

Chicago Urban League and Jobcase Grow Job Fair, Expand Access to Opportunity

Starting in 2017, Jobcase Cares partnered with the Chicago Urban League to expand its annual Citywide Job Fair, increasing job seeker preparedness, participation, and success.

The Challenge: Build on success to extend opportunity to more Chicagoans

Heading into 2017, the annual Citywide Job Fair successfully drew nearly 1,000 job seekers and over 50 employers in previous years. Even so, the Chicago Urban League sought to make the event bigger, more predictable, smoother, and more empowering for job seekers and employers alike. Through initial discussions with Jobcase Cares, the partners agreed to leverage Jobcase's technology, community, and data to bring the Citywide Job Fair to the next level.

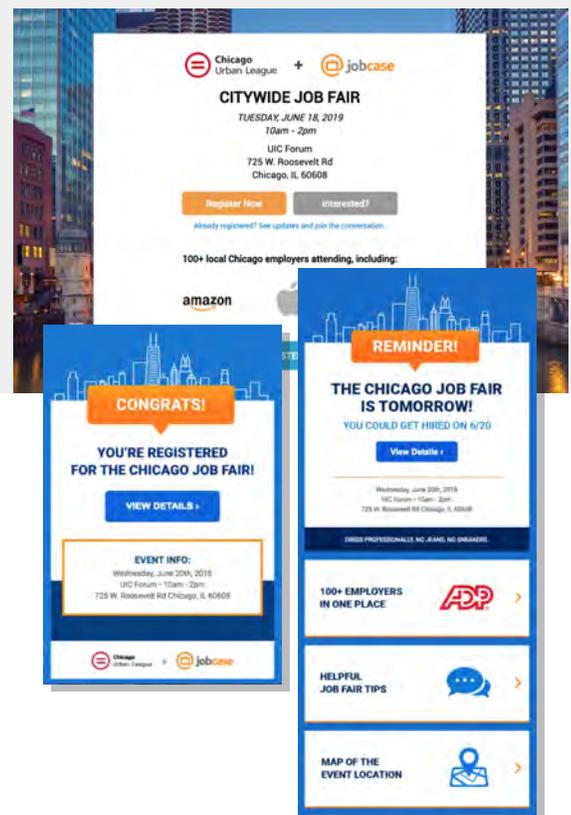
5 new capacities added to improve the Citywide Job Fair

1. Advance Online Registration

This gave the League a powerful new way **1)** to understand the efficacy of promotional efforts and to respond by optimizing them in real time, **2)** to predict the potential numbers of attendees to the event, improving day-of planning efforts, and **3)** to offer special onsite check-in lines for "preregistered" attendees to reduce the potential for long lines to enter the event.

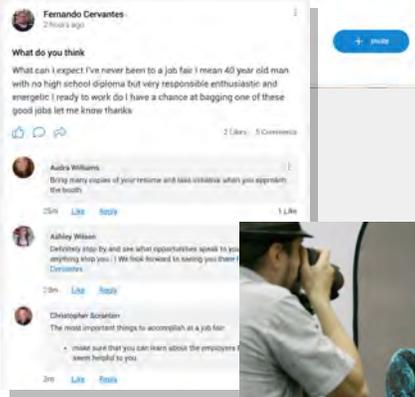
2. Reminders, Updates, & Support

Welcoming pre-event registration via Jobcase also empowered the League to engage with registrants in advance of the event and provide support- sending reminders on resumes and researching preferred employers, tips on interview strategies and dress code, and even sharing emotional support to concerned, first-time job fair participants.





Chicago Urban League & Jobcase -



3. Community

Each registrant was connected to a dedicated community for the job fair- the Citywide Job Fair group on the Jobcase platform. In this online space, registrants asked questions, received information, supported each other, and engaged directly with employers and Urban League staff.

4. On-site Support for Event Success & Head Shots

On the day of the event, Jobcase provided check-in support to smooth the entrance, and welcome and resource tables for job seekers. Every attendee received free pens, notepads, tote-bags, and free professional photo headshots. Upon exiting, Jobcase provided exit surveys to capture job seeker and employer feedback.

5. Metrics

The addition of Jobcase's online and tech support enabled the creation of new success metrics, providing valuable new perspectives on best practices for event promotion, targeted outreach to underrepresented groups, increased feedback from participants, and improved understanding of job seeker preferences and goals.



Outcomes

With the addition of Jobcase's support through promotion, community-building, and online engagement, the collaboration produced a **400% increase in registration**, a **250% increase in attendance**, and a major expansion of online career support to residents in the Chicago area.



“We are proud to partner with Jobcase, an organization that is committed to empowering people, and strengthening our community.”

Shari Runner
President and CEO,
Chicago Urban League