

## **Beath the Streets, Inc. 1<sup>st</sup> Career Fair**

### **Objective**

To provide job opportunities, career options, interview assistance, and other programs and services for the community. Our community has been deeply affected by COVID-19 leading to many members of our community to lose their jobs and feel lost with a lack of motivation. By partnering with NuuEd Score, Beat the Streets will hold their 1<sup>st</sup> career fair at the Antioch Somersville Towne Center Mall. Employers from different organization will be scouting for members of our community for employment opportunities while having our local educational institutions encourage the pursuit of higher education for different career choices.

### **The Fair**

The career fair will be compromised of three major components: BTS services, seminars, and scouting opportunities.

The BTS center will be used to provide vocational services during the fair. The staff and volunteers will be assisting participants regarding resume, job search, career assessment, mock-up interviews, entrepreneur information, and other BTS programs such as Educational and Life skill services. Computer stations will be set for participants to use for vocational services and an area within the center will be reserved for mock-up interviews and program introduction/information.

The tutor center of BTS will be reserved for guest speakers and presentations during the fair. The area will accommodate for social distancing by keeping the chairs far apart and allow the guest speakers and participants to have a safe space during the fair. Participants will be informed about different career paths, the effects of obtaining a certificate or a degree, learn about entrepreneurship, and receive financial literacy information. When the participants check-in they will receive the times the guest speakers will be on.

In the 2<sup>nd</sup> center court of the Somersville Mall, is where organizations will be stationed and interact with the members of the community who have come to participate in the career fair. On-site recruitment, resume submission, network expansion, company promotion, and college opportunities will occur in this area. Participants will be allowed to tour the area and obtain information on various companies for possible employment.

### **Vendor/Sponsor Perks**

Vendors and sponsors that participate in the career fair will not only be able to excite the community but benefit as well from the event. During the career fair vendors and sponsors will receive:

- An opportunity to hire new staff.
- Promote services and products to a diverse community.
- Recognition and advertisement locally.
- Join a network of collaborators.
- Social media exposure
- Opportunity to give back to the community.

Vendors and sponsors will need to select a tier level if they wish to participate in the career fair. There are a total 5 tiers and each higher tier offering more perks than the one before. Vendors can participate in the event by just purchasing the lowest tier however those who wishes to purchase the higher tiers, will have priority on the spots available for the fair.

### **Staff and Vendor Procedures**

BTS staff stationed at the check-in table will have a list of registered participants and will be distributing tickets throughout the day as participants show up to the fair. Days before the fair, BTS staff will be setting up and organizing equipment for both centers and for the center court of the mall. The main BTS center will have computer stations to be used for resumes, cover letters, and job searches for those who need it. Space will be reserved for those who wish to take part in a mock-interview withing the main BTS center. The tutor center will have rows of chair that will accommodate social distancing for those who would like to attend to the guest speaker's presentation. Finally, the court center of the mall will have tables and chairs set up for vendors to use.

Sponsors and vendors that wish to participate in the career fair, must complete the only registration application on the "Event" page of the BTS website. In the application, vendors and sponsors will be asked to choose a tier level that will grant different perks. A tier must be selected if the vendor/sponsor wish to have station for the fair. Priority will be given to those who chose the higher tiers. BTS staff will review and contact the representative of the organization with further details and with directions how to pay the fee of their chosen tier.

Vendors are to arrive at 10 AM, an hour before the fair which will allow them enough time to set up their stations. It is asked of the vendors to direct any participants without a ticket to the check-in table before offering any information or service. Tickets will not be collected by vendors throughout the fair, the tickets will be collected by BTS staff near the end of the event for lottery purposes. Between 3PM – 4PM, vendors are asked to close and clear their station, BTS staff will begin cleaning procedures. At 4PM the career fair will be officially over, and the mall will return to regular activities.

## **Participant Procedure**

BTS services are for at-risk youth and young adults, the career fair will be open to all ages in the community. For member of the community wish to participate and attend the career fair, they must first register/R.S.V.P. online at [www.beatthestreetsca.org](http://www.beatthestreetsca.org), if they attend the fair without registering they must complete the registration form on the day of the fair before they are able to join the career fair.

Once check-in has been completed, all participants will receive a ticket that will allow them to engage in the fair. Anyone who approaches the stall, presentation, or BTS without a ticket, must be directed to the check-in table to complete registration. The ticket while it serves as a pass into the fair, it will also be used to enter the lottery near the end of the fair. There will be multiple prizes from BTS and vendors as an incentive for participants to fully experience the fair.

Participants will present their ticket at each stall they visit before they can begin receiving information and attempt to submit any form of application. If the participants wants to attend to the guest speaker's presentation, they must show their ticket to the staff before entering. The staff or the vendors at the stall will not be collecting tickets at any time from the participants. The tickets will be collected from the participants near the end of the fair from those who wish to participate in the lottery. At the end of the fair, the participants will be asked to clear the area for clean-up procedures to take place. Once the area has been cleared, the participants may return to the area.

**Sponsor/Vendors Tiers**

	<i>Sponsorship \$2500</i>	<i>Platinum \$1000</i>	<i>Gold \$500</i>	<i>Silver \$250</i>	<i>Exhibitor \$100</i>
<i>Directory/Map</i>	X	X	X	X	X
<i>Flyer Logo</i>	X	X	X	X	
<i>Downloadable PDF Logo</i>	X	X	X	X	
<i>Website Advertisement</i>	X	X	X		
<i>Text Alerts with sponsor logo</i>	X	X			
<i>Company Logo, Description, and Social Media Links on BTS Website</i>	X	X			
<i>Live Display</i>	X				