

# Empowering Students to Search Better: The Feld Center for Industry Alliances at Questrom



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**Boston University** Questrom School of Business

## Academics

- Curriculum planning & concentration advising
- Academic performance review
- Graduation requirements
- Academic policy questions
- CPT/OPT approval
- Academic resources
- Student satisfaction/feedback
- Academic integrity
- Study abroad
- Student development
- Dual degree advising
- Community engagement
- Transfer student advising & integration

## Career Development

- Career exploration & assessment
- Resume and cover letter development & critique
- Job search strategy
- Case & behavioral mock interviews
- LinkedIn design & utilization
- Networking strategy
- Offer negotiation
- Long term career development
- Graduate school planning

## Feld Center Industry Relations

- Internship & job opportunity cultivation
- Employer insights
- Industry best practices
- Functional role overview
- Employer engagement & events
- On campus recruiting (OCR)
- Alumni engagement & events
- Student employment placement and salary reports
- Marketing and external relations

# The Feld Center for Industry Alliances

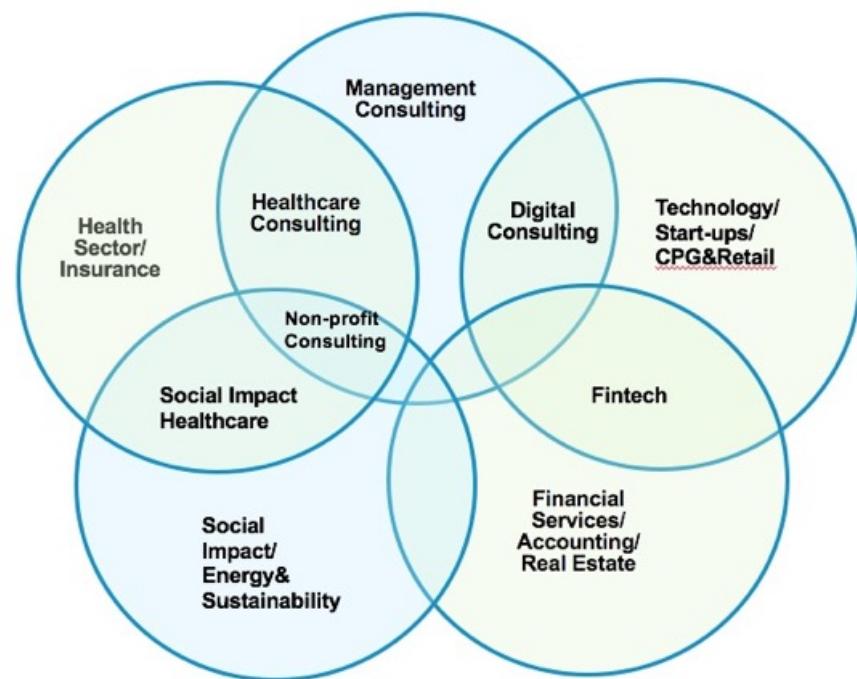
At the Feld Center for Industry Alliances, we initiate and steward relationships with industry partners and actively build the Questrom brand among the companies our students care about. We cultivate boardroom to classroom connections through in-class presentations, corporate treks, on-campus recruiting activity, employer business development, networking opportunities, and more.



# Industry Relations Managers

Industry Relations Managers (IRMs) are aligned with the industry verticals in which our students are most heavily positioned.

We follow market and hiring trends and pursue relationships with employers within the most rapidly growing industries in need of talent.



# IRM Meetings

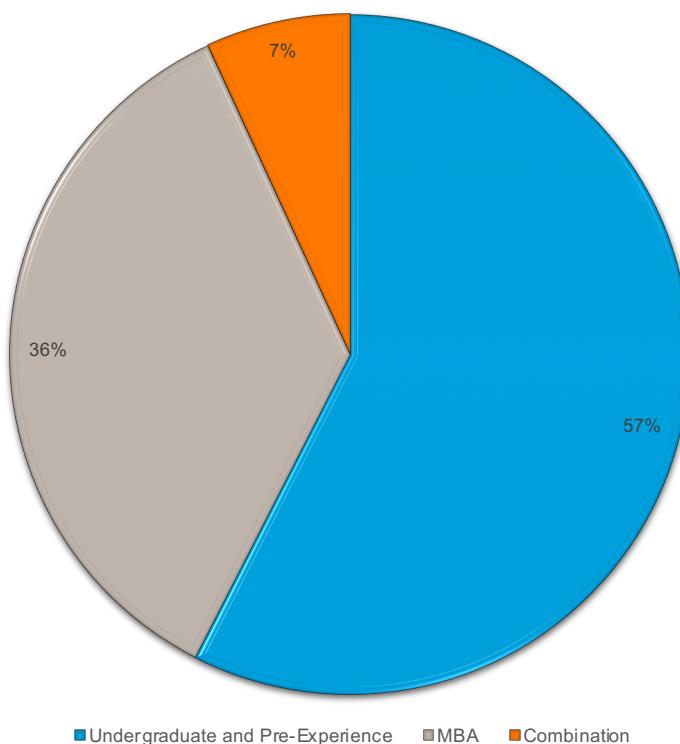
IRMs empower students on their job search through:

- Employer insights
- Personalized industry/company/job function advice
- Identifying and expanding a student's targets
- Brainstorming networking strategies



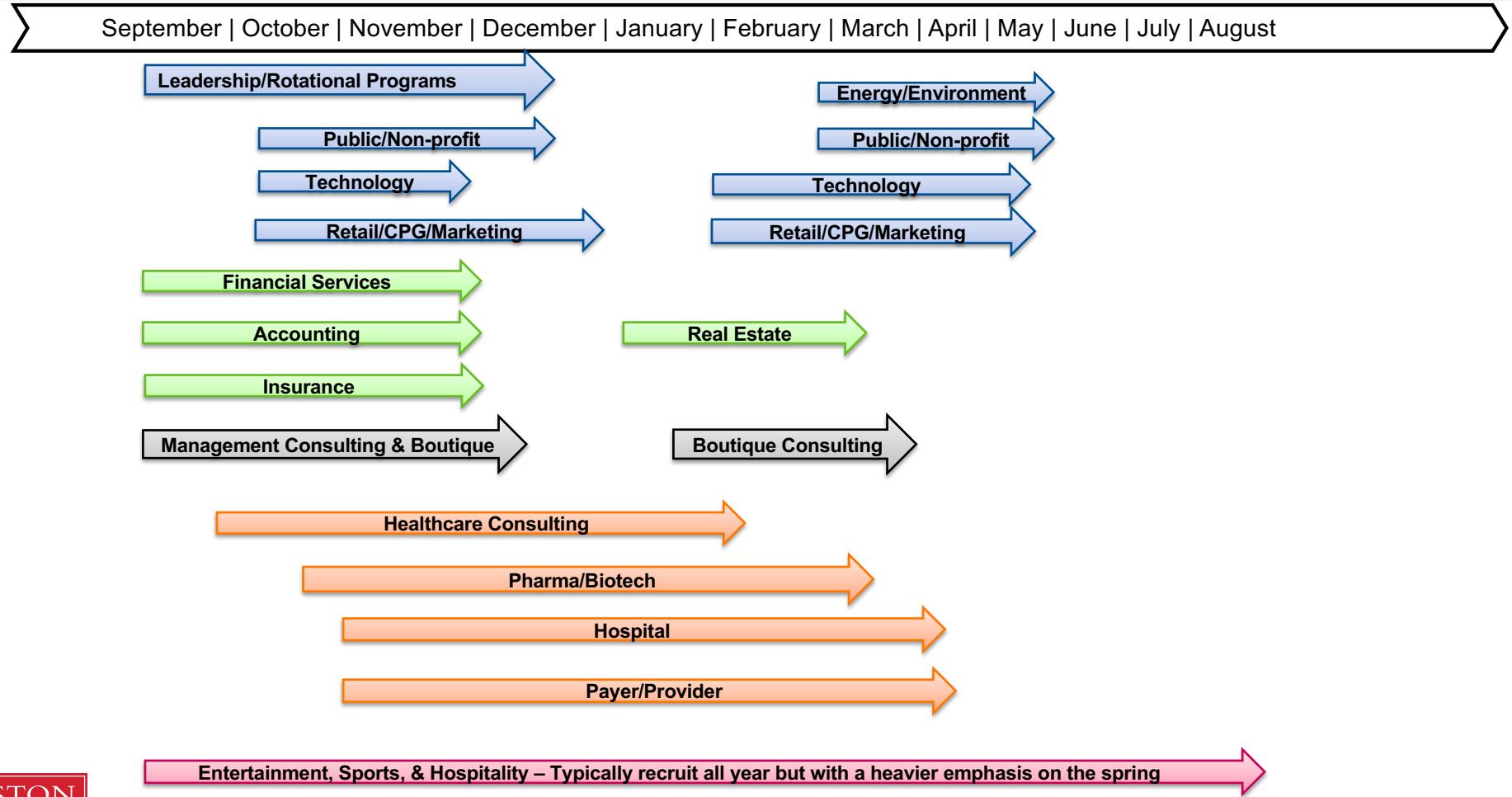
# On-Campus Recruiting

On-Campus Recruiting Events  
Academic Year 2017-2018  
Total Number of Events: 233



The Feld Center hosts hundreds of on-campus recruiting events each year for all student audiences, including full-time MBAs, part-time MBAs, undergraduates, specialty masters/pre-experience students, and alumni.

## Feld Center Industry Recruiting Timeline



# Types of Recruiting Events



MEET & GREET / INFO SESSION / NETWORKING EVENT/ OFFICE HOURS/ OCI



# Deloitte.

The Wayfair logo, with the word "wayfair" in a purple, lowercase, sans-serif font, preceded by a small colorful geometric icon.

The Feld hosts an annual undergraduate and pre-experience career fair that attracts high-quality employer partners. In Fall 2018, our Questrom specific career fair attracted 45 companies and nearly 700 student attendees.



The Hyatt logo, with the word "HYATT" in a blue, serif font with a wavy underline.

The Boston Scientific logo, with the words "Boston Scientific" in a dark blue, serif font.

The CVS Health logo, with the words "CVS Health" in a red and black, sans-serif font, with a red heart symbol preceding the "CVS".

The Accenture logo, with the word "accenture" in a black, sans-serif font, preceded by a blue chevron symbol.

The Macy's logo, with the word "macys" in a black, sans-serif font, preceded by a red star symbol.

The KPMG logo, with the letters "KPMG" in a blue, bold, sans-serif font inside a square grid of nine smaller squares.

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# Undergraduate and Masters Career Fair



BOSTON  
UNIVERSITY

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## Career Engagement from Alumni



Questrom alumni are fabulous partners for career engagement. Each year, hundreds of alumni engage with the Feld for networking events and to recruit on behalf of their companies.

## Meet & Greets

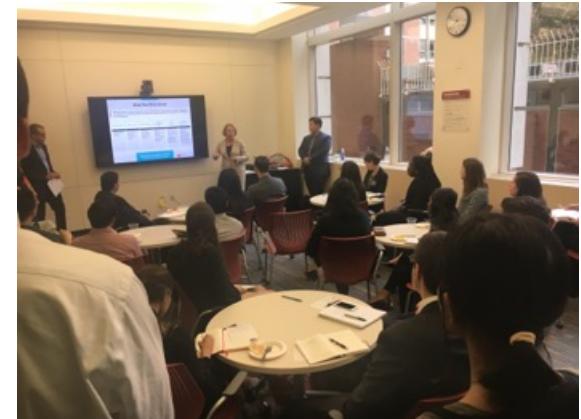


The Feld solicits new companies and works with existing employer partners to organize and host Meet & Greets so that our students can learn more about top companies.

## Info Sessions



The Feld hosts a variety of company info sessions, from smaller lunchtime gatherings to large auditorium presentations.



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## Office Hours

Office hours can be 1:1 or done with a group. They are an opportunity for employer partners to discuss current opportunities, review resumes, and give company background.



## On-Campus Interviews

When our employer partners select the students they wish to interview, the Feld can assist by organizing on-campus interviews, giving students greater flexibility with scheduling and allowing students to interview in a comfortable and familiar place.



# Networking Events



Networking opportunities are critical to our students' ability to make connections that will aid in their career search. The Feld organizes many networking events annually in a variety of formats.

## Networking Events

The Feld hosts a monthly “Bites & Insights” lunch that brings together alumni, industry professionals, and students for networking and career advice. Each month we highlight a different industry. We solicit engagement from all levels, from young alumni to more seasoned professionals.



# Company Treks



The Feld works with industry partners to organize and execute company site visits. We also work with student clubs to support student-led company site visit efforts.

# Student Club Support



The Feld works with student clubs to source speakers, panelists, and corporate support. We also volunteer at student conferences and treks.

## Academic Support

The Feld sources clients for many experiential learning opportunities. We also secure industry advisors to participate in curriculum reviews and provide feedback to faculty.



# Special Events

The Feld organizes special events and offers student organizations opportunities for collaboration in order to increase the capacity and impact of our student clubs.



# The Feld Center for Industry Alliances



The Feld is dedicated to supporting our students and faculty, acting as a liaison to industry partners, ensuring a high volume of quality on-campus recruitment activity, and stewarding the Questrom brand to companies worldwide.