**How Companies Can Engage Kellogg Students 2021 – 2022**

Kellogg’s Career Management Center (CMC), Corporate Engagement (CE), and student leaders work together to create equitable opportunities for collaboration with companies to educate students and introduce career opportunities. Please be aware of the following resources and guidelines as you plan your activities.

**Ways to Engage/Recruiting Opportunities (CMC):**

[Contact your Employer Relations partner](https://www.kellogg.northwestern.edu/career/employer/partner-with-cmc/contact-us.aspx) in the CMC to work through a customized recruiting plan.

* **Company Presentations** – Firms can formally connect with students through recruiting-related presentations once per class per year.
* **KNN’s** – in lieu of a company presentation, firms can attend either of two Kellogg Networking Nights
* **Coffee Chats** – These allow companies to informally meet with students to discuss professional opportunities and answer questions. Paired with a KNN or presentation, they help build awareness.
* **Interviews** – These can be managed and hosted entirely through our Career Management System (CMS), or scheduled with the CMC and set up to use company-provided video links.
* For more details on on-campus recruiting, please [click here](https://www.kellogg.northwestern.edu/career/employer/recruit-kellogg-talent/recruiting-events.aspx) or see the [2021-2022 Reservations Guide](https://northwestern.box.com/s/jah0bnwjdnigyprlsiyfdu1x12tfnu8s)

**Ways to Engage/Personalized Outreach:**

* **Virtual coffee chats, small group meetings, and calls** – These events can begin after your first year CMC event. For evening presentations we suggest coffee chats beginning the next day. Sign-ups and initial communication with first years can begin two weeks prior to your event.
* **Resume Books** – You can access an always-current and interactive database of Kellogg students’ resumes via our [Career Management System](https://www.kellogg.northwestern.edu/career/employer/recruit-kellogg-talent/job-board.aspx) (CMS), allowing you to filter by work authorization status, industry and function interests, location preferences, and other factors. You can then reach out to students of interest to connect, let them know a role has been posted, etc.

**Ways to Engage/Student Clubs:**

Kellogg students lead and organize clubs, which play a vital role in enhancing and supporting the student experience. Please work with student club contacts to understand what events the club has planned that your organization may support. Space is limited as clubs can host up to three events per week *(total includes both events with & without company participation).*

* **Type** – Events run through clubs **must be** **educational**. Recruiting related content **must** run through the Kellogg CMC.
* **Quantity** – Companies are able to sponsor **up to** **two** events per quarter across all clubs (space & interest permitting). This allows clubs to best manage qualitative programming as well as accommodate the level of company interest.
* **Timing** – First-year involved company sponsored events **without networking or attendance** **taking** can begin **September 20**. Networking and attendance taking at these types of events can begin **October 4.** Second year only events can begin at any time.
* **Multi-firm events** – These are encouraged and do not count towards a firm’s two events per quarter.
* **Newsletter publicity** – Student clubs send weekly newsletters but have different practices around publicizing non-club company events. Contact individual clubs for deadlines and guidelines. Events can be publicized no more than two weeks in advance.

**Other Notes:**

* Participation in CIM (New Student Orientation) or student conferences does not count towards a firm’s two events. If you are interested in participating, pleases contact [Corporate Engagement](mailto:corporateengagement@kelloggg.northwestern.edu).
* Blanket emails to a class from a company are not permitted.

**Questions? Contact**:

Recruitment Related Opportunities: [cmc@kellogg.northwestern.edu](mailto:cmc@kellogg.northwestern.edu)

Other Engagement Opportunities: [corporateengagement@kellogg.northwestern.edu](mailto:corporatepartnerships@kellogg.northwestern.edu)