

At MassBay, the career fair goes paperless

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At a career fair held last week at Massachusetts Bay Community College, there was plenty of handshaking going on but far less actual touching than one typically sees in such a setting. Instead, a series of electronic devices were giving digital handshakes.

On April 27, MassBay played host to the state's first "paperless" job fair, where no resumes were exchanged—at least, not printed resumes. Students prepped electronic devices to host all of the information that they would normally pass on to potential employers via paper. But instead of exchanging resumes and cover letters for business cards and contact names, the exchange was done via flash drive-like devices known as MingleSticks.

"[This career fair] is most unique because you won't see any resumes or other written materials exchanged," said Jeremy Solomon, assistant vice president for strategic communica-

tions and special assistant to the college's president. "The purpose is two-fold. One is to contribute to our environmental goals here at MassBay and secondly, to get employers and students to think environmentally."

Julie Komack, Career Services, Director at MassBay, first got the idea to use the MingleSticks at the career fair when she was ordering her own business cards. Taken aback at the number of cards she had distributed, she decided to investigate ways that similar information can be transferred in a cheaper and more environmentally friendly way. "This allows us do away with the paper pushing of resumes and the paper pushing of the actual business cards," Komack said.

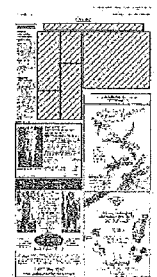
To exchange information, job seekers hold their own MingleSticks devices to face those of potential employers. When both parties push a button, all pertinent information is exchanged. When the job seekers later check their MingleSticks account online, they can then see all

employers' contact information for follow-up.

Eighty-two students interacted with 19 prospective employers at the fair, which included TD Banknorth, Robert Half and Bertucci's.

Lynne Goyuk, Recruitment Coordinator for Bright Horizons Family Solutions, was excited by the technology in use but had trouble completely letting go of her paper documents. "I brought a lot less and I tried to bring recycled documents," said Goyuk. She added that she was looking forward to having prospective employees' pictures attached to their resumes, something that MingleSticks do automatically.

Komack arranged for the MingleSticks, which were rented for the fair, to be donated by the Metro West Secondary-Post Secondary CVTE Linkage Consortium. Komack said she has not ruled out purchasing the devices if the results from the first fair are deemed positive.





STAFF PHOTO BY KEITH E. JACOBSON

Stacie Joyce, a senior at MassBay Community College, has her picture taken by Michelle Miakos, president and CEO of UCSA International, as she registers for a paperless job fair at MassBay Community College on Tuesday, April 27. Devices called "MingleSticks" were used by students to register with recruiters, enabling the recruiter to access the students' information online. This is reportedly the first time that this technology has been used at any academic job fair in this country.