

# SMEF Fall Career Fair

## September 12 - 14, 2018

### Career Fair Registration & Recruiting Guide



# PURDUE

K R A N N E R T  
SCHOOL OF MANAGEMENT



# SMEF

SCHOOL OF MANAGEMENT EMPLOYERS FORUM

# FALL 2018 RECRUITING INFORMATION

Thank you for your interest in recruiting Krannert Students! Our marquee event is the SMEF Career Fair which takes place on Thursday, September 14<sup>th</sup>. 1800 students attend the fair so it is a great opportunity to increase your visibility and meet great candidates. In addition, there are a number of recruiting opportunities throughout the semester. The following guide has information about our career fair and other recruiting opportunities.



## SMEF CAREER FAIR REGISTRATION

SMEF uses the NACELink @ Purdue (CCO) system for our registration. With an account, you can register for the fair, update your registration if necessary, view your invoice, and post job opportunities. The CCO system is open to all Purdue students and alumni. By posting your positions, you can increase your visibility and reach candidates that you may not meet at the fair.

The registration form includes fields to specify the roles and job functions you are recruiting, qualifications of desired students, including major, class standing, work authorization, and other qualifications. You will be asked to provide or review your company description and add your company logo. Please make sure all of the recruiting information is accurate, as it will appear in our online **Career Fair Booklet** and **Career Fair App**.

In addition, you can sign up for the following optional (no additional fee) events: **Resume Critiques**, **Company Information Sessions**, and **Interviews**.

Based on our available space, registrations are not always approved in the order in which they are received. Priority is given to companies that: represent a diverse mix of opportunities, reflect the interest of our students, have a history of hiring our students, or are KPDC Corporate Sponsors. The SMEF fair typically reaches capacity by mid-summer so we recommend registering as soon as possible.

**SMEF Registration is now open! [krannertsmef.com](http://krannertsmef.com)**

### **Registration Fees**

Your registration confirmation email will include a link to our online payment system, an invoice and additional fair information confirmation packet/career fair guide. Please share the information with your recruiting team. Payment can either be completed online using a credit card or by mailing a check. The online payment system requires a separate login from the registration website. Additional questions regarding registration or payment should be directed to Jon Livermore at [jliverm@purdue.edu](mailto:jliverm@purdue.edu) or Erik Props at [props@purdue.edu](mailto:props@purdue.edu). The complete list of registration fees and key dates are listed on the next page.

## CAREER FAIR WEEK EVENTS & SCHEDULE

<b>Wednesday, September 12, 2018</b>		
<b>Time</b>	<b>Event</b>	<b>Location</b>
10:00 a.m. - 12:00 p.m.	Coffee, Critiques, and Elevator Pitches	Rawls 2 <sup>nd</sup> and 3 <sup>rd</sup> Floor
12:00 p.m. - 1:00 p.m.	Employer Lunch (w/SMEF members)	Rawls 3 <sup>rd</sup> Floor
1:00 p.m. - 3:00 p.m.	Coffee, Critiques, and Elevator Pitches	Rawls 2 <sup>nd</sup> and 3 <sup>rd</sup> Floor
1:30 p.m. - 7:30 p.m.	Company Presentations	Stewart Center 2 <sup>nd</sup> Floor & Krannert
<b>Thursday, September 13, 2018</b>		
9:00 a.m. – 11:00 a.m.	Career Fair Setup	PMU Ballrooms, Main Lounges & 118
<b>11:00 a.m. - 4:00 p.m.</b>	<b>SMEF Fall Career Fair</b>	<b>PMU Ballrooms, Main Lounges &amp; 118</b>
12:30 p.m. - 2:30 p.m.	Lunch	PMU Faculty Lounges
5:00 p.m. - 8:00 p.m.	Company Presentations	Krannert and Rawls Classrooms
<b>Friday, September 14, 2018</b>		
8:00 a.m. - 5:00 p.m.	Interviews	Stewart Center 2 <sup>nd</sup> & 3 <sup>rd</sup> Floors & Young Hall 2 <sup>nd</sup> Floor (CCO)

### **Krannert MBA/MS Fair – Sept. 14th**

The MBA/MS fair is the day after the SMEF fair. Contact Claudine Meilink ([cmeilink@purdue.edu](mailto:cmeilink@purdue.edu)) for details

## OPTIONAL SMEF CAREER FAIR EVENTS

The following events are included in your standard registration fee if you decide to participate. Please select events when you submit your career fair registration.

### **COFFEE, CRITIQUES & ELEVATOR PITCHES**

Resume critiques and practicing elevator pitches with coffee is a great opportunity for students to get professional feedback before the career fair. They can gain insight into what your organization is looking for in a resume and an elevator pitch, as well as having a more one-on-one contact with your representatives. Each critique should be limited to 5-10 minutes (depending on student traffic), and you are welcome to inform students about the positions you are recruiting. In addition, please join us for lunch with members of SMEF (12:00 – 1:00). *\* We will confirm your participation 2-3 weeks before the fair.*

### **COMPANY PRESENTATIONS**

Company presentations are held the day before the fair as well as in the evening the day of the fair. They provide students with additional information about your company and give students an opportunity to ask any questions they may have. Each room will be equipped with a laptop and A/V equipment. If you are still building your brand on campus consider selecting a presentation time after the fair. This allows you to give students a chance to see you on campus and you can invite them to attend your presentation.

*\* If requested, you will receive your presentation time, location and a list of tips 2-3 weeks before the fair.*

### **INTERVIEWS**

If you are interested in interviewing students the day after the fair, you can request tables (4 MAX) on your registration. Interviews will take place in the Center for Career Opportunities (CCO) & KPDC suites (for Corporate Sponsors) or tables in Stewart Center from 8:00 a.m. - 5:00 p.m.

*\* If requested, your interview location and interview scheduling sheet(s) will be delivered to you when you arrive the day of the fair.*

## REGISTRATION & SPONSORSHIP INFORMATION

This year we only have a standard registration and the benefits are listed below.

### Sponsorship Levels

To provide year round benefits, the sponsorship levels we used to offer as part of your career fair registration are now available as part of the **Krannert Professional Development Center (KPDC) Corporate Partnership Program**. Contact Erik Props (765.494.5800; [props@purdue.edu](mailto:props@purdue.edu)) for details.

<b>SMEF CAREER FAIR</b>	<b>Standard</b>	<b>Government / Non-Profit</b>
<b>Standard Registration Benefits</b>	<b>\$700</b>	<b>\$350</b>
1 Table (3x6)* and up to 4 reps (MAX) at the SMEF Career Fair & Recruiter Luncheon	X	X
Recruiting needs and company profile in the online fair booklet and website.	X	X
Access to the business majors resume book	X	X
1 Parking Pass	X	X
Resume Critiques (Sept. 12 <sup>th</sup> )	X	X
Company Presentations (Sept. 12 <sup>th</sup> or 13 <sup>th</sup> )	X	X
Interview Tables (Sept. 14 <sup>th</sup> )	X	X

*\* since most companies bring branded tablecloths our tables will not be covered this year. However, we will have a few tablecloths available if your company needs one.*

## REGISTRATION & CANCELLATION TIMELINES

<b>Registration</b>	May 9 <sup>th</sup> – Sept. 7 <sup>th</sup>	Capacity will be reached by mid-summer
	Registrations received after <b>August 18<sup>th</sup></b> : Company/recruiting info will only appear on the NACELink fair site; it will not be included in the career fair book.	
<b>KPDC Corporate Sponsors</b>	Early Registration: May 1 <sup>st</sup> – May 8 <sup>th</sup> Deadline: August 17 <sup>th</sup>	
<b>Cancellations</b>	• before 5 p.m. Friday, August 17 <sup>th</sup>	100% Refund
	• Aug. 18 <sup>th</sup> – Sept. 7 <sup>th</sup>	50% Refund
	• Sept. 8 <sup>th</sup> -	0% Refund
	<b>To Cancel:</b> Email Erica Wilson <a href="mailto:ericaw@purdue.edu">ericaw@purdue.edu</a> and Erik Props <a href="mailto:props@purdue.edu">props@purdue.edu</a>	

## Job Posting & Pre-Select Interview Schedules

- Your position(s) should be posted to your NACELink @ Purdue account 2-3 weeks before the fair.
- Pre-select interview schedules – if you are coming back to campus after the fair to interview, your positions should be attached and the schedule should be live 2-3 weeks before the fair

# ADDITIONAL RECRUITING OPPORTUNITIES

## Post Your Job(s)

Posting your job opportunities on Purdue's Center for Career Opportunities (CCO) website should be considered an essential part of your recruiting strategy. [NACELink @ Purdue](#) is accessible to ALL Purdue students and alumni and 1000's of students search for opportunities during recruiting.

- Attract more qualified students
- Increase traffic during the fair
- Post additional opportunities: Sophomore Leadership events, Job Shadow or Office Visits
- Students can be directed to your website to apply

Login to your NACELink @ Purdue account

- **On-Campus Interviews** (beginning week of Sept. 17<sup>th</sup>)
  - Request a New "OCR" Interview Date (SHORTCUTS section)
- **Post Jobs to Purdue Only (non-OCR)** (in SHORTCUTS section)
- **Resume Collection** (general job posting with added screening criteria (major, grad date, degree level and work authorization)
  - Request a New "OCR" Interview Date (SHORTCUTS section) and select **Resume Collection**

## Hiring International Students

Our **Industrial Management** and **Supply Chain Information & Analytics** majors have the STEM designation and students are able to apply for the additional OPT.

Do you have Global Operations? If your organization has home country opportunities for students please let us know how they apply or how Krannert's can connect and our career office will work with them. Send any international recruiting information or contacts to Erik Props ([props@purdue.edu](mailto:props@purdue.edu)).

## Student Organizations

Supporting our student organizations is a great way to build your brand and connect with top talent. Contact information can be found on the club [website](#). In addition, sponsorship opportunities are outlined in our [Corporate Partners Program](#). Contact Mark Herrmann, Dir. of Corporate Engagement or his assistant, Ashlee Diener, for more information. They can be reached at [mdherrmann@prf.org](mailto:mdherrmann@prf.org), [andiener@prf.org](mailto:andiener@prf.org) or 765.494.0747.

## Beta Alpha Psi Fall Banquet (Sept. 6<sup>th</sup>)

Beta Alpha Psi is the national accounting and finance honors organization, and prides itself on being a platform that can connect the best and brightest students with companies that are looking for top talent. Each year, Beta Alpha Psi at Purdue hosts a large networking event where students and company representatives get to meet each other in a casual, relaxed setting while enjoying a catered dinner. The Fall Banquet is an annual tradition that attracts over 100 attendees every year. Please contact us at [purduebap@gmail.com](mailto:purduebap@gmail.com) for more information.

## Purdue Accounting Association - Bowling and Billiards with Recruiters (Sept. 10<sup>th</sup>)

This event allows students the opportunity to expand their professional network in a relaxed setting while having a good time. The event aimed to create a relaxed atmosphere for students and recruiters to interact and learn about career opportunities, making connections for future opportunities or building relationships with like-minded professionals. Contact [paaattendance@gmail.com](mailto:paaattendance@gmail.com)

## **Doster Leadership Conference (DLC; Oct. 12<sup>th</sup>)**

The DLC will occur October 12th at Roche Diagnostics U.S. Headquarters, in Indianapolis. Over 200 of Krannert's top emerging Freshman and Sophomore student leaders will participate in the conference, while being mentored by over 50 established Junior and Senior student leaders. DLC is revamped for 2018 and will focus on engaging high performing students at each individual class level. It will include some of its traditional aspects: breakout sessions, team building activities, and multiple distinguished keynote speakers. However, through its transformation, DLC is hoping to become a 4 year experience in which students will attend as Freshman and Sophomores and lead as Juniors and Seniors in order to perfect key skills such as working in a team setting, leadership, and mentorship.

DLC is a great opportunity for Krannert students to improve and develop their leadership skills at no cost to them whatsoever. However, this could not be a reality without your help. Sponsorship details are available on our website [www.dosterleadershipconference.com/](http://www.dosterleadershipconference.com/)

If you have further questions about DLC or sponsorship levels, contact us at [dosterleadership@gmail.com](mailto:dosterleadership@gmail.com).

## **Employer Mock Interview Program**

Krannert's MGMT 295 "Professional Career Management" course works to increase the competency of students (mostly freshmen and sophomores) in the "networking" and "informational interviewing" skill areas. Participate in our Employer Mock interview Program and conduct a half or full day of mock interviews. Contact Brooke Linn at [balinn@purdue.edu](mailto:balinn@purdue.edu) for more information.

## **Additional Purdue Career Fairs**

Sept. 6	BAP/PAA Public Accounting Career Fair & BAP Banquet <i>*new</i>	Sept. 11-12	Industrial Roundtable
Sept. 6	Computing Career Fair	Sept. 14	Krannert MBA/MS Fair
Sept. 10	PAA – Bowling and Billiards with Recruiters	Sept. 25	Sales, Retail & Financial Services
		Sept. 25	Hospitality & Tourism Management
		Oct. 2	Purdue Agricultural Fall Career Fair

Complete Purdue Career Fair Calendar- [www.co.purdue.edu/Employers/attend\\_career\\_fair.aspx](http://www.co.purdue.edu/Employers/attend_career_fair.aspx)

## **SMEF Spring Career Fair- January 30<sup>th</sup> – February 1<sup>st</sup>**

Registration will open in November. Companies that attend the SMEF fall fair will receive \$100 discount.

## **Important Dates & Events**

Semester Begins	August 20
Labor Day (No Classes)	September 3
October Break (No Classes)	October 8 - 9
Thanksgiving Break (No Classes)	November 21 - 23
Final Exams	December 10 - 15

**Thank you for your interest in recruiting Krannert students!**