

# Drive Through Career Fair Playbook

## Goal:

- Share information from hiring employers with job seekers

## One-Two Months Before Event

### Logistics

- Secure location with drive-up space for multiple cars. We used an ATM drive up in a large shopping mall parking lot and distributed bags from both sides.
- Communicate with police/law enforcement in case the event causes traffic to back up
- Secure 8-10 volunteers to stuff flyers in bags and to staff event
- Contact employers to ask for ## flyers (one page, half page, business card sized ok) & donated bags with info on open jobs and how to apply. Ask for these two weeks before your event to be delivered to a central location/your team picks up.



### Pre-Event Marketing

- Contact media to increase interest from job seekers
  - Boosted Facebook posts resulted in 25,000 people reached
  - Newspaper and local TV
  - Our FM radio stations donated a 15 second PSA that ran for two weeks before the event
  - Mayor shared about the event during her daily coronavirus briefings
- Contact partners to increase interest from job seekers
  - Shared posters and employers with nonprofit networks (Homeless, New Americans, Reentry)
  - Chamber of Commerce shared with its 1,700 members

See other side for a list of participating employers!

**Looking for a new job?**

**DRIVE THROUGH CAREER FAIR**

**20/20** May 5 - 10 am-2 pm  
Gateway Mall  
at 63<sup>rd</sup> & O St

Distribution will be in the parking lot east of the Olive Garden restaurant.

**STAY SAFE!** No need to leave your car! Drive up and receive a bag filled with job information from Lincoln companies that are **HIRING NOW!**

- Manufacturing
- Office
- Construction
- Healthcare
- and more!

Sponsored by:

GATEWAY MALL LINCOLN EMPLOY LNK

## americanjobcenter Employ LNK

The following jobs are available in the Lincoln community! If you would like assistance applying for any of these jobs, visit the American Job Center at 1111 O St (SCC building downtown) or call 402-413-9326. Jobs are listed on [www.neworks.nebraska.gov](http://www.neworks.nebraska.gov). To see past weeks' jobs lists please visit <https://www.koc.com/coronavirus-resources>. **UPDATED: 5/4/2020**

For assistance with applying for Unemployment Insurance, visit [www.dol.nebraska.gov/UIBenefits](http://www.dol.nebraska.gov/UIBenefits) or call 855-995-8863. You may get help in person from UI staff at the American Job Center 1-5pm daily.

For daily updates on COVID 19 Response, please visit <https://www.lincoln.ne.gov/city/covid19/>

If you are looking for services such as food distribution, rental/utility assistance, childcare, or other services, download the myLNK app on Android or Apple, visit [www.mylnk.app/home](http://www.mylnk.app/home), or call 211.



Free WiFi: Check out the jobs below from free WiFi from the following businesses.

- Allio parking lot
- Burger King
- City Libraries
- Dunkin' Donuts
- HyVee
- McDonalds
- Taco Bell
- Target
- Walmart

### Who will be at the Career Fair on Tuesday, May 5<sup>th</sup>?

- |                                    |  |
|------------------------------------|--|
| ADVANCED SERVICES INC./KAWASAKI    | MANPOWER                               |
| ADVANTAGE PERSONNEL INC            | MILLARD LUMBER                         |
| AEROTEK                            | NATURE'S VARIETY                       |
| AGILITY FUEL SOLUTIONS             | NEBCO                                  |
| ALLO                               | NEBRASKA DEPARTMENT OF CORRECTIONS     |
| A-STUKI                            | NEBRASKA DEPT. HEALTH & HUMAN SERVICES |
| AMERICOM COMMUNICATIONS            | NEWMAN CONSTRUCTION                    |
| BALCHEM SENSORY EFFECTS            | NTT DATA                               |
| BRYAN HEALTH                       | SERVICEMASTER                          |
| CHI ST. ELIZABETH                  | SMARTCHICKEN                           |
| CITY OF LINCOLN                    | SOUTHWICK LIQUID WASTE                 |
| CONTOUR CONSTRUCTION               | SOUTHEAST COMMUNITY COLLEGE            |
| EASTMONT TOWERS                    | STEPHENS AND SMITH CONSTRUCTION        |
| FOWLER CUSTOM HOMES                | TABITHA                                |
| GANNA TRUCKING AN EXCAVATING       | THE KNOLLS                             |
| GATEWAY VISTA/ NYE HEALTH SERVICES | TIMPTE                                 |
| GENERAL EXCAVATING                 | TR CONSTRUCTION                        |
| HAUSMANN CONSTRUCTION              | TRANSCOM                               |
| K2 CONSTRUCTION                    | WHITE CASTLE ROOFING                   |
| KINGERY CONSTRUCTION               | WILLMAR ELECTRIC                       |
| LABOR MAX                          | WINDCREST ASSISTED LIVING              |
| LANCASTER COUNTY CORRECTIONS       | WOLFE ELECTRIC                         |
| LINCOLN ELECTRIC SYSTEM            |  |
| LINCFEPCO/PEPSE                    |  |
| LSI                                |  |
| MADONNA REHAB                      |  |

## Two Weeks Before Event

- Check in with location and make sure the space is still available
- Once you have all of your employer flyers, set a time for volunteers to stuff the bags. This will take time!
- Remind employers that have provided info that the event is upcoming
- Remind nonprofit partners consistently (weekly) about event
- Constantly update social media (Facebook, LinkedIn, NextDoor, others) with info about the Fair, time, date, name employers
- Order signs (if needed)
- Invite media to attend event

## Day of Event

- Arrive 30-45 minutes early to set up
- Bring gloves and masks for all volunteers
- Assign people to hand out bags, wave people into the designated area, and to be on the street with 'Job Fair this way' signs
- Provide bottled water to volunteers
- Complete media interviews
- We only gave one bag per car even if people asked for more
- We ran out of bags at the end and directed people to the website where we have a PDF with all the scanned info. <https://www.lcoc.com/coronavirus-resources> --> Job Postings
- We did not track attendance. We did put a flyer (below) that asked people that apply for jobs to say where they heard about the event.
- We will follow up with employers two weeks, one month, and 1.5 months after the event

**Here's what you need to know:**

**All of the businesses are hiring in this bag!**

**If you apply for jobs, please list "Drive-Through Career Fair" in your application.**

**WHERE CAN I FIND FREE WIFI?**

Most businesses would like you to apply for jobs ONLINE

The following locations have free WiFi from the parking lot:

- All Lincoln City Libraries
- Allo
- Burger King
- Dunkin' Donuts
- HyVee
- McDonalds
- Taco Bell
- Target
- Walmart

**Need some help updating your resume or applying for jobs? The American Job Center can help. Turn the page over for more info!**

**Looking for resources? Use the myLNK app (Android and Apple) or <https://mylnk.app/home> to find info on assistance, early childhood education, hotlines, and more!**

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