

GUIDELINES FOR COMPANY PRESENCE ON CAMPUS – 2011-2012

The CMC, Corporate Partnerships, and student leaders have worked together to create equitable opportunities for collaboration with employers to educate students and introduce career opportunities. Please keep the following guidelines in mind as you recruit at Kellogg.

ACTIVITY	TIMING	REASONING
Company involvement in club-coordinated activities*	Up to 3 club events per quarter across all clubs	Gives 1 st year students more time to focus on academics and career direction; creates more opportunities for many companies to get involved
Club speaking opportunities (No networking w/1 st yrs)	Starts 9/26/11	Allows first years to focus on acclimation and academics in their first week of classes
Club speaking opportunities with 1 st year post-event networking	Starts 10/7/11	Gives 1 st year students time for introductory CMC workshops prior to company exposure to be better prepared and focused
Publicizing company events via weekly club newsletters**	No more than two weeks prior to your event	Reduces e-mail clutter and encourages students to review the weekly message
1 st year dinners or other off-campus events Fall Quarter	10/17-11/30/11	Gives 1 st year students more time to focus on academics & explore career direction - no events permitted during final exams
Atrium Hours	2 days per year	Allows companies additional opportunities for exposure to students
1 st year coffee chats, individual or small group meetings, & calls	Starts 10/7 - advertising /sign-ups can start 10/3 ***	Allows students to get involved with a variety of recruiting activities as well as remain focused on their school work
Case Competitions	Fall, winter and spring quarters	The dean's office is reviewing the timing of case competitions. If considering one, it must be approved by your CMC and Corporate Partnerships contacts

* Companies may participate in one diversity club event per quarter that will not be counted toward the firm's total number of events.

** Please contact club leaders for submission deadlines.

*** No communication with 1st years between September 12, 2011 and October 2, 2011. With evening company presentations, we suggest coffee chats begin the following day.

Additional items:

- Blanket e-mails to a class are not permitted
- Participation in CIM and/or student conferences does not count toward a firm's number of events per quarter
- Students clubs may host up to three events per week
- Multi-firm events for a club are encouraged and will not be counted toward a firm's number of events per quarter
- Formal promotional events scheduled through the CMC (i.e. Presentations, Kellogg Networking Nights, Atrium Hours) will not be counted toward a firm's number of club events per quarter
- Company participation in CMC-hosted, career education events will not be counted toward a firm's number of events per quarter