

# Survey Question Results

*Forest Home Library Teen Job Fair*

April 19<sup>th</sup>, 2016

4:30-7:00pm

## **Summary of the Program**

On April 19<sup>th</sup>, 2016 from 4:30-7:00pm, over 750 estimated teens between the ages of 15 and 19 attended a job fair specifically targeted towards their age group at the Forest Home Library. The response to the event was overwhelmingly positive. Teens began pouring into the library half an hour before the event, and over 100 teens waited in anticipation at the doors of the Employer's Hall before flooding into the room at 4:30pm.

Teens talked to 13 different employers at the event about various part-time and full-time employment, internship, and volunteer opportunities. The employers included: Goodwill Industries, Artists Working in Education (A.W.E.), Colectivo Coffee, City Year Milwaukee:, Earn & Learn – Community Work Experience, the Milwaukee Fire Department, the Milwaukee County Parks Department, the Milwaukee County Zoo, the Milwaukee Public Library, Saz's, MATC, United Neighborhood Centers of Milwaukee, and the Urban Ecology Center in the Menomonee Valley. Every company and organization had current or upcoming openings and many interviewed applicants on the spot.

The turnout was so great that employers quickly began running out of applications and supplemental materials. Within the first 30 minutes, companies began approaching library staff with requests to print more copies of their applications. For one organization, they made no less than 4 printing requests. By 6:15pm the representatives from three different agencies had to remove themselves from the fair after running out of every item they had brought with them, including business cards and pamphlets. Many, like Saz's and Goodwill, had walked away with over 100 completed applications; and others, like A.W.E., said this would be the first year they have ever met their recruitment goal. Saz's too, noted that the Teen Job Fair was the fourth job fair they have attended in the last 30 days, and it was the only one for which they ran out of applications.

On a shelf inside the Employers Hall were also stacks of applications from other employers who could not make it to the fair. These were all depleted within mere minutes of the fair's opening and were refilled to the best of the Organizer's abilities three times throughout the fair.

Meanwhile, in other parts of the library teens received resume writing assistance, job counseling from a professional Career Consultant, and job application help. All three stations were full for the entire duration of the event (additional chairs were brought in around 5:00pm); and in fact, due to high demand, all three stations began early and continued well past the close of the event. In the other corner of the library, three representatives from UMOs conducted 10-minute mock interviews. They arrived at 4:40pm but stayed until 7:45pm in order to interview as many of the teens who had signed up as possible.

319 green folders containing job-related information were passed out to every teen who attended the fair. The contents of these folders included:

- A map of the fair and the Employer's Hall
- A list of activities
- Job Fair Tips
- Work Permit Requirements
- Work Restrictions for Minors
- A list of other current job opportunities with direct links to employment websites
- Getting a Job 101
- A sample of a typical retail job application, with key terminology explained,
- Creating a Resume for Teens & The Anatomy of a Resume
- A sample resume
- Creating a Cover Letter & The Anatomy of a Cover Letter
- A cover letter template & sample cover letter
- Preparing for an Interview
- A sample thank you letter after an interview
- *brainfuse* handouts
- A flyer for MoneySmart
- A survey to evaluate the job fair

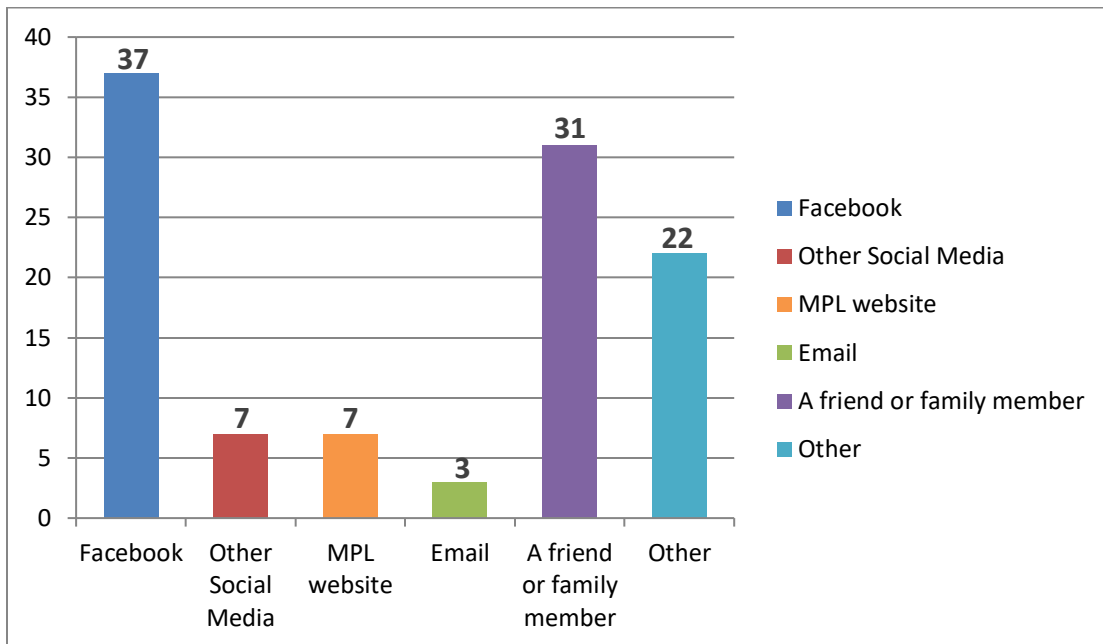
The library ran out of folders at 5:30pm with an hour and a half of the fair remaining.

### **Summary of the Data**

90 people submitted the surveys attached to their folders. The overall feedback from those surveys is extremely positive, indicating that the fair was both valuable and successful. 79% of the attendees applied for jobs at the fair, and we must still remember that many of the employers ran out of applications and others required online applications. 90% of attendees found the fair to be helpful and 95% said they would come again in the future. Those who said they would not attend again almost unanimously cited the size of the Employer's Hall/Meeting Room, stating it was too small and too crowded. This was also the largest complaint about the event.

Almost three quarters of the attendees had not previously attended a teen job fair before, which is of notable importance as it indicates that the current need is not being addressed: there is little to no supply to meet the demand. In terms of outreach, combined word-of-mouth proved to be the most successful medium, followed by Facebook. Strikingly, 19% of attendees heard about the event in school. This is interesting because no outreach was ever made to schools, although a number of teachers approached the Organizer of the event before and during the event to say that flyers had organically reached their schools and were circulating amongst the student and staff populations.

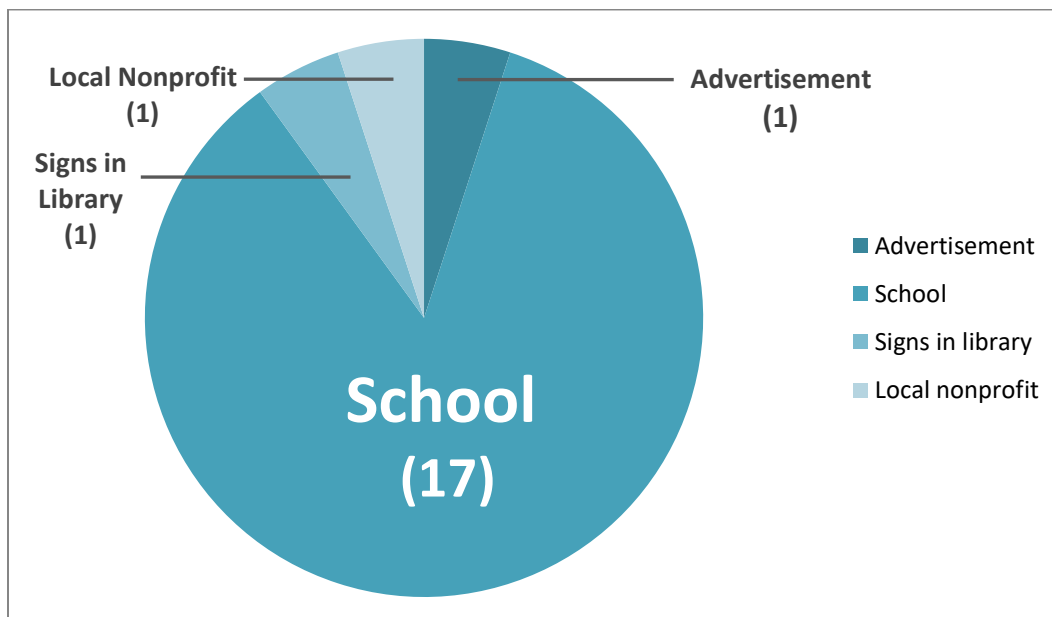
### Question 1: How did you find out about the fair?



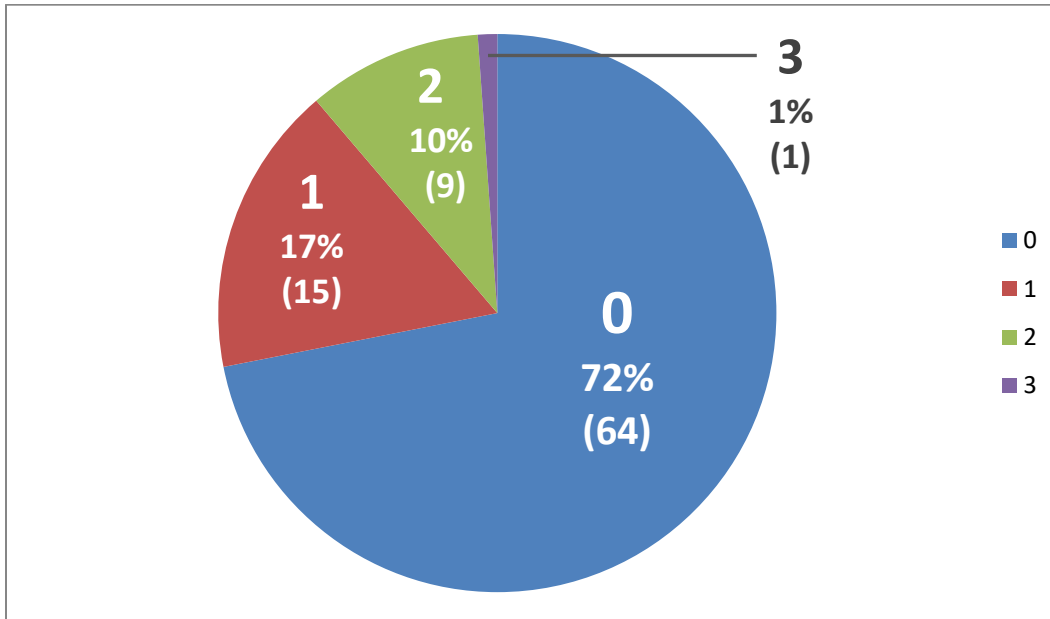
**Total respondents = 90/90\***

*\*Many respondents selected more than one option*

### Within the “Other” category, 20/22 students included the source:

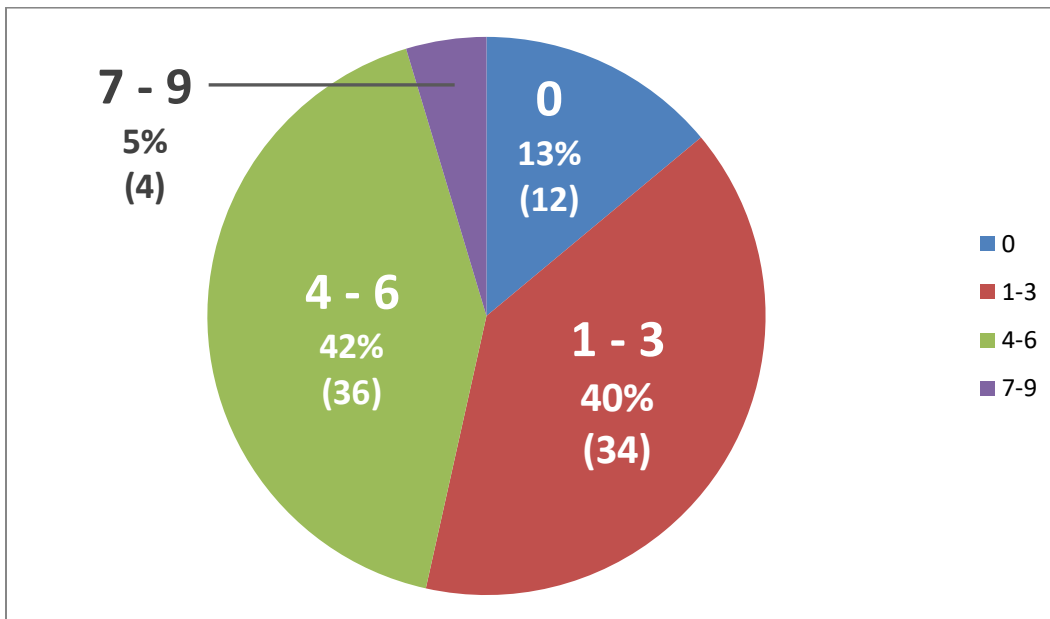


**Question 2:** How many teen job fairs have you attended before this?



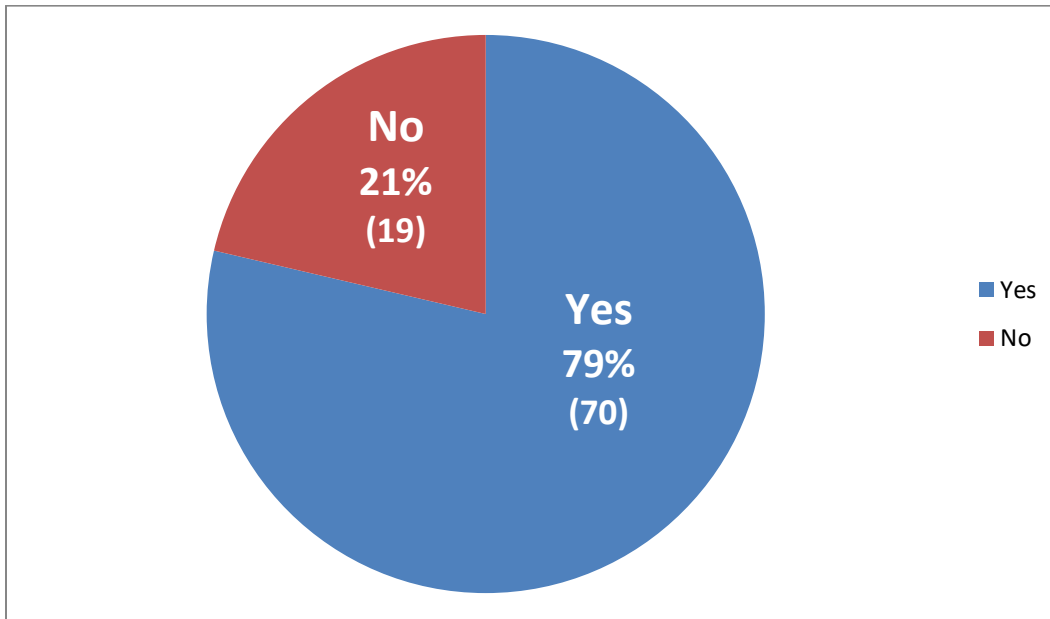
Total respondents = 89/90

**Question 3:** How many employers did you speak with?



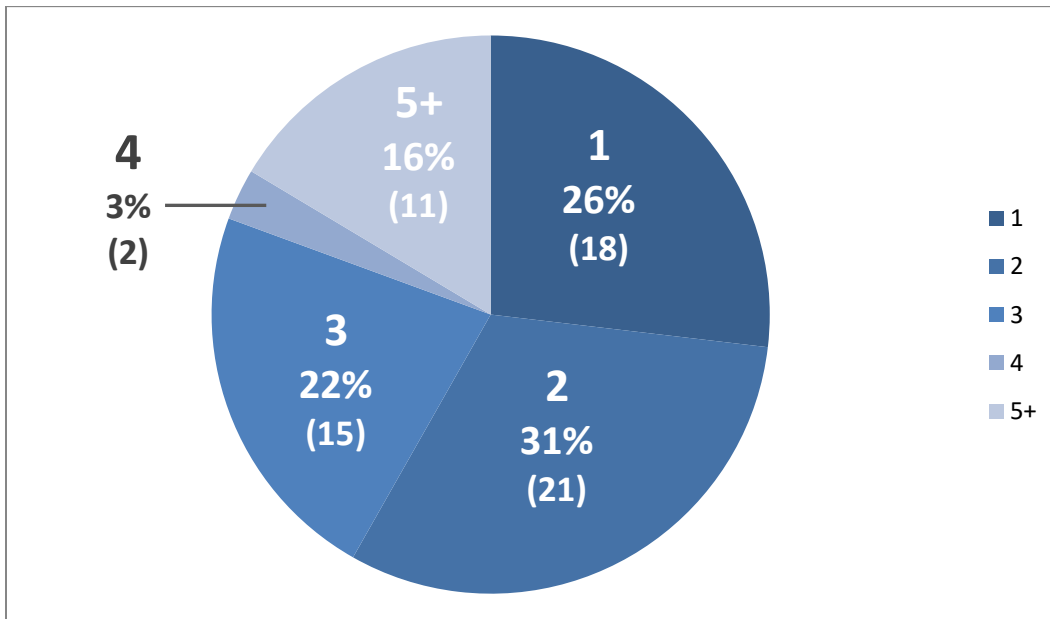
Total respondents = 86/90

**Question 4:** Did you apply for any jobs at the fair?



Total Respondents = 89/90

**'Yes' Follow-Up Question:** How many jobs did you apply for?

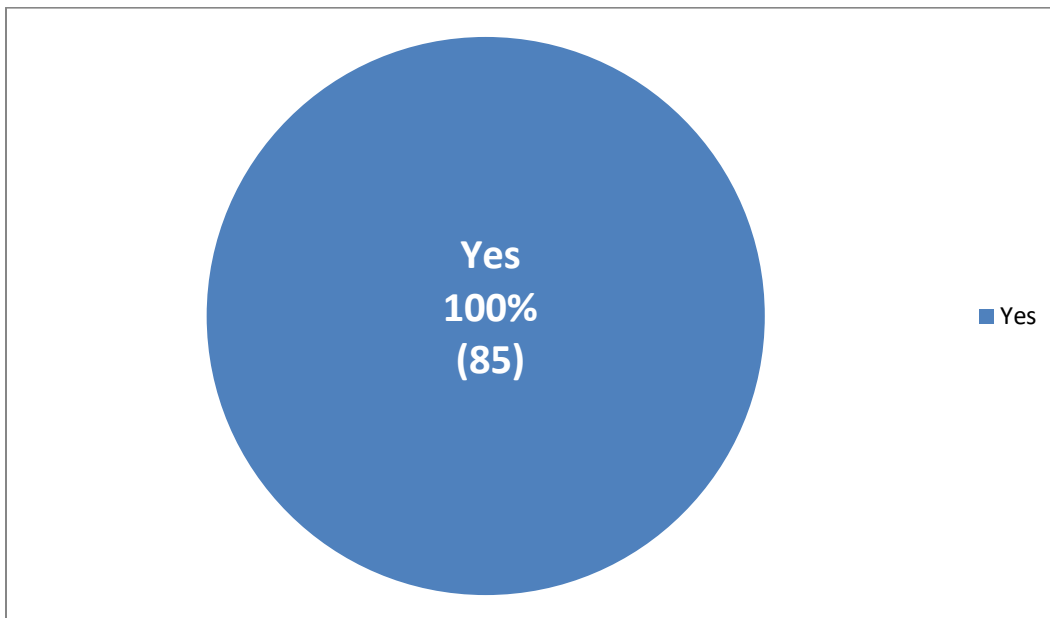


Total Respondents = 68/70

Reasons people did **not** apply for jobs at the fair:

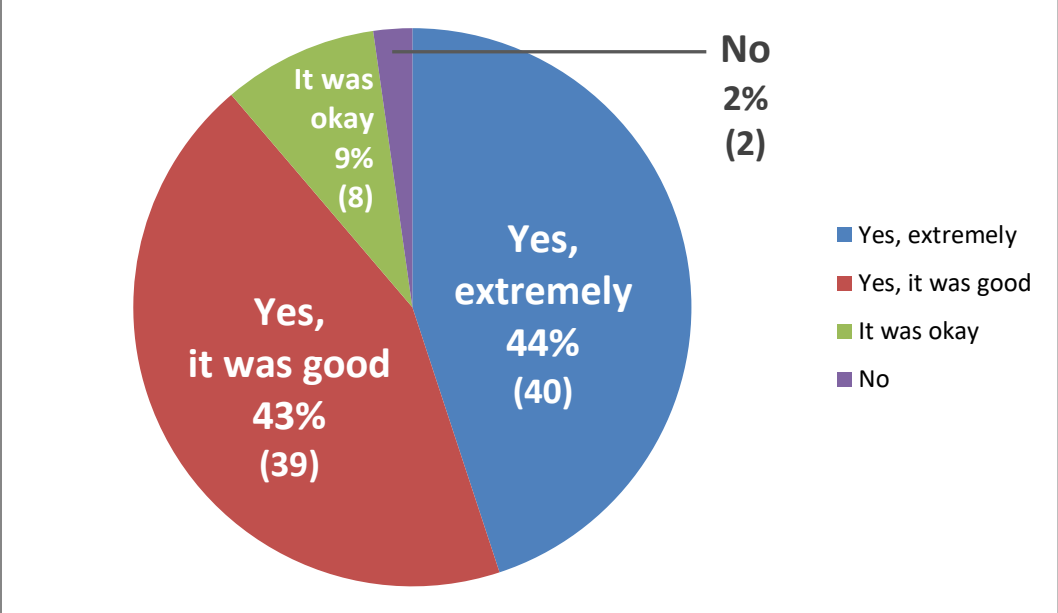
- They have never had a job before (x3)
- They are going to apply for the jobs later online (x2)
- “Just looking around. Wanted to know a little more”
- “Lack of time”
- “Very catastrophobic [sic]”
- “I was not aware of it”
- “Mostly all summer jobs, not here during the summer because of pre-college”
- “It has a visit [sic]”
- “I have been waiting”
- “I wasn’t interested and the one I was interested in was not hiring”
- “Because they were mostly driving jobs”
- “Did not find out about any”
- “They ran out of applications”
- “I like to have many opinions plus I have no clue”

**Question 5:** Did you find the information in your folder helpful?



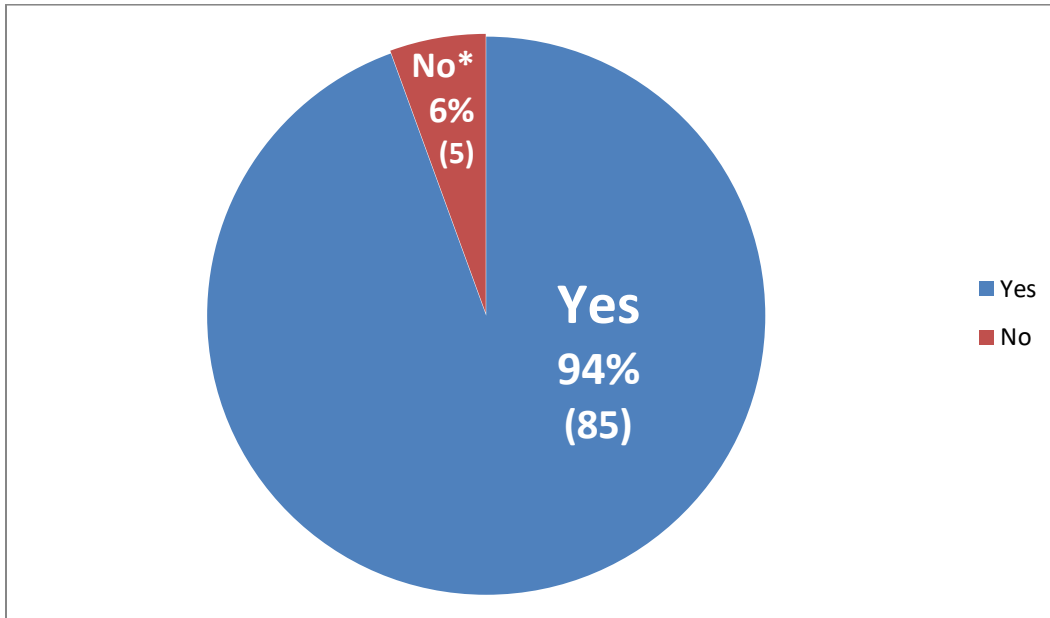
**Total respondents = 85/90**

**Question 6:** Overall, did you find the job fair helpful?



Total respondents= 90/90

**Question 7:** Would you attend this job fair again in the future?

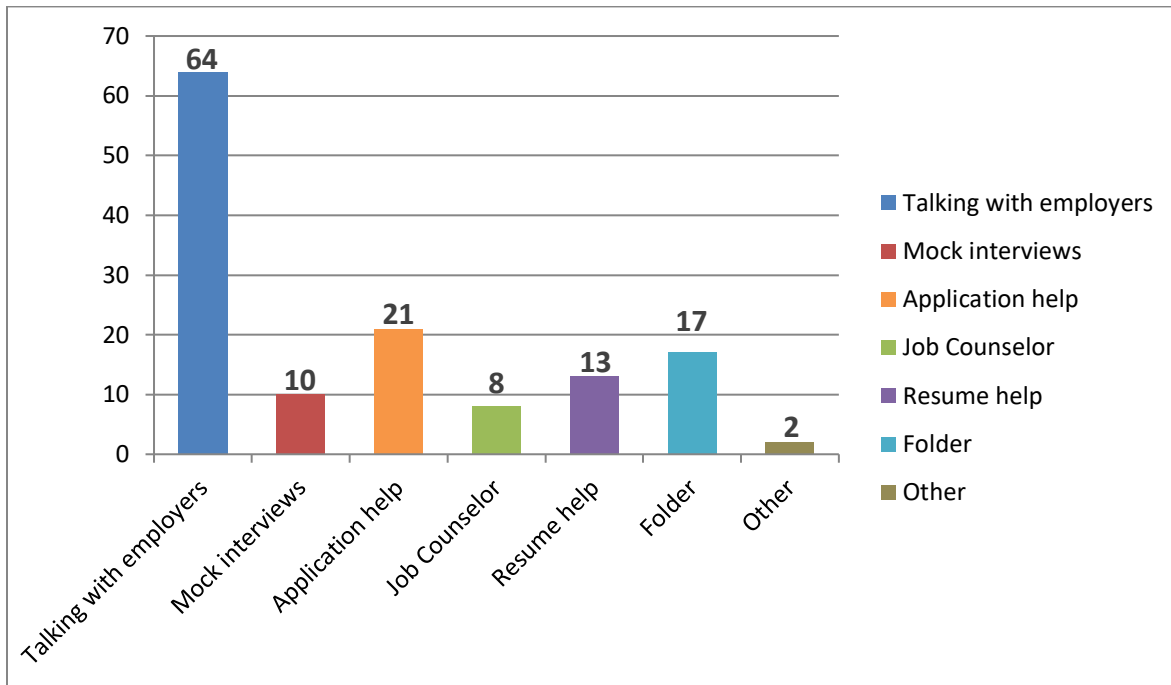


**Total respondents = 90/90**

\*While comments were not solicited for this question, 4 out of the 5 respondents who answered “no” to this question stated later in the survey that there was not enough space in the Meeting Room/Employers Hall. In response to the preceding question, “What did you like most about this job fair?” one of these same respondents replied, “Nothing, I already knew everything.” The remaining respondent did not leave any additional illuminating notes.



### Question 8: What did you like most about this job fair?



**Total respondents = 89/90\***

*\*Many students selected more than one option*

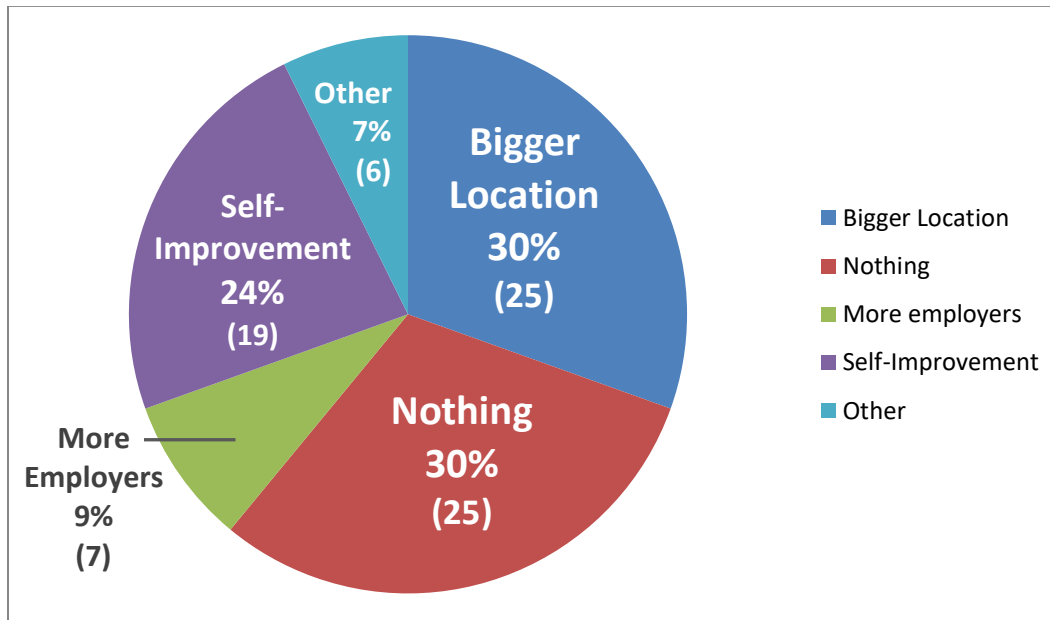
The 2 respondents who marked “Other” included the following notes:

“Talking to new people”

“Nothing, I already knew everything”

It should be noted that the Mock Interviewers, Resume Specialist, Job Counselor, and Application Help Specialists were all limited in how many students they could see during the job fair. For example, although they continued working 45 minutes past the close of the fair, the Mock Interviewers were only able to see 14 people in total throughout the night.

## Question 9: What would you change for next time?



Total respondents= 82/90

The Forest Home Library has a very modest sized Meeting Room with a much smaller capacity than those at its sister branches. A maximum of 7 tables can fit semi-comfortably inside the room while maintaining the legally-required paths to emergency exits. To maximize the available space, 13 employers were arranged to share 7 tables (14 employers were confirmed for the event, but 1 did not show up). An additional 7 employers requested space at the fair but were turned away due to the capacity restrictions.

When the Forest Home Library staff first designed the event, they were not expecting the enormous resulting response and turnout. The expected number of attendees was less than 50 and the library's Meeting Room seemed sufficient for the anticipated crowd. Within days of posting the event on social media, however, the anticipated number of attendees grew at an exponential rate. In less than a week, the standing capacity of the Meeting Room had been reached and the Organizer started discussing the possible need for traffic control during the event. A volunteer was designated to manage the number of persons entering and leaving the Meeting Room during the fair; however, at 4:30pm there were not enough volunteers to manage all the necessary positions and those that were present were delegated to the tasks with the highest priority.

Hundreds of teens waited in anticipation of 4:30pm when the Employer's Hall would open, and without a means to curb the traffic, the Meeting Room instantly flooded with people. Attendees formed one solid, nearly impenetrable mass inside the Employer's Hall until well after the fair's closing. This made it very difficult for teens to make contact with their employers of choice and meant teens were waiting at length to talk to employers.

Still, nearly a third of the respondents to the survey said that they would change "Nothing" for future events. Many even left positive remarks, including "Everything was well organized."

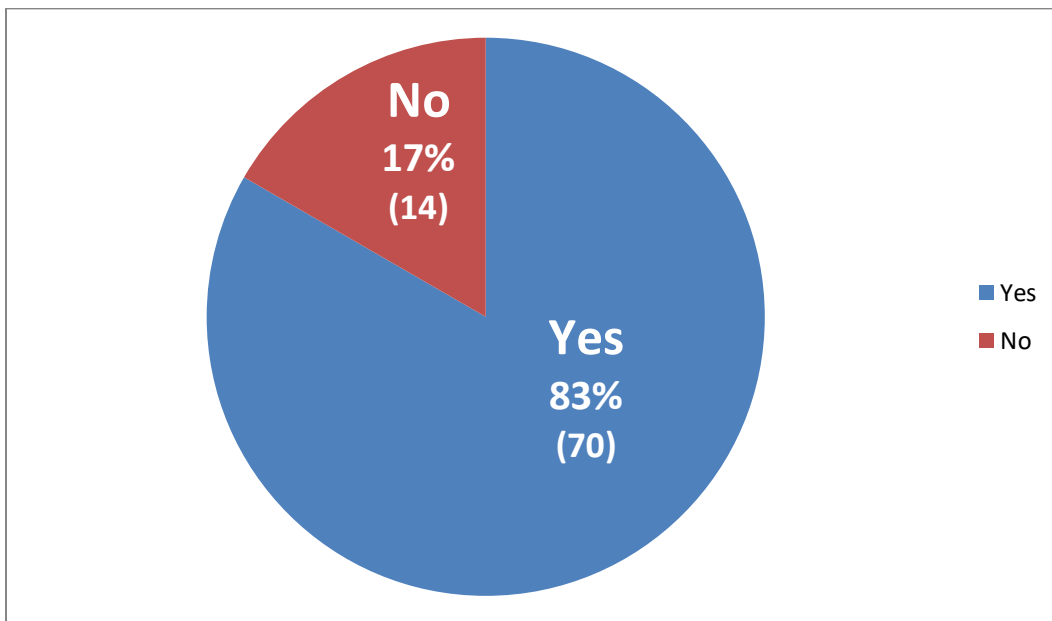
Unexpectedly, almost a quarter of the respondents replied to the question with comments vis-à-vis their own self-improvement rather than improvement of the fair itself. They fell into 6 distinctive categories: **1) Apply for more jobs, 2) Be more prepared, 3) Ask more questions, 4) Arrive earlier, 5) Speak to employers "better,"** and **6) Smile more.** This self-reflection indicates that the event was a learning experience for the teens, one that they took seriously.

### Question 10: Any other comments?

A few respondents reiterated that the Employer’s Hall/Meeting Room was uncomfortably crowded, and two others replied that they would like food at future job fairs. The rest (12) were hugely positive. They were:

- “Definitely got me excited about my job search”
- “This was an interesting experience getting to see a variety of employers and some people I met up with”
- “Had a great learning experience”
- “Taking your time to talk to us is really meaningful. Thank you.”
- “Awesome info”
- “Thank you!”
- “I would recommend it to more people”
- “Everyone was kind. I really hope you make more teen job fairs!”
- “I think this is a great way to help teens like me stay out of trouble and earn money”
- “The resume help was good”
- “Overall, I had a great time!”
- “It was very good to see these people”

### Question 11: Would you like to receive notice of future library events?



Total respondents= 84/90

### **In-Event Feedback**

Feedback from employers, attendees and their parents during the fair was overwhelmingly positive. The Organizer spoke with every employer before they left to gather feedback and thank them for their time. 100% of the employers said they greatly enjoyed participating and would do so again in any subsequent years. Many even offered to do separate hiring events throughout the year since the demand was so high. The UMOS interviewers, too, cited their extreme enjoyment of the fair as their reason for continuing well past closing. Additionally, 100% of the volunteers stated that they enjoyed helping out at the event, and one even asked if he could help out at more events in the future.

Volunteers and staff saw a number of teens calling their friends and family during the event, telling them to come; and many teens thanked the staff as they left the building. Parents, too, were incredibly grateful and profusely thanked the staff for putting on the event.

### **Post-Event Feedback & Notes**

Clean-up for the event was very minimal: hardly any sheets of paper were left behind and garbage was almost non-existent. The Forest Home Security Guard noted that there wasn't a single incident during the fair and that there were, in fact, fewer problems than on a regular day. This is proof of a very valuable event: one that is relevant, needed, and desired. On Thursday, April 21, 2016, two days after the event, a teen patron approached the Organizer with the sample resume she had received in her green folder during the event. She said she came back to the library to write a resume and had questions, which the Organizer gladly answered.