

## **Guidelines for Company Presence on Campus 2013 – 2014**

*The Career Management Center, Corporate Partnerships Office and student leaders worked together to create equitable opportunities for collaboration with companies to educate students and introduce career opportunities. Please keep to the following guidelines as you plan your activities.*

### **Student Clubs:**

Work individually with your student club contact to see what events the club has planned that your organization can support. Space is limited as clubs can only host three events per week (this includes club programming led by second years.)

- **Two events** – Companies are permitted to sponsor two events per quarter across all clubs, this allows clubs to best manage their programming as well as accommodate the level of company interest.
- **Timing** – Company sponsored events without post event networking begin September 30, networking with first years begins October 28. Second year only events can begin September 23.
- **Multi-Firm Events** – Are encouraged and do not count towards a firm's number of events per quarter.
- **Newsletter publicity** – Student clubs send weekly newsletters, typically on Sundays. You can request they publicize your event, no more than two weeks prior. Contact individual club for deadline.

### **Career Management Center:**

Contact your Industry Relationship Manager in the CMC to work through a customized recruiting program.

- **Atrium Hours** (2 visits per year) – Atrium hours afford companies the opportunity to meet with students informally to discuss professional opportunities and answer student questions.
- **Formal Promotional Event** (Kellogg Networking Nights or Company Presentations) – firms can formally connect with the students through the CMC once per class per year.

### **Personalized Outreach:**

Invite only events are recommended to be held in Evanston, as travel to downtown Chicago can be lengthy.

- **Coffee Chats / small group meetings / calls** – May begin after your first year CMC event. For evening KNN's / Presentations we suggest coffee chats begin the next day. Sign ups and initial communication with first years may begin two weeks prior to your event.
- **First Year Dinners** – Can be held October 28 through November 22. Events are not permitted during final exam weeks.
- **Second Year Dinners** – Can be held at any time outside of final exam weeks.

### **Notes:**

- Participation in CIM or student conferences does not count toward a firm's number of events.
- Blanket emails to a class from a company are not permitted.