Concurrent Session 1:

**Job Placement: Turning the Tables – Reverse Job Fairs**

Alachua Bradford Re. Workforce Board dba CareerSource NCFL

Day 1: March 14th
Time: 10:30am - 11:30am

Facilitator: **Erika Humphrey**, TA Coach Lead, High Impact Partners
Speaker(s): **James Schindler**, Business Services Manager, Alachua Bradford Re. Workforce Board dba CareerSource NCFL
Reverse Job Fairs
H-1B Ready to Work (RTW) Grantee Convening
CareerSource North Central Florida
Presenter

James Schindler
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Demographics
CareerSource NCFL Business Services serves Alachua and Bradford counties
• Home of several major educational institutions. Over **75,000** students enrolled

• The state’s greatest concentration of 18 to 44 year-olds and people with **advanced degrees**

• Greater Gainesville is the state’s **youngest and most educated region***

*Source: Gainesville Area Chamber of Commerce Council for Economic Outreach
https://www.gainesvillechamber.com/economic-development/

Gainesville Population: about **125,000**
• Some of the leading employers: UF, UF Health, and Malcom Randall VA Hospital
• Rich in biotech companies
Gainesville Area Chamber of Commerce & North Florida Regional Chamber of Commerce
Background
Low unemployment in many areas

= Low attendance by job seekers = Fewer eligible candidates
Has anyone ever heard of a Reverse Job Fair?
What is a Reverse Job Fair?
Reverse Job Fair

Job seeker:
Sets up a table and display

Employer:
Walks the room and stops to “chat”

Responsibility (& opportunity) on the job seeker to promote him/herself
Let’s do an exercise!
So why hold a reverse job fair?
Allow candidates to present themselves in their **own unique way**

Shy candidates often times **open up** when someone approaches them

**Reward** your businesses

- Labor Market Information
- Highlight program transitions
Organizing and Marketing
• **Eventbrite** or other registration method
• Send instructions to registered candidates
• Help candidates showcase skills in the best way possible
• Limit the number of job seeker presenters to space accommodations
• Use mass email, flyers, social media and Chambers of Commerce to advertise event to employers
Results
Success Rate

• Percentage of STEMReady participants who attained employment following reverse job fair and whose cases have since closed: 100%

• Percentage of all STEMReady participants who attained employment following reverse job fair (open and closed cases): 55%
Lessons Learned
• Targeted event: job seekers in the same line of work, similar skill sets
• An event that is too broad will force the employer to work harder
• Job seekers need to be thoroughly briefed
• Have a pre-workshop for job seekers to practice
• Business owners, hiring managers and recruiters agree that Reverse Job Fairs offer an excellent return.
• Many employers felt reverse job fair was more efficient because the candidates seemed more prepared.
Be creative, open minded and have fun with this concept. Possibilities are endless!
Questions? Want to talk more?

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