



# VOCATIONAL REHABILITATION

## ***Reverse Job Fairs:*** **Turning the Tables on Hiring Events**

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# Introduction to RJFs

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- Turns the tables on a hiring event for a role reverse
- Gives job seekers an opportunity to showcase their experience, skills and interests
- Utilizes displays at each booth to share information
- Offers employers the chance to circulate and engage with candidates





## REVERSE JOB FAIR FOR PEOPLE WITH DISABILITIES

89°

5:07



ksdk.com

N KOREA THREATS

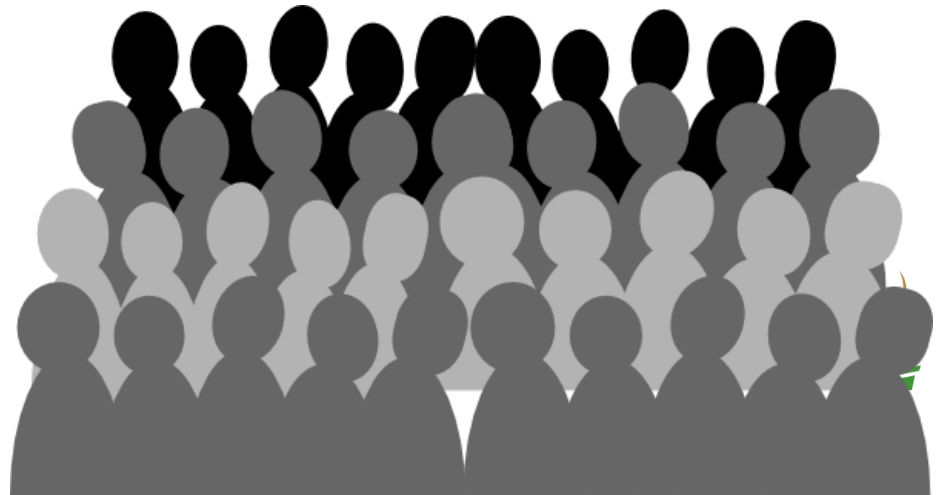
TRUMP DOUBLES DOWN

HEALTH INSURANCE RATES

# Variety

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- Every event will look different
- Size
  - Large range from 10-70+
  - Benefits to each size



# Variety

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- Types
  - Colleges, CRPs, Job Centers, employers, inclusion events
  - General, specific
- Venue
  - Various host options
  - Depends on space needed, availability, accessibility



# Organization

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- Partners
- Focus
- Venue
- Tools
  - Starkloff Disability Institute Reverse Job Fair  
Resume and Networking Preparation Guide
    - YouTube videos
  - The “How-To” Guide For: Organizing a Reverse Career Fair (Iowa VR)



# Recruitment - Candidates

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- Ready to work
- Available to participate in associated activities
- Evaluate job goal and align with employers
- Good environment match for candidate to thrive



# Recruitment - Employers

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- Sectors of candidate interest
- Jobs available
- Participation in associated activities





# Marketing

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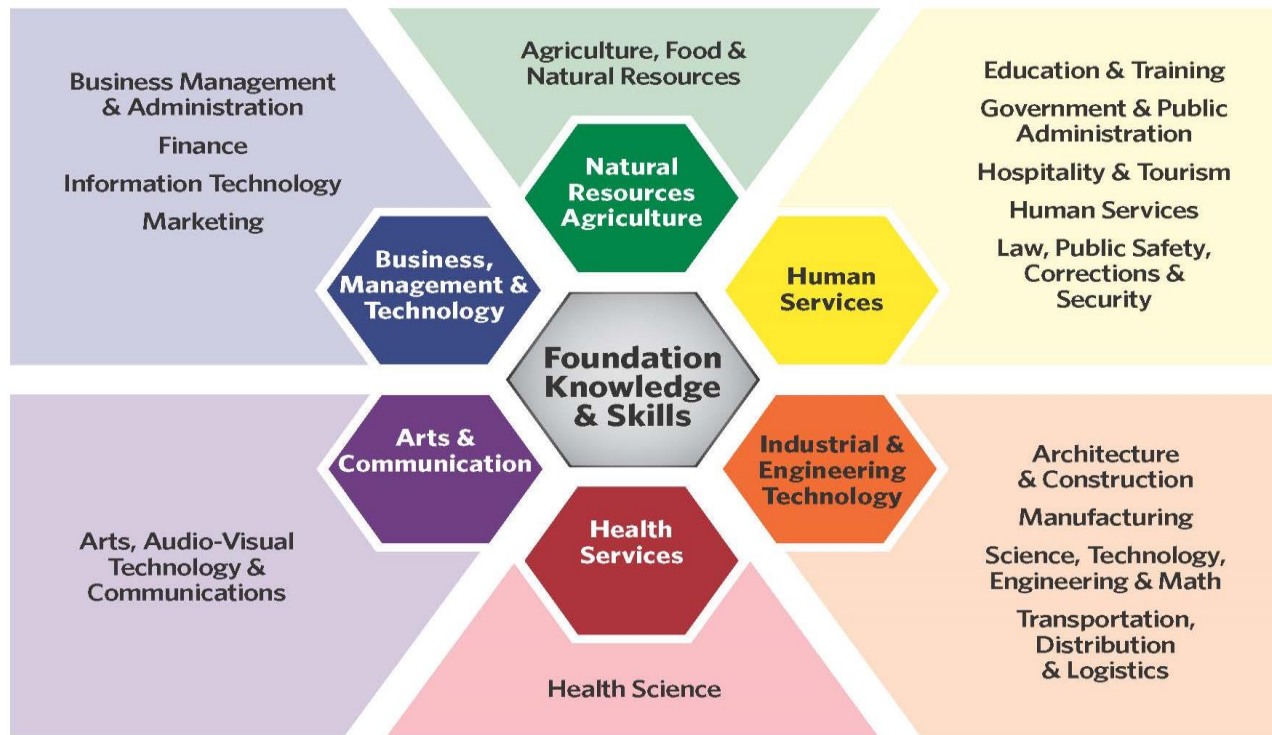
- Save the date flier
- Social media
- Attend job local fairs prior to event
- Job seekers receive updated lists of registered employers
- Customized introductions



# Marketing Candidates

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## Career Clusters



# Job Categories-Balloons

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# Tabletop Marketing

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- ❑ Personalized to job seeker
- ❑ Examples: tri-fold, interactive, video, etc.
- ❑ Event specific



# Tri-fold Tabletop Marketing

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# Outcomes

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- ❑ Tracking methods
- ❑ Duration of tracking
- ❑ Direct vs. indirect hires
- ❑ Past placements/outcomes



# Feedback

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## Survey methods:

- ❑ Hard copy
- ❑ Electronic
- ❑ Combination



# Employer Comments

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- “Loved the opportunity to be a part of such a unique job fair.”
- “One of the best career events I’ve attended. The candidates were well prepared and could speak to their strengths.”
- “Even though I didn’t find anyone for my firm I was able to make some good connection to pass along to those they might be a fit for.”





# Job Seeker Comments

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- “This was a great idea to help break down the barriers associated with disabilities.”
- “Refreshing to be able to showcase my skills and experience. I always hated waiting in line for a brief moment to sell myself.”
- “I made connections with employers that I couldn’t have made on my own.”



# Lessons Learned

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- ❑ Attrition/walk-ins
- ❑ FT vs PT job seeker ratio
- ❑ Media releases
- ❑ Have a plan but be prepared to change it
- ❑ Re-evaluate processes



# Questions?

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## Contact Us

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