



RECRUIT AT SMU®

An Employer's Guide to Recruiting
at Southern Methodist University

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Greetings from your partners in Dallas, Texas

Letter from Amanda Bobo , Associate Director for Employer Relations

Our team is excited to welcome your company to the Hilltop to recruit Mustangs! Through professional collaborations, it is our goal to provide valuable student interactions for employers and partner with you to create top-notch learning experiences for all Southern Methodist University students while helping you meet your organization's recruiting goals!

The Hegi Family Career Development Center is committed to providing a positive and inclusive experience for our employer partners. Our team is proud to connect you with a talented, well-prepared population of SMU students who are ready and eager to apply their skills and knowledge to positively impact your company. Our team looks forward to working collaboratively with you to design upcoming programming that will catalyze student engagement and better serve your recruitment and educational goals for all Southern Methodist University students.

This Recruitment Guide will provide you with all our office's policies and expectations for our employer partners as they plan their recruitment strategy at SMU. Thank you for your participation in the facilitation of leading our students on their journey to meaningful work and purpose.

Sincerely,

A handwritten signature in black ink that reads "Amanda Bobo". The signature is written in a cursive, flowing style.

Amanda Bobo, MBA

WAYS TO ENGAGE

Getting Started: Employer Onboarding Sessions

Our staff host regularly scheduled Employer Onboarding Sessions to discuss how we can help your organization meet its recruiting goals. We encourage all employers to attend an onboarding session to understand more about SMU students and the Hegi Family Career Development Center. We host these sessions on alternate Thursdays at 11:00 am.

[Click here to register for a 15-minute
Employer Onboarding Session.](#)



ENGAGEMENT MENU

Get involved with Hegi! Below are our office's general engagement offerings, but our staff is happy to discuss additional event options. Please fill out our [Employer Engagement Form](#) to express interest in any of the options below.



Resume Review & Mock Interviews

Assist students seeking careers in your field.



Tabling/Grab & Go/ Lunch 'n' Learn

Meet students at the student center and build brand/job awareness. Can be paired with an open position on 12twenty. Formal or informal.



Networking Towards the New Year

Meet engaged, career-ready students at our fall networking reception.



Site Visits

Students gain firsthand knowledge of your company culture through an in-person visit.



On-Campus Interviews

Reserve space in SMU's student center for your staff to conduct on-campus interviews for open positions.



All Majors Career & Internship Fair



Professional Development Sessions

Topics range from generic or career specific and end with information on your company. Example topics:

- resume tips
- cover letter review
- staying safe at work
- LinkedIn profile review
- salary negotiations
- career fit



Information Session

In-depth discussion about your company for interested SMU students.



Insight Panel

Panels related to topics/affinity groups for our partners to share their perspectives. Our office hosts panels several times a year.



Job Shadowing/ Career Connections

Current SMU students shadow an employee to learn about company culture and day-to-day responsibilities.

SIGNATURE PROGRAMS

All Majors Career & Internship Fair

The Hegi Family Career Development Center hosts the SMU All Majors Career and Internship Fair in both the spring and fall semesters (early September and February respectively).

This popular event is open to all undergraduate students, graduate students, and alumni from the Dedman College of Humanities and Sciences, Dedman School of Law, Cox School of Business, Simmons School of Education, Bobby B. Lyle School of Engineering, and Meadows School of the Arts. An estimated 700 students and alumni are expected to attend. Most will be seeking a full-time position or internship as well as networking and gathering general information about your organization.

Employer registration for the Fall career fair opens in July, while registration for the Spring career fair opens in November.

Employer Registration includes:

- Lunch
- One 6 ft table
- Two chairs
- WiFi
- Admission for two representatives

Registration Costs:

- \$250 for-profit companies
- \$150 for non-profits and government
- Each additional representative over the included 2 is an additional \$25 with a max number of 2 additional representatives.

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SIGNATURE PROGRAMS *(Continued)*

Board Fellows

The Board Fellows program was started in 2018. Beginning with this initial cohort, the SMU Board Fellows Program matches SMU undergraduate students with Dallas area nonprofit organizations after students complete a rigorous application and interview process. Serving as a Board Fellow sponsor provides you with the unique opportunity of allowing an undergraduate student to join your board as an ex officio member. Board Fellow terms match the SMU academic calendar running one academic year in length, September – May. To learn more about the Board Fellows program, **please contact Lauren Searway**.



Resumania

Resumania provides employers the opportunity to provide resume feedback to current SMU students. By providing resume feedback, students learn from industry professionals firsthand. Employers benefit from gaining an inside look into undergraduate talent and providing tips to increase candidate success. To receive more information regarding Resumania, please **complete our Employer Engagement Form**.

Mock Interviews

The Hegi Family Career Development Center hosts one Mock Interview Day each semester which allows undergraduate students to test their behavioral interview skills with current industry professionals. As an employer partner, we invite you to volunteer to provide meaningful and constructive feedback to our undergraduate students. To learn more about Mock Interviews and join our mailing list, please **complete our Employer Engagement Form**.

SIGNATURE PROGRAMS *(Continued)*

Site Visits

By hosting a site visit, you are volunteering to host students and share information about your organization, company culture, and office environment/tour. Our Employer Relations team will work one-on-one with you to coordinate an experience for students to learn and develop while working to meet your recruitment goals. **To express interest in hosting a site visit, please complete our [Employer Engagement Form](#).**

Networking Towards the New Year

Networking Towards the New Year is an annual networking reception that takes place in November. This event allows students to practice networking skills with employer partners. Additionally, employers gain the opportunity to assist potential interns and future employees while identifying students who fit their recruitment needs. **Stay informed about our networking events with our [Employer Engagement Form](#).**

Employer Symposium

The Hegi Family Career Development Center Employer Symposium allows employer partners to learn and network with members of the Hegi Career Development Center through various panels, professional development sessions, and a networking reception. This event kicks off the recruiting season and allows employer partners to hear about events and recruiting practices that have worked on SMUs campus to help them prepare for the upcoming on-campus recruiting system.

To join the employer symposium mailing list to learn more, please complete the [Employer Engagement Form](#). We look forward to hosting you on campus this summer!



HEGI INTERNSHIP PROGRAMS

Our team facilitates and manages several internship programs with our employer partners; consider hosting an SMU intern during the summer! For more information about internship partnerships, please reach out to [David Sommers](#).

ACCESS Internship Program

The Achieving Career Competence, Exposure, and Strategies for Success (ACCESS) Internship Program allows employers to submit internship position applications which will be filled via recruitment efforts throughout campus. Private and non-profit organizations may submit their internships through the ACCESS Internship Program application, and the Hegi Family Career Development Center will match accepted internship positions with a qualified candidate. The Hegi Family Career Development has limited funding to assist non-profit organizations with internship funding. To learn more about the ACCESS Internship Program, please contact [David Sommers](#).

Engage Dallas Internship Program

Engage Dallas is a place-based community engagement initiative via SMU's Residential Commons to address community needs focusing on South and West Dallas. The Engage Dallas Internship Program is a resource exclusively for SMU students completing summer internships at Engage Dallas partner nonprofits and other organizations that typically offer unpaid internships.

Unpaid Internship Program

This program awards a stipend to students who have acquired an unpaid internship from a non-profit or government organization.

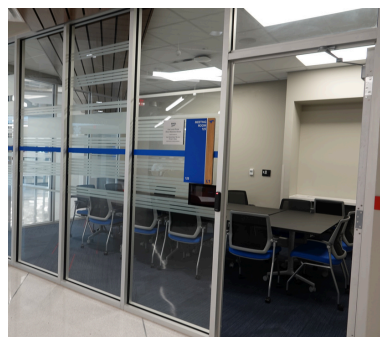


HEGI EVENT SPACES

We have a variety of spaces available for employer use, whether you're informally tabling on campus, interviewing SMU candidates, or presenting an information session. The areas below are located in our offices in the Hughes-Trigg Student Center. Each site has a screen with sound, virtual presentation hosting, and laptop connections. If needed, a presentation laptop is available to borrow onsite.



HTSC 130: Large Conference Room
Capacity: 22 people



HTSC 125
Capacity: 14 people



HTSC 129
Capacity: 14 people



Tabling Space
Hegi Commons (HTSC lobby)



Interview Room
1-on-1 Interview Space



Acers Conference Room
located inside Hegi suite

GUIDELINES: EVENT PLANNING

Event Planning Timeline Expectations

The Hegi Family Career Development Center is happy to work with employers to host recruiting and professional development events on campus. If an employer wants to host an event on campus, we prefer 4 weeks' advance notice (minimum of 2 weeks' advance notice). This allows our staff to reserve space on campus and adequately market the event to students to generate student attendance. Some events may take more advance notice to coordinate, specifically off-campus site visits. To cancel any planned on-campus event, please provide at least 3 business days' notice. If there are questions, please reach out to our staff.

Alcohol Policy

As a member of the National Association of Colleges and Employers (NACE), SMU abides by the NACE Principles for Ethical Professional Practice, an ethics document that serves as the framework and foundation for practices within the career planning and recruitment processes.

The Principles for Ethical Professional Practice states, "Serving alcohol should not be a part of the recruitment process on or off campus. This includes receptions, dinners, company tours, etc." As such, SMU adheres to said policy by expecting recruiting events and interviews to be alcohol-free.



POST JOBS WITH HEGI

**Increase your brand's visibility with
SMU students**

Get your open positions seen by driven, career-ready students. Whether you're seeking a part-time worker, a full-time team member, a seasonal internship, or another type of employee, the Hegi Career Development Center has the tools to make sure your online job posting reaches the ideal candidate.

Read on to learn how!



POST JOBS WITH 12TWENTY

Post jobs directly where students are searching: 12twenty. The Hegi Family Career Development Center uses 12twenty as our platform for both employers and our office to post and advertise open positions. 12twenty job posts include internships and full-time career opportunities. **Get started in 12twenty below!**

To post part-time, temporary, and seasonal opportunities, please use **Handshake**. This is an additional resource provided to students who are looking for temporary/part-time work. To learn more about Handshake, please [click here](#).



Getting Started in 12twenty

Getting connected on 12twenty is your first step to getting your job in front of students. Students can explore job postings, internships, and career events, while employers can discover and recruit top SMU talent and future leaders.

Creating a 12twenty account and connecting with SMU is quick and easy; learn more about how to access and use the SMU 12twenty Employer Site in the links below.

- [SMU 12twenty Employer Login Page](#)
- [How to Create an Employer Account & Connect with SMU](#)
- [How to Post a Job](#)
- [How to Request an On Campus Interview](#)
- [How to Request to Host an Event](#)
- [12twenty Network Jobs Employer FAQ](#)

Note: 12twenty allows employers to create blind job posts (a job posting that conceals the hiring organization's identity). As a policy, SMU will not approve blind job postings.

GUIDELINES: POST JOBS

Employer Approval Process and Eligibility

To be eligible to be an approved employer for the Hegi Family Career Development Center at Southern Methodist University on 12twenty, an employer must complete all required sections of the Company & Employer profile. This includes but is not limited to:

- Full name and job title of the contact person with a valid work email address
- A valid business address. This may be a PO Box; additional clarification may be needed if a PO Box is provided. Residential addresses are not permitted.
- A valid business website with matching email domain for staff
- A valid business telephone number
- A valid *business* LinkedIn address (not a personal account)

Job and Internship Review Process

Jobs are reviewed and approved or declined based on information provided by the employer contact in the posting. To be approved, a posting must:

- Include the name of the hiring organization. 12twenty allows employers to create blind job posts (a job posting that conceals a hiring organization's identity). As a policy, SMU will not approve any blind job postings.
- Be an internship or full-time career opportunity (part-time, seasonal, and temporary work may be directed to [Handshake](#))
- Have a clear and concise job title. Job titles with extra information may be declined and sent back for editing by the employer contact.
- Be for a single job title. Postings that include information for more than one job may be declined and sent back for editing by the employer contact.
- Require or prefer a college graduate for the role
- Be a paid job or internship opportunity. Exceptions may be allowed for non-profit and government entities' internship postings.
- We may direct volunteer opportunities to the Office of Social Change and Intercultural Engagement at SCIE@smu.edu.
- Offer a minimum guaranteed salary or indicate a clear commission structure. Positions for independent contractors, supported by personal fundraising, or requiring upfront costs are not permitted.
- Internship opportunities cannot guarantee academic credit. At SMU, only colleges may approve an internship for credit. Students should speak with their academic advisor prior to accepting an internship to determine if it will count for academic credit.

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GUIDELINES: POST JOBS *(Continued)*

Staffing Agencies and Third-Party Recruiters are permitted to post internal roles on behalf of their own company; however, postings on behalf of clients will be declined, and the agency's employer account is subject to removal.

Multi-Level Marketing Organizations are permitted if they are not identified as a pyramid scheme. The Federal Trade Commission states, "If the MLM is not a pyramid scheme, it will pay you based on your sales to retail customers, without having to recruit new distributors." Additionally, SMU requires all job and internship postings to offer a minimum guaranteed salary or indicate a clear commission structure. Positions for independent contractors, supported by personal fundraising, or requiring upfront costs are not permitted. These rules are applied universally across all jobs or internships our office reviews.

Offer Policy & Timeline Expectations

The Hegi Family Career Development Center strives to serve both students and employers, and we work to find the best solution possible for employer recruiting needs. Experience shows the best employment decisions for both students and employers are those that are made without pressure and with the greatest amount of information. Students given sufficient time to attend career fairs, participate in on-campus interviews, and/or complete the interviewing in which they are currently engaged are more likely to make good long-term employment decisions and may be less likely to renege on job acceptances. We want you to hire the best candidates for your organization, and we want each of our students to obtain the best opportunity for them.

We ask employers to refrain from presenting exploding offers, which exert undue pressure on students by requiring a decision within unreasonable time limits (less than three weeks) or time-sensitive penalties. For these reasons and to maintain consistency with peer institutions, our job offer policy for organizations participating in campus recruitment is as follows:

Fall Recruiting:

Decision date of November 1st or a minimum of three weeks (whichever is later).

Spring Recruiting:

Decision date of March 1st or a minimum of three weeks (whichever is later).

Providing ample time for students to consider offers also reflects positively upon your corporate culture, giving students the confidence that they will ultimately be treated well as an employee. We understand certain industries require an accelerated timeline; however, we encourage employers to the best of their ability to give students ample time to evaluate their options and commit to a decision that will serve them best.

EMPLOYER POLICIES

Ethical Professional Practices and Non-Discrimination Expectations

SMU requires all employers to abide by the National Association for Colleges and Employers (NACE) Principles for Ethical Professional Practice during any recruitment event and throughout the recruitment process. SMU expects employers to abide by a non-discrimination mindset, and it is the expectation of the Hegi Family Career Development Center that each person shall be considered solely on the basis of qualifications, without regard to race, color, gender, sex, religion, national origin, age, disabilities, sexual orientation, or veteran status.

All employers must comply with the nondiscrimination requirements of all local, state, and federal laws and NACE guidelines.

- Fair Labor Standards Act
- Fact Sheet #71: Internship Programs Under the Fair Labor Standards Act
- The Age Discrimination in Employment Act
- The Americans with Disabilities Act
- U.S. Equal Employment Opportunity Commission
- Title VII of the Civil Rights Act of 1964
- NACE Principles for Ethical Professional Practice
- NACE Seven Criteria for Internships – Position Statement: U.S. Internships

Right to Refuse or Terminate Participation

The Hegi Family Career Development Center reserves the right to refuse or terminate employer participation in SMU recruiting activities for any of the following reasons:

- Complaints by or harassment of students, alumni, faculty, or staff
- Violation of Hegi Family Career Development Center policies, SMU policies, NACE guidelines, or local, state, and federal laws
- Misrepresentation or fraud
- Repeatedly posting positions that do not meet SMU job posting requirements
- Repeatedly canceling on-campus recruiting activities such as info sessions, coffee chats, lunch 'n' learns, etc., without sufficient notice (3 business days)

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EMPLOYER POLICIES *(Continued)*

Disclaimer

Registering for an account and submitting a job posting does not guarantee your account or posting will be approved. We carefully screen all employers, jobs, and internship postings to confirm they meet our recruitment policies and to protect our students from employment and internship scams. Before posting, please take the time to review our recruitment policies.

Please note, SMU makes no representations or guarantees regarding any individual applicant's eligibility or competence for employment. It is the responsibility of the employer to interview, check requirements, references, and/or perform background checks on any individual hired. Employers shall collect any needed information, ensure compliance with state and federal tax laws and provide any insurance needed.

If you have questions, please contact Amanda Bobo, Associate Director for Employer Relations, at abobo@smu.edu.



EMPLOYER RELATIONS TEAM

We'd love to discuss how to help you meet your recruiting goals! Reach out to the Hegi Employer Relations team with questions or set up a meeting. Each staff member serves as an industry-specific liaison; see below for the best staff touchpoint for your industry.

You can also fill out our [Employer Engagement Form](#) and our staff will reach out to you.



Amanda Bobo, MBA

Associate Director, Employer Relations
abobo@smu.edu | 214.768.4041

Contact Amanda about:

Consulting ■ Banking, Investments, and Finance ■
Real Estate ■ Engineering ■ Transportation and
Energy ■ Manufacturing ■ Computers, Software,
and IT



Lauren Searway, M.Ed.

Assistant Director, Employer Relations
lsearway@smu.edu | 214.768.6190

Contact Lauren about:

Fine Arts ■ Advertising and PR ■ Entertainment
and Sports ■ Corporate Communications ■
Education ■ Retail ■ SMU Board Fellows Program



David Sommers, M.Ed.

Assistant Director, Employer Relations
sommersd@smu.edu | 214.768.6571

Contact PERSON about:

Non-Profit ■ Innovation and Entrepreneurship ■
Hospitality ■ Healthcare ■ Research ■ Life Sciences
(Chemistry, Biology, Math, Statistics, Economics) ■
Hegi-Sponsored Internship Programs

CAMPUS CAREER SERVICES

Career Center	Contact	Email	Student Population
<u>Cox Career Management Center</u>	General Inquiries	coxcareers@smu.edu	Cox School of Business students only
<u>Lyle Career Development Center</u>	General Inquiries	lylecareer@smu.edu	Lyle School of Engineering students only
<u>SMU Guildhall Career Services</u>	Lindsey McGonigle, Assistant Director of Career Services	lmcgonigle@smu.edu	Guildhall students only
<u>Moody School of Graduate & Advance Studies</u>	Dr. Rob Pearson, Director of Graduate Career Development and Postdoctoral Affairs	pearsonr@smu.edu	Graduate and Post Doc students only
<u>Dedman School of Law</u>	Mary Beth Nielsen, Director for Judicial Opportunities, Recruiting and Events	mnielsen@smu.edu	Dedman Law students only



SMU Student Affairs

Hegi Family Career Development Center

CONTACT US



214.768.2266



smu.edu/career



[Hughes-Trigg Student Center](#)

[3140 Dyer Street, Suite 126](#)

[Dallas, TX 75205](#)