

# Drive-Thru Career Fairs

## Accelerating the Job Search

Job fairs have historically been successful in bringing together job seekers and employers to share their respective needs on current and future job opportunities. The fairs often fill up large conference/expo centers, massive hotel ballrooms, or big community centers all with the hopes of establishing positive connections between job seekers and employers.

### Recruiting and Job Searching during economic recovery

As the economy begins to recover from the early shutdowns, employers are now hiring and need employees more than ever to get their businesses running again. With social distancing and guidelines or restrictions around group gatherings, organizations are working to adapt to the changing times. This leads to innovative models for job seekers to meet employers: one of which is the Drive-Thru Career Fair.

### What is a Drive-Thru Career Fair?

Drive-Thru Career Fairs are a creative and safe way for job seekers to meet potential employers. By getting in a car line (similar to a fast-food line), prospective employees drive up to an employer's tent or booth to share their resume, pick up any paperwork, have a conversation and maybe even engaging in an interview right from their car. Drive-Thru Career Fairs have been utilized in other times of economic recovery like in Biloxi, Mississippi after Hurricane Katrina. Safety and wellness are the priority, while still giving the business community a chance to meet prospective employees, and job seekers the ability to quickly identify where opportunities currently exist in the job market.

On July 15th, 2020, the Wisconsin Workforce Development Association (WWDA) offered the first-ever statewide Drive Thru Job Fair in all 11 regions of the state. Employ Milwaukee, a TechHire grantee participated in one of the locations, along with businesses from a variety of industry sectors including manufacturing, construction, hospitality, retail, and more

### How can I develop a Drive-Thru Job Fair?

When developing a Drive-Thru Job Fair, there are several options and approaches based on your local area. WWDA's method is to ask employers to create flyers to hand out to the job seekers in their cars for information on the company and their openings. The Missouri Career Center in Springfield, MO designed their fair for employers to set up outdoor booths for job seekers to drive up and speak with a company representative. Nebraska's Kearney Area Chamber of Commerce held a Drive-Thru Job Fair in the parking lot of a closed museum with over 40 businesses in attendance.

If your organization thinks a Drive-Thru Job Fair is a good idea for your area, here are a few things to consider:

- Partnerships - Who would partner to host the event (e.g., community colleges, workforce boards, community-based organizations, chamber of commerce, and business and industry)?
- Design - Would the event primarily offer information distribution/handouts, tent/booth set-ups enabling interaction with employers, or a mix of both?
- Location - Where can you host a large outdoor event (e.g., one big outdoor venue/parking lot or several small outdoor locations across the community)?
- Awareness - How can you broadcast the event to maximize attendance (e.g., social media, news outlets, partners' email blast, website posting, and community signage)?
- Day of the Event – Will this be held on a weekday, weekend, or multi-day event to accommodate distribution on day 1 and interviews as part of day 2?

TechHire grantees have continually provided support service solutions to enhance their job placement efforts for their participants/students. Is this idea a solution for you? If so, let us know if you are planning or are a part of a Drive-Thru Career Fair by emailing [techhire@dol.gov](mailto:techhire@dol.gov).

To view examples of event advertisements and announcements referenced in this resource, please visit the following sites:

[Wisconsin Workforce Development Association Drive Thru Job Fair](#)

[Workforce Development Board of South Central Wisconsin Job Seeker Flyer](#)

[Lincoln Nebraska Drive Thru Career Fair](#)

[Kearney Nebraska Drive Thru Job Fair](#)

By: Christian LaGarde, Coach, Maher & Maher