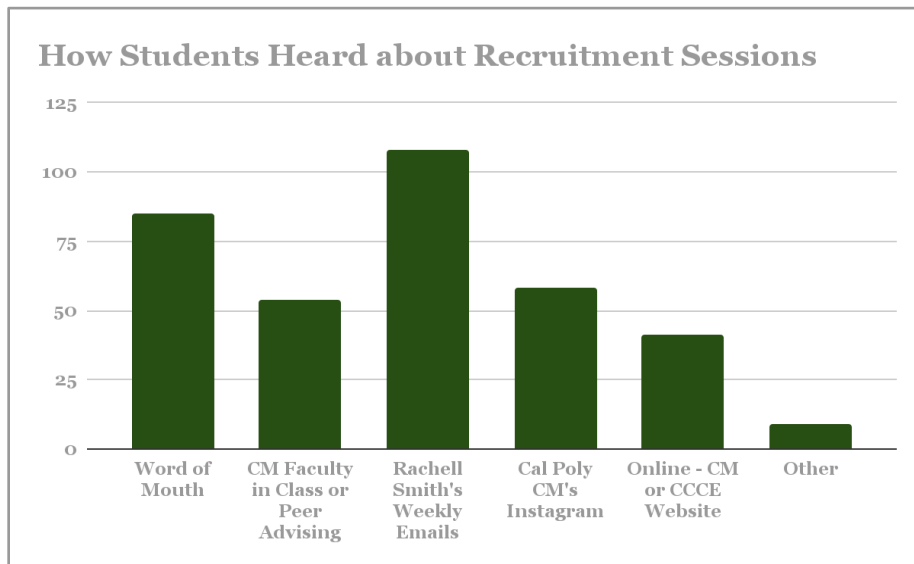
Number of Recruitment Sessions Students Attended:

Some students attend more recruitment sessions than others for several different reasons. The vast majority of students attended 1 - 10 recruitment sessions throughout fall quarter with a smaller percentage attending more than 10.



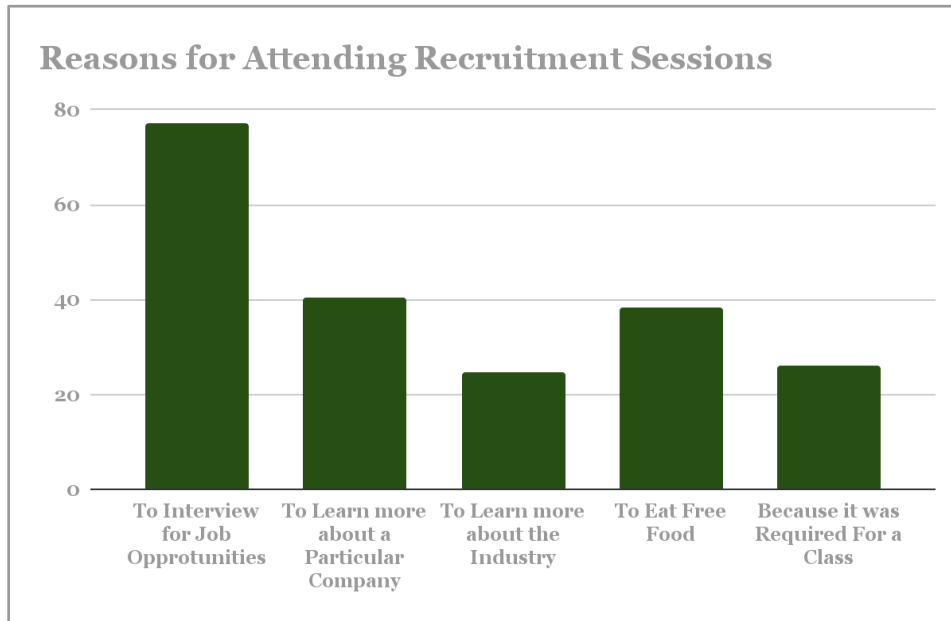
How Students Heard about Recruitment Sessions:

The Construction Management Department and CCCE provide many different avenues for students to hear about recruitment sessions. The graphic below displays the data from when students were asked to select from a pool of options how they heard about the recruitment sessions.



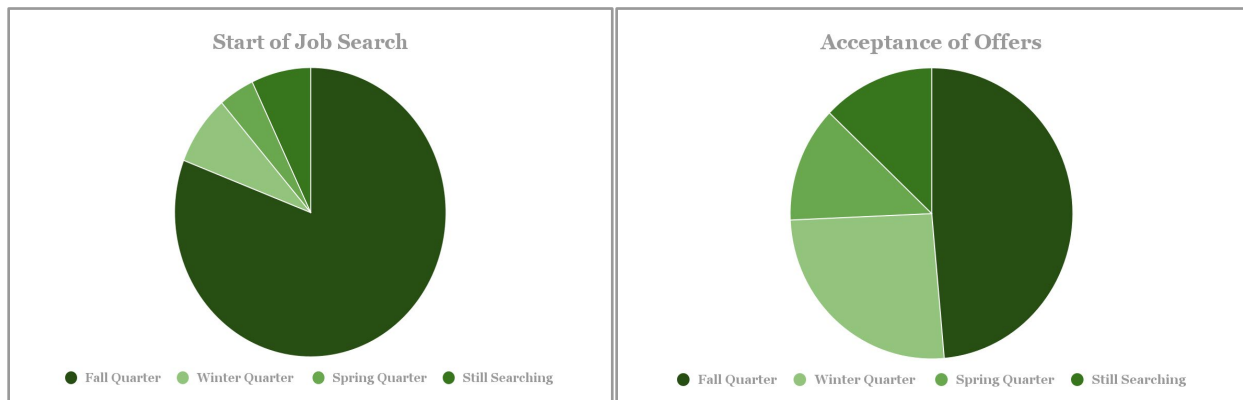
Reasons for Attending Recruitment Sessions:

The graphic below displays the data when students were asked to rank their reasoning for attending recruitment sessions. Most students attended to interview for job opportunities (77%). Others attended to learn more about a particular company (40%) or to eat free food (38%). A smaller number of students attended because it was required for a class (26%) and to learn more about the industry (25%).



When Students Began their Search for Internships/Full time Positions:

81% of students began searching for their job or internship during fall quarter. Recruitment sessions during fall quarter are the most valuable and typically have the highest attendance. 48% of students accepted their offers during fall quarter while 26% of students accepted offers during winter quarter.



Social Media and Marketing:

The CCCE has relied more on social media this fall to not only share what is going on within the Construction Management Department, but also to aid in the student recruitment process. The CCCE releases these flyers displayed below on a weekly basis to show the upcoming recruitment opportunities for the week. These virtual fliers have been impactful and informative for our students to be prepared for each week's recruitment activities.

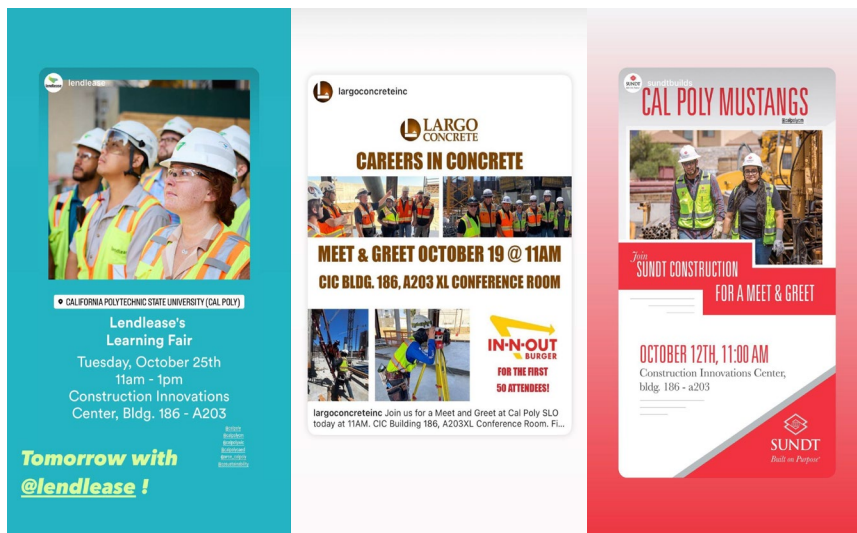


CONSTRUCTION MANAGEMENT RECRUITMENT ACTIVITIES
OCT. 3 - OCT. 6

MEET & GREETs
 OCT. 4 11:00 AM THE HANDOVER COMPANY
 OCT. 5 11:00 AM BLACH CONSTRUCTION
 OCT. 6 11:00 AM WHITING-TURNER

INFO SESSIONS
 OCT. 3 6:00 PM BNBUILDERS
 OCT. 4 6:00 PM PCL CONSTRUCTION
 OCT. 5 6:00 PM PANKOW
 OCT. 6 6:00 PM HENSEL PHELPS

In addition to our weekly email recruitment fliers, the Instagram account @CalPolyCM managed by ASCM 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 their recruitment event that ASCM's social media manager will repost to get the word out to our student body. To share your virtual flier on the Instagram story, make sure to tag @CalPolyCM when you post.



Lendlease's Learning Fair
 Tuesday, October 25th
 11am - 1pm
 Construction Innovations Center, Bldg. 186 - A203
Tomorrow with @lendlease!

LARGO CONCRETE CAREERS IN CONCRETE
MEET & GREET OCTOBER 19 @ 11AM
 CIC BLDG. 186, A203 XL CONFERENCE ROOM
IN-N-OUT BURGER FOR THE FIRST 50 ATTENDEES!
 largoconcreteinc. Join us for a Meet and Greet at Cal Poly SLO today at 11AM, CIC Building 186, A203XL Conference Room, FL.

CAL POLY MUSTANGS
 From **SUNDT CONSTRUCTION** FOR A MEET & GREET
OCTOBER 12TH, 11:00 AM
 Construction Innovations Center, bldg. 186 - a203
SUNDT Build as You Please

2022 Fall Career Fair:

The CCCE's semi-annual Construction Management Career Fairs aim to develop a talent pipeline at Cal Poly and discuss potential employment opportunities with Cal Poly Students entering the construction industry. We have been able to host over 100 companies per fair for the last three years. The 2022 Fall Career Fair proved to be a huge success for both industry members and Cal Poly students. See the image below for a recap of the event.



Tips for having a Successful Recruitment Session:

- 1) Advertise** the recruitment session. This can be done by using virtual flyers that will be emailed to students and through social media advertising such as LinkedIn or Instagram. The flier is used to grab students' attention, raise interest for recruitment sessions, and serve as a reminder.
- 2) Confirm** the recruitment session. It is important for recruiters to confirm their recruitment session's information. Make sure the primary contact, interview lead, and all flyers are up to date so that no misinformation is provided to students.
- 3) Provide Prizes** such as gift cards or company swag/merchandise. Having items like these will entice students to come to the recruitment sessions. These can also increase involvement during the session as you can give them away for answering questions.
- 4) Be Original** with the recruitment session. It is important for companies to think outside the box on how to engage students when conducting their recruitment session to increase student participation. Some examples that have been interactive presentations, virtual site tours, and group activities.
- 5) Food Attracts** students to come to recruitment sessions. Displayed above, food was one of the top three reasons why students came to recruitment sessions. Having unique food options can generate larger student attendance.