

EMPLOYER ENGAGEMENT RESOURCES



PennState
Smeal College of Business

SPRING 2019



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ENGAGEMENT OPPORTUNITIES



We offer an assortment of resources to help you network and promote your employment opportunities to our students. Depending on your talent needs, recruiting process, and budget, consider the following engagement opportunities:

Sponsorship Programs

Build and deepen your company's recruiting relationship with Smeal students through enhanced branding opportunities and engagement events.

Career Fairs

Throughout the year we offer several career fairs including university-wide, business school, and degree-specific events.

Workshops & Simulations

Enhance students' professional knowledge by presenting, guiding, and educating students on recruiting and professional development topics.

College Events & Programming

Expand your recruiting reach by participating in non-traditional branding and engagement events offered by units and departments at Smeal outside of Career Services.

Job Postings

Post jobs on Nittany Lion Careers. It's fast, easy, and free of charge.

On-Campus Interviews

Connect with top talent on campus and let us tackle the scheduling.

Employer Specific Events

Provide students with information about your company, network, and outline employment opportunities prior to conducting interviews on or off campus.

Classroom Opportunities

Enhance curriculum by co-lecturing content or providing course projects.

Student Organization Programming

Strengthen your company's recruiting brand and get to know students outside of the traditional recruiting process by interacting with club presidents and their members.

SPONSORSHIP OPPORTUNITIES



CORPORATE PARTNER PROGRAM

The Smeal Business Career Center encourages organizations to consider exploring the benefits of the Corporate Partner Program. The goal of this program is to provide enhanced recruiting and branding opportunities to organizations who provide annual support to the College through philanthropic means. Corporate Partners are offered the first right of refusal for all undergraduate engagement opportunities highlighted in this packet. Membership (\$10,000) is renewed on an annual basis.



For additional information regarding membership and benefits, contact:

Ashley Stark
Director of Corporate Relations
Smeal College of Business
Business Career Center
814.863.5827 | als5328@psu.edu



CORPORATE SPONSOR PROGRAM

The Center for Supply Chain Research (CSCR) welcomes industry leaders to consider membership in its Corporate Sponsorship Program. The goal of the program is to create a comprehensive research and education partnerships between the center and a limited number of member firms in the field. Membership is renewed on an annual basis.



For additional information regarding membership and benefits, contact:

Tracie Shannon
Administrative Director
Center for Supply Chain Research
814.863.3234 | tla114@psu.edu

CAREER FAIRS



Career fairs are fantastic opportunities for students and potential employers to connect. Students are encouraged to attend career fairs starting in their first year at Penn State and are fortunate to have several occasions to participate in both the fall and spring semester.

SPRING SUPPLY CHAIN CAREER FAIR

The Center for Supply Chain Research™ (CSCR™) along with the Supply Chain and Information Systems Department host the Supply Chain & Information Systems Career Fair during both fall and spring semesters at the University Park campus. The fair connects companies with students from supply chain, management information systems, industrial engineering, and information systems and technology seeking permanent employment, co-ops, and internships in the supply chain field. Over 1,200 students and 112 recruiting companies filled the Smeal Atrium over the three-day Fall 2017 Supply Chain & Information Systems Career Fair.

Date: January 29 - 30, 11AM - 4PM

Location: Smeal College of Business, Atrium - University Park Campus

Cost: \$895 standard registration fee

For additional information regarding this event or to register, contact:

Tracie Shannon, Administrative Director, Center for Supply Chain Research
814.863.3234 | tla114@psu.edu

SPRING CAREER DAYS

Spring Career Days is hosted by Penn State Career Services. It is a two-day, university-wide career fair that provides a platform for employers to connect with students from across all majors and campuses. Over 3,000 students and 375 recruiting companies filled the Bryce Jordan Center over the two-day 2018 Spring Career Days.

Date: February 5 - 6, 11AM - 4PM

Location: Bryce Jordan Center - University Park Campus

Cost: \$750 standard registration fee, additional registration types are available

Registration: <https://studentaffairs.psu.edu/career/fairs/spring/employer/register>

For additional information regarding this event, contact:

Penn State Career Fair Team, Penn State Career Services
814.865.5131 | careerfairs@psu.edu

PSAMA SPRING MARKETING CAREER FAIR

The Penn State American Marketing Association Spring Career Fair is open for employers looking to recruit students for internship, co-op, and full-time opportunities in the field of marketing. Over 100 students attended the Spring 2018 career fair.

Date: February 5, 6PM - 8PM

Location: Smeal College of Business Building Atrium – University Park Campus

Cost: \$250 per company

To register or for additional information regarding this event, contact:

Vice President of Professional Development, Annie Ellis | aee5152@psu.edu

SMEAL ALUMNI CAREER O'RAMA

Each fall and spring, Smeal Alumni Career Services hosts “Smeal Career O’Rama” connecting alumni job seekers to fellow alumni professionals. Host profiles represent areas specific to executive recruitment, talent acquisition, human resources and career coaching. Attendees can ask career development questions. This allows Smeal alumni to give back to the Smeal alumni community while helping to build a talent pipeline for their clients or organization.

Date: February 6, 6 - 7:30PM

Location: Virtual

Cost: Free

To register or for additional information regarding this event, contact:

Keleigh Asbury, Director of Smeal Alumni Career Services

814.863.5947 | kca105@smeal.psu.edu



WORKSHOPS AND SIMULATIONS

UNDERGRADUATE



Smeal strives to provide co-curricular education and programming to enhance students' professional knowledge by presenting, guiding, and educating students on recruiting and professional development topics.

MULTI-EMPLOYER EVENTS

Mock Career Fair^A

This event is held to help students prepare for upcoming career fairs and networking events. Representatives will give each student feedback on their: dress, handshake, pitch, resume, etc.
January 23, 12:00 - 4:00PM - Smeal College of Business, University Park Campus

Save My Resume^A

Drop-In resume review sessions with Smeal students
January 23, 12:00 - 3:00PM - Smeal College of Business, University Park Campus

Company Coffee Chats

This inaugural event consists of one-on-one/small group (no more than 3 students) coffee chats prior to Spring Career Days. The Business Career Center is collaborating with Penn State's Student Disability Resources to offer more opportunities for students to meet with employers who might be intimidated by larger recruitment events. Students will drop in for brief, 15-minute meetings to introduce themselves and ask about the recruitment process. You are welcome to provide information about your company but are not required to be hiring to participate in this event. Note that this event will be targeted to students receiving accommodations from Student Disability Resources, although the event will be open to all Smeal/DUS students.
February 4, 4:00 - 6:00PM - Smeal College of Business, University Park Campus

SOLE EMPLOYER EVENTS

Snack & Learns

Snack & Learn sessions are 50-minute presentations with presenter sponsored snacks

Career Fair Prep	January 24	4:40 - 5:30PM
Leadership Programs and Externships*	February 11	4:40 - 5:30PM
Expectations in the Workplace	March 27	4:40 - 5:30PM

Express Workshop

Express Workshops are quick 30-minute presentations with time for Q&A

Elevator Pitch	January 24	5:45 - 6:15PM
Cover Letter Tips and Tricks	January 29	5:00 - 5:30PM
Make Your LinkedIn Profile Pop!	February 20	5:00 - 5:30PM

To indicate interest or request additional information, please contact:

Ashley Stark, Director of Corporate Relations
Smeal College of Business, Business Career Center
814.863.5827 | als5328@psu.edu

^A - denotes event open only to Corporate Partners
* - multiple employers are needed for a panel

WORKSHOPS AND SIMULATIONS

GRADUATE



Company Tours/Treks

Have students visit your facilities and learn about your company, culture, and location.

Student Organizations

Work with student clubs and organizations to create tailored workshops or simulations.

Examples include:

- Case Interview Workshop (Consulting Club)
- Case Competition (Supply Chain Club)
- Data Analysis Workshop (Marketing Club)

Partner with Career Coaches

Partner with MBA career coaches to create unique content for our students in areas that you or your company want to showcase. Showcase your organizational expertise or offer how-to's in areas like LinkedIn and networking.

To indicate interest or request additional information, please contact:

Ryan Hess, Assistant Director of Employer Relations & Recruitment, Smeal MBA & MOL Programs
814.865.2664 | rch212@psu.edu



EVENTS & PROGRAMMING

UNDERGRADUATE



Expand your recruiting reach by participating in non-traditional branding and engagement events offered by units and departments at Smeal outside of Career Services.

Real Estate Boot Camp

Managed by Professor Lisa Ford and the Institute for Real Estate Studies, this semester-long program provides students interested in Real Estate with professional development presentations, lectures, workshops, networking opportunities, resume reviews, mock interviews and a Stock Pitch Competition.

Donuts & Dilemmas

Hosted by the Office of Honor & Integrity, Donuts & Dilemmas provides students a small, informal setting to discuss a wide range of ethical dilemmas that they could encounter in the professional workplace. Company representatives share personal stories, encourage students to ask questions, and highlight best practices for navigating ethical dilemmas in business. Companies provide the coffee & donuts. This event is offered several times in the spring based on recruiter interest and availability.

Diversity Week

The Office of Diversity Enhancement Programs will be hosting a Diversity Week at the Smeal College of Business during the week of March 24 - 29. This will coincide with the 2019 S.T.A.R.T. Conference, which will be held on March 28 at the Nittany Lion Inn. This year is the 20th anniversary for the S.T.A.R.T. Conference. Employers are invited to participate in Diversity Week by partnering with a student organization and holding an event which demonstrates their company's commitment, actions, and plans towards a diversified workforce. These could be events such as mixers, networking events, or information sessions where students can learn more about a company and have the opportunity to speak with recruiters.

To indicate interest or request additional information, please contact:

Ashley Stark, Director of Corporate Relations
Smeal College of Business, Business Career Center
814.863.5827 | als5328@psu.edu

EVENTS & PROGRAMMING

GRADUATE



Coffee Buzz

Sponsor the 30-minute break students have between 10 - 10:30 AM (Monday through Thursday) with an opportunity to give a 5-minute pitch about your company or a future event you are hosting.

Corporate Presentations

Present about your company and culture while on-campus or virtually. These presentations will be promoted to students during the week prior to the event.

Office Hours

Host open office hours during the day and have either individual or group meetings with interested students.

Scholarships

There are opportunities to create different scholarship opportunities for students through the college.

Networking Events

Connect with students in an informal setting and get to know them on a more personal level. Networking events include happy hours off campus, ice cream socials, and other events on or around campus.

Hosting Cultural Events

Our students host many events to celebrate the diversity of the program. Companies can sponsor these multicultural events such as Diwali, Chinese New Year, or American Thanksgiving.

To indicate interest or request additional information, please contact:

Ryan Hess, Assistant Director of Employer Relations & Recruitment, Smeal MBA & MOL Programs
814.865.2664 | rch212@psu.edu

SMEAL ALUMNI ENGAGEMENT



Alumni Career Services (ACS) at the Penn State Smeal College of Business hosts several programs that serve the professional and career interests of their growing network of constituents. Their webinars, LinkedIn presence, and online chat platforms connect alumni to companies around the world as they gather virtually for networking, informal job interviews, and lifelong learning opportunities.

Virtual Recruiting Sessions

Online and mobile recruiting events through the Brazen chat platform offer companies a free opportunity to showcase their organization's career opportunities directly to Smeal alumni. Recruiters can chat with alumni attendees in 15-minute text-based conversations reviewing resumes and LinkedIn profiles, while sharing company information and active job postings. The ACS office sets up and markets the events, so companies can attend and engage. This is great opportunity to brand a high-profile virtual event to regional, national and global alumni of Smeal.

Smeal Lifelong Learning Webinars

The Smeal webinar is a signature program delivering informative online sessions intended to broaden one's perspective on industry trends in the world of business. Webinars are presented by well-known Smeal faculty and alumni who are experts in their respective fields. Relevant topics include "Attracting and Retaining Customers: What's Your Plan?" and "It's a Candidate's Job Market: How to Succeed in It". Smeal alumni recruiters and business professionals are encouraged to attend or even submit a proposal to present.

For information on partnering with Smeal Alumni Career Services, please contact:

Cindi Satterfield, Smeal Alumni Career Services Program Manager
814.863.4951 | cds14@psu.edu



nittanylion CAREERS



Nittany Lion Careers (nittanylioncareers.psu.edu) launched in 2018 as Penn State's single-system recruiting platform for all students, alumni and employers. This system allows recruiters to conduct all recruiting activities in one system and target the most relevant and qualified students. In addition to Smeal undergraduate students, MBA students and alumni, recruiters can use the system to recruit students from more than 400 majors at all Penn State campuses. Consider creating an account to gain access to resources such as:

Job Postings

Post jobs on Nittany Lion Careers. It's fast, easy and free of charge. Recruiters may post the following opportunities on Nittany Lion Careers:

- Internships or co-ops for undergraduate students open to all majors
- Internships or co-ops for undergraduate students of targeted majors
- Full-time or internships for MBA students
- Full-time for recent grads to experienced hires (all alumni including MBA graduates)
- Full-time for graduating seniors
- Part-time employment

On-Campus Interviews

Connect with top talent on campus and let us tackle the scheduling. Interviews are typically held in either 114 Business Building or the Bank of America Career Services Center based on availability.

- Spring on-campus recruiting runs from early February until the end of April.

Employer Specific Events

Provide students with information about your company, network, and outline employment opportunities prior to conducting interviews on or off campus. Employer events can include but are not limited to:

- Case competitions
- Simulations
- Presentations
- Workshops

We encourage employers to be as engaging and innovative as possible! Please note, tabling in the Business Building is reserved for Corporate Partners and sponsors of The Center for Supply Chain Research.



CLASSROOM ENGAGEMENT



Help bring curriculum to life by co-lecturing content or providing cases for interactive course projects.

BA 297 – Career Planning & Strategies

This strategic career planning course will educate students on the intricacies of the career search process. Educated by faculty, the PSU Financial Literacy Center and Smeal Corporate Partners, students will ground their theoretical knowledge of careers with a greater understanding of corporate operations and environments. This course has been designed to help students as they continue their self-discovery and goal setting process essential to their career search. Participation in this course is restricted to Smeal Corporate Partners.

MGMT 496 – Independent Study/Consulting

Management 496 is an independent consulting practicum that analyzes and researches organizational effectiveness. Students conduct research and use data-heavy approaches to answer tough business questions that companies want answered. Management 496 students work throughout the academic year on projects spanning from Fortune 500 businesses to State College area businesses and schools.

Other Courses

Faculty members do not allow employers to present on their company/opportunities, but some welcome the opportunity to host guest lecturers related to course content. If you are interested in participating as a guest presenter, please identify: preferred audience (majors and/or years), topics you are willing to present on and a bio of who may be presenting. This information will be shared with faculty members to see if there is a fit. Opportunities are not guaranteed, and engagement is up to faculty discretion.

To indicate interest or request additional information, please contact:

Ashley Stark, Director of Corporate Relations
Smeal College of Business, Business Career Center
814.863.5827 | als5328@psu.edu



STUDENT ORGANIZATION PROGRAMMING



The Smeal College of Business has over 40 student organizations that aim to enhance the educational environment for our undergraduate population. Collaborating with these organizations can be a great way to further your recruiting reach and targeting specific populations of students. Historically, collaborations have consisted of information sessions at closed meetings, hosting a professional development workshop for organization members, or participation and/or sponsorship of larger events such as conferences and networking receptions.

To view a full list of Smeal and Penn State student organizations, click here: careerconnections.smeal.psu.edu/employers/engage-with-student-organizations

STUDENT ORGANIZATION CONFERENCES

S.T.A.R.T. Conference

This one-day conference focuses on business initiatives in diversity by gathering corporate, academic, and community speakers. Conference participants gain knowledge and information about issues regarding diversity, awareness, respect for oneself and others.

For more information and to register, visit <https://www.smeal.psu.edu/startconference>
March 28 - the Nittany Lion Inn - University Park, PA

Smeal Citizenship Conference

The mission of the Smeal Citizenship Conference is to connect companies with undergraduate Smeal students at the intersection of business with sustainability, corporate social responsibility, and integrity. Companies can connect with students at a networking dinner, tabling outreach, corporate breakout sessions, and more.

For more information and to register, visit <https://www.sccconference.com/>
April 3

Powerful Women Paving the Way Conference

The Powerful Women Paving the Way Conference is a professional development opportunity allowing students, faculty and staff, alumni, and business professionals to discuss various leadership issues as they pertain to women and professionals in the current business environment. This two-day event, co-hosted by Penn State Women in Business, allows companies to grow awareness on Penn State's campus, increase recruitment, or engage in professional development through dynamic keynote speakers, breakout sessions, and workshops.

For more information and to register, visit <https://www.smeal.psu.edu/powerfulwomen>
April 11 - 12

STUDENT ORGANIZATION PROFESSIONAL DEVELOPMENT EVENTS

Beta Alpha Psi Mock Interview Event

Beta Alpha Psi will be holding its annual Mock Interview event on Tuesday, January 22nd. This event allows students to interact with professionals from accounting and finance firms in a 30-minute interview setting. Professionals are asked to participate and give students feedback on how the student performed in the interview and how they could improve.

To register, employers should email Mike Dignetti at mad5916@psu.edu.

January 22, 8AM - 4PM, Bank of America Career Center - University Park Campus

Undergraduate Development Night

The Smeal Student Council will be hosting its inaugural Underclassmen Development Night taking place on January 31. The event will encompass three-panel style workshops followed by a networking session. The topics of discussion include: Success in Summer Without an Internship, Navigating the Nittany Lion Career Network, and Smeal Orgs: The Path to Success.

This event is targeted towards freshman and sophomore students. Smeal Student Council is seeking corporate sponsors for this event.

If you are interested in supporting this event, please visit:

www.smealstudentcouncil.com/underclassmen-development-night.html

January 31, 6 - 8:30PM, Smeal College of Business Building Atrium - University Park Campus

Corporate Control & Analysis (CCA) Spring Etiquette Dinner

The Corporate Control & Analysis (CCA) student organization is for students interested in careers in corporate accounting, management accounting, consulting and risk advisory services, corporate finance, and financial analysis. The organization is hosting an event to teach students proper professional dinner etiquette while providing companies an opportunity to network with members of CCA, Accounting Society, Beta Alpha Psi, and other PSU students. To cover the cost of the event, CCA requests a \$250 donation made out to "Corporate Control & Analysis." This will cover up to two representatives to attend the Etiquette dinner on April 9.

If interested, please email Schalyn Sohn, Director of CCA Program, at Schalyn.Sohn@psu.edu.

April 9, 6 - 8PM, the Nittany Lion Inn - University Park, PA

For more information on partnering with our Smeal Student Organizations, please contact:

Douglas McAcy, Assistant Director for Student Engagement

Smeal College of Business, Business Career Center

814.863.0830 | dbm18@psu.edu

PROGRAMS



The Penn State Smeal College of Business offers a variety of academic programs that prepare business students for professional success. As one of the nation's largest business schools, we are strategically focused on delivering extraordinary educational experiences. Our programs arm students with the critical knowledge, capabilities, and perspective that the marketplace demands.

EDUCATION TO MEET THE NEEDS OF BUSINESS

Smeal offers a vibrant intellectual community, which is enhanced by opportunities to get involved, explore locations around the world, and connect with top hiring organizations. Our academic programs include:

Undergraduate Degree Programs

- Accounting
- Corporate Innovation & Entrepreneurship
- Finance
- Management
- Management Information Systems
- Marketing
- Risk Management
- Supply Chain & Information Systems



Graduate Degree Programs:

- Residential Full Time MBA
- Executive MBA
- Online MBA
- Residential Specialty Master
 - Master of Management and Organizational Leadership
 - Master of Accounting (One Year & Integrated Program)
- Online Specialty Masters and Certificates
 - Business Analytics
 - Corporate Accounting Foundations
 - Corporate Innovation & Entrepreneurship
 - Enterprise Architecture and Business Transformation
 - Marketing Analytics
 - Supply Chain Management



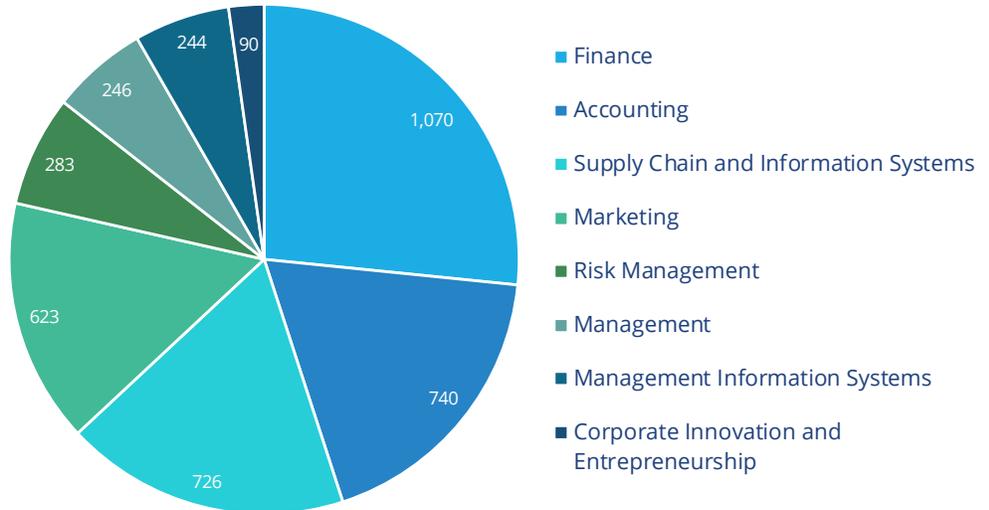
SMEAL BY THE NUMBERS

6,396
TOTAL STUDENTS

881
GRADUATE

5,515
UNDERGRADUATE

UNDERGRADUATE STUDENTS BY MAJOR



62
MONTHS
AVERAGE
PRIOR WORK
EXPERIENCE FOR
MBA CLASS OF
2020

AVERAGE STANDARDIZED TEST SCORE

1319
Undergraduate SAT

657
Class of 2020
MBAs GMAT

TOP HIRING ORGANIZATIONS

UNDERGRADUATE	GRADUATE*
<ul style="list-style-type: none"> Grant Thornton PepsiCo Amazon JPMorgan IBM Deloitte Oracle KPMG EY PwC 	<ul style="list-style-type: none"> Dell Inc. Deloitte Consulting LLP Amazon.com, Inc. Apple Inc. Johnson & Johnson Anheuser-Busch InBev NV The Gap Inc. The Lubrizol Corporation Highmark Inc. Air Products & Chemicals Inc.

*graduate statistics from 2015-2018 hiring data

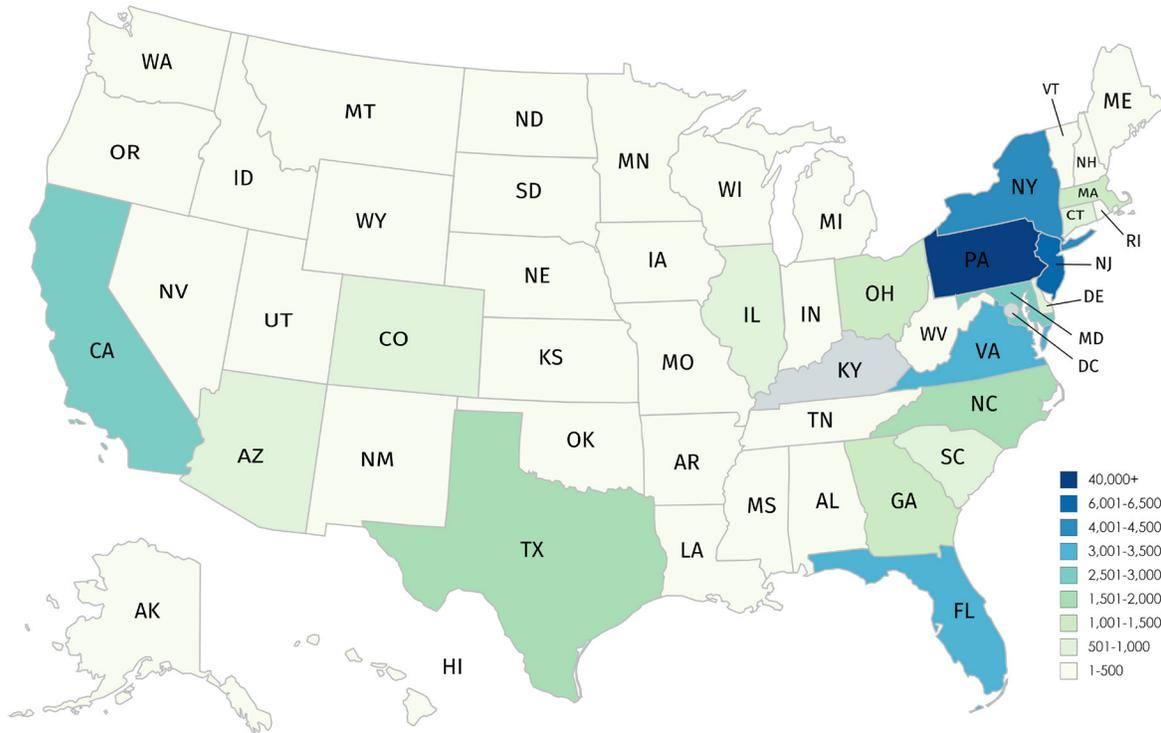
AVERAGE STARTING SALARIES



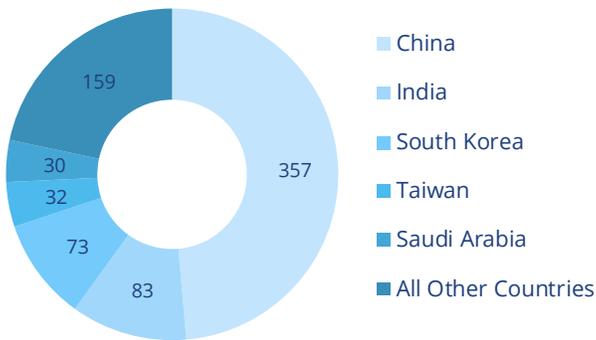
Data collected during 2016-2017 academic year unless indicated otherwise.

SMEAL BY THE NUMBERS

SMEAL ALUMNI BY STATE



SMEAL UNDERGRADUATE INTERNATIONAL STUDENTS

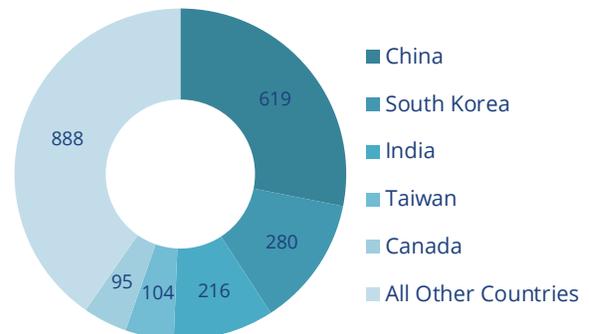


COUNTRIES REPRESENTED IN CLASS OF 2020 RESIDENT MBA PROGRAM

- Canada
- India
- Pakistan
- China
- Peru
- United States
- Nigeria
- Ukrain
- Venezuela

30% OF MBA CLASS OF 2020 ARE INTERNATIONAL STUDENTS

SMEAL ALUMNI LIVING ABROAD



100+
NON-U.S.
COUNTRIES
WITH SMEAL
ALUMNI

400+
SMEAL
ALUMNI IN
EUROPE

Data collected during 2016-2017 academic year unless indicated otherwise.

IMPORTANT DATES FOR SPRING



We would like your time on campus to be as productive as possible. Please make notes of important dates below as they may impact attendance, applications or available space on campus.

*-Denotes MBA program event

+ - Denotes both MBA and undergraduate program event

January 7:	Classes Begin
January 7:	Classes Begin for Mods III & VII*
January 8:	MBA/MOL Company Interviews Begin*
January 21:	Martin Luther King Day- No Classes ⁺
February 15 - 17:	Penn State THON
February 20 - 22:	Exams – Mods III & VII*
February 25 - March 1:	Immersion Week*
March 3 - 9:	Spring Break, No Classes ⁺
March 17:	Saint Patrick’s Day
April 24 - 26:	Exams – Modules IV & VIII*
April 27:	MBA Pre-Commencement*
April 27 - 28:	Study Days
April 29:	Executive Panel Case Competition - Class of 2020*
April 29 - May 3:	Final Exams ⁺
May 5:	MBA & MOL Commencement Ceremony*



CONTACT US



For more information on employee engagement at Smeal, contact:

UNDERGRADUATE

Ashley Stark, Director of Corporate Relations
Smeal College of Business, Business Career Center
814.863.5827
als5328@psu.edu

GRADUATE

Ryan Hess, Assistant Director of Employer Relations & Recruitment
Smeal MBA & MOL Programs
814.865.2664
rch212@psu.edu

ALUMNI

Keleigh Asbury, Director of Smeal Alumni Career Services
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