

THE EMPLOYER BEAT

EMPLOYER NEWSLETTER
Issue 11 | December 2020

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A Note from Jeff

Jeff Jeffries
Director of Employer Relations



We are very optimistic as we begin to wrap up our fall 2020 recruiting season and prepare for 2021. Despite the challenges presented to us this past fall, we were able to successfully roll out our virtual events and career fairs. Hundreds of employers were able to connect through our fairs and info sessions with thousands of CMU students and alumni.

For the first time this fall at CMU, we combined the TOC, Encompass, and Converge career fairs into one event. It was a very collaborative effort across campus to accommodate our employers and students across the globe during this extraordinary time. The change to virtual for students and employers presented some challenges. It was a learning experience for everyone but the event provided an opportunity for students and employers to make connections. Read more about this [here](#).

Although many of us have been virtual over much of the past year, the innovation and creative minds at Carnegie Mellon University continue to churn. The articles featured in this month's newsletter include a group working on a robot for a moon mission and a student who, as a quarantine project, turned an old Polaroid into a digital camera. I also had the pleasure to attend a webinar featuring Mark Cuban, owner of the Dallas Mavericks and investor on the hit show 'Shark Tank' and Pittsburgh native.

I hope everyone has a safe and happy holiday season and we look forward to connecting with you in 2021.

Best Wishes, Jeff

Carnegie Mellon in the news CMU's MoonRanger Will Search for Water at Moon's South Pole



MoonRanger, a small robotic rover being developed by Carnegie Mellon University and its spinoff [Astrobotic](#), has completed its preliminary design review in preparation for a 2022 mission to search for signs of water at the moon's south pole.

[Read More Here](#)

Student Turns Old Polaroid Into New Digital Camera

Like any aspiring do-it-yourselfer, Sam Zeloof knew the idea in his head might not exactly match the finished product. But Zeloof is an aspiring engineer who's not afraid to try something new, and a quarantine is a fine time to try new things.

[Read More Here](#)

[More news on page 2](#)

Upcoming Virtual Events Happening in Spring 2021

Spring encompass & jumpstart
Intelligence & Government Virtual Career Expo
Creative Arts Opportunities Conference (CAOC)
Engineering Virtual Career Fair

[More event details on page 3](#)

Carnegie Mellon in the news

Pittsburgh Native and 'Shark Tank' Investor Mark Cuban Shares Advice in Webinar

By Gera Jochum



Carnegie Mellon University's Swartz Center for Entrepreneurship welcomed Mark Cuban as one of its [James R. Swartz Entrepreneurial Leadership Series](#) speakers. He is a Pittsburgh native and joined the webcast proudly wearing a shirt displaying the city's beloved "412" area code. Cuban is an entrepreneur, owner of the Dallas Mavericks and one of the main "Shark Tank" investors on the ABC reality television series, which will air its new season premiere today at 8 p.m. ET.

Two CMU students led the webinar with Cuban. [Innovation Scholar](#) Oscar Kavanaugh introduced Cuban, and Rob Miller, a [James R. Swartz Entrepreneurial Fellow](#), orchestrated a captivating discussion of Cuban's journey from growing up in Pittsburgh to successful billionaire in Texas.

Cuban provided several important pieces of advice for new entrepreneurs to guide their futures. He mentioned the importance of authenticity to potential investors. He hinted that those who watched the season premiere of "Shark Tank" would see him vehemently make the point that being honest is an imperative for the success of an entrepreneur. He also advised new entrepreneurs to be fearless, prepared to succeed, find individuals with complementary skillsets and be aware of their own shortcomings. Most importantly, he mentioned that being an entrepreneur was not just about raising money. According to Cuban, "[raising money] is not just an accomplishment; it's an obligation." He added, **"sweat equity is the best equity."**

In addition to that valuable advice, the conversation touched on everything from how disruptive technologies will impact business sectors to revisiting a theoretical decision from [Freakonomics Radio](#) from January 2019 in which Cuban decided if he would buy, sell or keep the National Football League, Ultimate Fighting Championship or Overwatch, a popular e-sports game. His answer today might surprise you.

Following the webinar, Cuban spent over an hour with CMU's cohort of Innovation Scholars and Swartz Fellows.

"Giving students the opportunity to talk with prominent entrepreneurs like Mark Cuban is an important part of the Swartz Center experience to help these really smart and talented individuals to build confidence to succeed as entrepreneurs," said David Mawhinney, executive director and associate teaching professor of entrepreneurship for the Swartz Center for Entrepreneurship.

The Swartz Center for Entrepreneurship serves the entire CMU community to accelerate bringing research innovations and promising ideas to the global marketplace and helping all entrepreneurial students, faculty, staff and alumni tap into the innovation ecosystem.

[View full recording here](#)

FEATURED CPDC STAFF MEMBER

Lindsay Pelz Luciano
Associate Director &
Career Consultant
College of Engineering
Masters Program



How long have you been with the CPDC?

I have been a Career Consultant in the CPDC for three years. I primarily advise graduate students in the College of Engineering.

Favorite part about working at the CPDC?

We have a really open and collaborative group of people. We also have a lot of innovators who aren't scared to try new things. And the food challenges and contests among our staff build great comradery!

Favorite Pittsburgh restaurant?

There is a hidden in gem in Station Square called Kiku. It's a Japanese restaurant that has been in business since the early 1980's and is one of the last-standing spots in Station Square prior to its recent renovation. The food is amazing, and the atmosphere is truly refreshing. Definitely my favorite spot for a date night!

Interesting fact about yourself?

I have lived in three countries, and have spent significant time working in over eight countries. Having been a foreigner myself, I really identify with our international students here on campus. I am grateful for the opportunity to guide them while in Pittsburgh and to guide their job search and career trajectory during such formative years in their lives.

Spring 2021 Virtual Events

Carnegie Mellon University
Career & Professional
Development Center



January 26th & 27th

A 2-day career & networking event for all as well as the signature spring recruiting event for CMU. Included in the registration is our exclusive early-engagement networking event, "jumpstart"! Jumpstart will precede encompass both days.

February 10th

Back for a second year! The Virtual Career Expo will bring together government agencies and contractors as well as students interested in working to support various government departments and agencies.



February 16th - 19th

The CAOC is an exciting week focused on virtually connecting employers with our students interested in creative industries from the College of Fine Arts and beyond!

March 5th

This virtual recruiting event will give employers the opportunity to engage with undergraduate and graduate degrees from Biomedical Engineering, Civil & Environmental Engineering, Chemical Engineering, Energy, Science, & Technology Policy, Integrated Innovation for Products & Services, Mechanical Engineering, and Materials Science & Engineering.



March 22nd

In partnership with CMU's Energy Week, the Energy Science Technology & Policy Program, and the University of Pittsburgh. This virtual career fair is tailored to employers in the energy sector.

March 26th

A virtual networking event for undergraduate and graduate students with skills in Data Science, Math, Statistics, and Analytics.



April 7th

A great networking event for employers who have locations and or employment opportunities available outside of the United States.

April 23rd

A virtual fair for undergraduate and graduate students studying Human-Computer Interaction and Design and are seeking roles in UI/UX.



More details and registration can be found at www.cmu.edu/career/calendar-public.html

EMPLOYER WEBINAR SERIES

CMU Talent Insider Webinar Series



We would like to thank the hundreds of employers who have joined us the last three years for our quarterly employer webinars. These webinars have introduced you to the many programs and departments that represent Carnegie Mellon University. Due to the success of these sessions, we would like to introduce you to the **CMU Talent Insider!**

The CMU Talent Insider is an employer webinar series brought you by the Career & Professional Development Center at Carnegie Mellon University. This series will provide you and your team the opportunity to learn, connect, and engage with the numerous world-renowned programs that represent the 7 different colleges that make up CMU.

Upcoming Webinars:

January 13th-Handshake Virtual Career Fair Best Practices & Tips

January 20th-DEI Recruiting @ CMU: Student Perspectives

January 21st-Statistics and Data Science at Carnegie Mellon University

Registrations for each webinar will be available shortly on our [new webpage!](#)

Diversity Recruiting @CMU

We have heard from many employers this year that diversity, equity, and inclusion is paramount to their recruiting strategy moving forward. The Career & Professional Development Center has taken the steps to help our employer population achieve this goal and connect with top diverse CMU talent. We would like to introduce you to our [Diversity Recruiting & Student Groups webpage!](#)

This page contains information such as:

Student Groups
Identity Resources
Statistics
and more.....

ELEVATE YOUR BRAND

Become a career partner!



Help our students reach their life potential; become a Carnegie Mellon University Career Partner.

The Carnegie Mellon University Career Partner program was established to recognize employers who support our innovative programs and initiatives and invest in the professional development of our students and alumni.

Your generous contribution is appreciated and recognized by students, faculty, staff, and parents within the university community throughout the academic year. As a Carnegie Mellon Career Partner, your contribution will help us assist students with each phase of their career and professional development. You will also receive benefits associated with being a partner. Varying partnership levels are available.

For more information on how to become a Corporate Partner, please contact Jeff Jeffries, Director of Employer Relations, at 412.268.5491 or JJeffrie@andrew.cmu.edu.

Thank you for a great fall!

Please visit our employer toolkit online which includes information on posting jobs, recruiting guides, timelines, events, statistics, and more...

<https://www.cmu.edu/career/employers/index.html>

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Career & Professional Development Center Corporate Partners 2020

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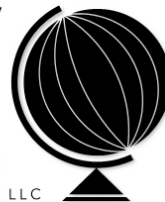


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accenture
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EVERY SEASON STARTS AT
DICK'S
SPORTING GOODS.



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