

Four Step Virtual Recruiting Process

cmu.edu/career

Carnegie Mellon University (CMU) is recognized as one of the top universities in the country and has recently been ranked by top corporate recruiters as the **#1 private university for recruiting** according to a recent Wall Street Journal survey.

We have found that the employers who are most effective recruiting CMU students follow these **four specific steps**. Please follow this step-by-step guide in order to ensure the best possible recruiting experience.

STEP 1: GETTING STARTED WITH HANDSHAKE



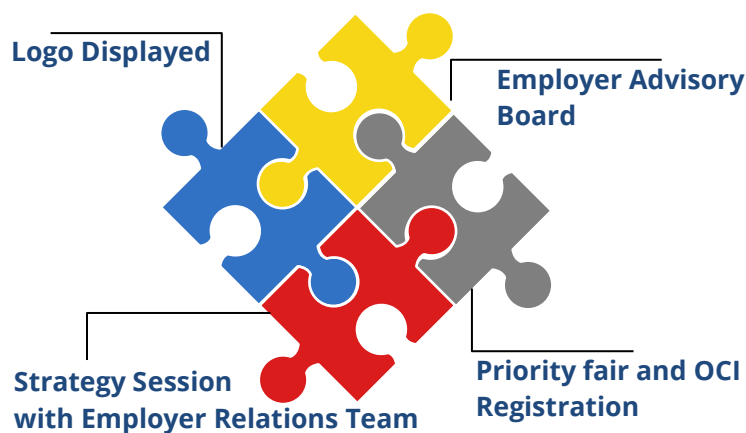
STEP 2: ESTABLISH A (VIRTUAL) PRESENCE



STEP 3: ENHANCE YOUR (VIRTUAL) RECRUITING STRATEGY



STEP 4: ELEVATE YOUR BRAND, BECOME A PARTNER



Step 1: Getting Started with handshake

Handshake is CMU's online recruiting system, and we've created this guide to help walk you through the process of getting started. From signing up to posting jobs, this guide will assist you and provide troubleshooting tips for each step of the way.

1. Create a user account

You will need a user account in order to log in and use Handshake. If you've received an invite from CMU, you can follow the link to take you to the account creation process. If you're signing up without an invite, go to:

https://app.joinhandshake.com/employer_registrations/new

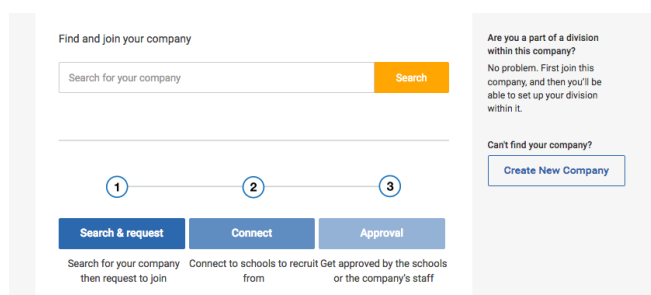
To create an employer account. You can view the details of this process, with screenshots, by checking out [How Do I Create a User Account?](#)

Troubleshooting Tip #1

If you're having difficulties receiving the confirmation email, try checking your spam and junk folders to ensure emails are not being filtered out. Add handshake@m.joinhandshake.com to your email contacts or address book, and lastly, check with your IT department and ask them to whitelist Handshake or check for quarantined emails. Ask Handshake to resend the confirmation email once you've taken these steps.

2. Join your existing company on Handshake, or create a new one

You will need to be connected to your company profile on Handshake prior to taking any actions with schools. Your company should appear based on the domain of your email address, if it is already in Handshake. If it isn't, you should see the option to create a new company profile. You can learn more about the new company creation process [here](#).



Troubleshooting Tip #2

Use your corporate email address if you have one. This will ensure that your company profile is shown to you if it is in Handshake, and can expedite the process of connecting to your company. Schools also tend to decline users with generic email addresses.

The goal of this step is to connect you with your company, not schools you'd like to recruit from (that comes later). If you want to recruit from CMU, do not list CMU as your company. On-campus employers are obviously the exception to this rule.

Step 1: Getting Started with handshake

3. Request to connect with schools (Carnegie Mellon University)

You must request and receive approval from CMU prior to posting jobs there. You can also choose schools during your sign-up process.

Check out this article: [How do I find and request schools?](#)

Troubleshooting Tip #3

Only request a select few schools initially. This will allow you to build positive relationships with schools while also growing your Trust Score. You can request additional schools as you become approved at your initial schools. More information can be found on the [Employer Trust Score](#).

4. Take action!

Once you've connected to CMU, you will be able to post jobs, request on-campus interview schedules, manage your applicants, and more. Here are some quick links to more detailed articles on these topics:

[Posting a job](#)

[Requesting an on-campus interview](#)

[Managing Interview Schedule Candidates](#)

[View all help articles for employers!](#)

Handshake Related Questions?

Visit the [Help Center!](#)

The Power of Handshake



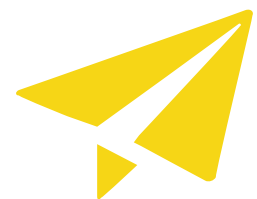
Post Jobs & Opportunities



Register for Interviews & (Virtual) Career Events



Search Public Profiles



Directly Message students

Step 2: Establish a (Virtual) Presence

Signature Recruiting Events

Each year, we host many opportunities for employers to take part in one or multiple events on campus (**Currently, the only in-person event will be fall encompass, all other events are virtual due to COVID-19**). We plan our events to ensure they are timely and well-attended. This can be a great opportunity to promote your brand with our students and to fully immerse yourself into the CMU (virtual) environment.

Fall Semester

August: Fall Classes Begin

September: Technical Opportunities Conference (TOC), Campus Engagement Day, Tepper Meetup, Tartan 2 Professional: Student Athlete Networking Reception, Encompass, Interviewing Begins, (Virtual) Information Sessions Begin

October: WestPACS Career Fair, SPARK, Global Opportunities Career Fair, Engineering Career Fair

November: Offer Policy Deadline for Fall Recruiting

December: Classes End, Take a Tartan to Work

Spring Semester

January: Spring Classes Begin, (Virtual) Information Sessions Begin, (Virtual) Interviewing Begins

February: Jumpstart, Encompass, Intelligence & Government Career Expo, Creative Arts Opportunities Conference (CAOC)

March: Spring Break, Take a Tartan to Work, WestPACS, Energy Career Fair, Data Science Virtual Career Fair, Engineering Virtual Career Fair, Non-Profit Virtual Career Fair

April: Spring Carnival, International Virtual Career Fair, UI/UX Design Virtual Career Fair

May: Classes End

Technical Opportunities Conference (TOC)

The TOC is our largest fair of the year and is hosted by the college of engineering.

Campus Engagement Day

Provides employers opportunities to exchange ideas and build partnerships with faculty and student organizations. Offered every-other year

Tartan 2 Professional: Student Athlete Event

Links employers with CMU Varsity Athletes. The event is open to all employers on behalf of the CPDC and the Athletic Department.

Encompass

This exciting career fair is open to all majors and schools offered in the fall and spring and is truly a career fair for everyone!

Energy Career Fair

This fair is in conjunction with CMU's Energy Week and is tailored to employers in the energy sector interested in recruiting for internships and full-time employment.

Tepper Meetup

A networking event for employers and Tepper Undergraduates. Open to employers interested in networking with Tepper students in a casual setting.

SPARK

This is an innovative career event designed to provide a platform for small business and early stage start-ups.

Jumpstart

An early engagement event that allows recruiters to connect with freshman and sophomores to discuss available internships at their company.

Creative Arts Opportunities Conference (CAOC)

CAOC combines 4 events revolving around the creative industries; the Creative Arts Career Fair, Design Confluence, HCI Connect, and Architecture Interchange.

Step 2: Establish a (Virtual) Presence

Virtual and/or On-Campus Interviewing (OCI)

Virtual and/or On-Campus Interviewing is open to all employers seeking candidates for internship and full-time positions. There is no fee to participate. Visit our [On-Campus Recruiting Webpage](#) for more details and to see our [Recruiting Timeline](#).

Note: Due to COVID-19, plans are subject to change.

Types of Interview Schedules

Preselect (Virtual) Interviews

Specify an application period and a signup period. Primary and alternate student choices are selected after the application period. Primary candidates are allowed to sign up before alternate candidates.

Room-Only (Virtual) Interviews

A room will be reserved in Handshake but the slots will be managed by the employer outside of Handshake. You can select students for this interview schedule but they will not be able to take slots in Handshake.

Steps to Participating in (Virtual) Recruiting

Preselect Interview Schedule Example:

1. Request available dates and the number of virtual rooms needed for interviews via [Handshake](#).
2. Once you receive confirmation, return to [Handshake](#) to attach job descriptions.
3. You will receive an email when it is time to log back into the system and select the students you want to interview. After your preselect deadline passes, candidates will be notified to sign up.

Can't visit campus? The CPDC Interview Center will be open for students to interview!

The CPDC Interview Center will be open from Monday-Friday, 8:30 a.m. – 5 p.m. ET for students if they need a quiet/private space to interview, but they will need to use their own phones or computers

Contact: Please contact Julie Puglisi, Recruiting & Data Analyst, at juliepuglisi@cmu.edu or call 412-268-3994.

Connect with Student Organizations

CMU is home to some of the most intelligent and passionate student leaders in the world. Connecting with student organizations on campus can help you further promote your brand as well ensure that attendance for information sessions is high. There are many clubs and organizations at CMU spanning all types of interests and disciplines, everything from Society of Women Engineers to Phi Kappa Phi.



The CPDC does not directly connect employers with specific student organizations, but you have the opportunity to contact a specific organization through a platform known as [THE BRIDGE](#).

Step 3: Enhance Your (Virtual) Strategy

Host a (Virtual) Information Session

Employers at CMU are provided the opportunity to connect with students on a personal level through our (virtual) information session program. **Employers are able to:**

- Meet and (virtually) network with interested students
- Showcase available internships and full-time positions
- Highlight company culture and other unique aspects of your organization

CMU understands that each employer culture is different, so our employers are given the freedom to think creatively about the virtual events. **Here are a few examples:**

Zoom Intern Panel

Interview Workshop

Virtual Tour

Video Office Hours

Product Demonstration

Handshake Coffee Chats

Requesting an (Virtual) Information Session

(Virtual) Information sessions are requested in [Handshake](#) and scheduled Monday through Friday from 10:00 a.m. through 9:30 p.m. ET. Event requests should be submitted at least two weeks in advance of the event date. Requests are approved as long as there are no conflicts, i.e. competing companies which have been approved and/or unavailable time slots. We avoid scheduling sessions during class breaks, virtual career fairs, and finals week. Please see the [Academic Calendar](#) for class schedules. Remember to provide your virtual event platform (Zoom, WebEx, Microsoft Teams, etc). A placeholder can be used until a link has been created i.e. <https://Zoom.to.be.provided>.

The Process

Once an (virtual) event has been requested and reviewed, a staff member from the Employer Relations Team will approve the request in Handshake for student to view. Please make sure that your Handshake profile is set to receive notifications so that you receive the approval message. An event request will be declined if there are scheduling conflicts, unavailable time slots or campus events scheduled during that time. A message will be placed in the comment section of your request and/or you will receive an email (if your contact email is available in Handshake).

Fees and Marketing

Due to COVID-19, we are currently not charging employers to host a virtual information session. We will be sure to reach out if anything changes.

Only employer partners will be able to utilize enhanced marketing options, but all employers with approved events will have their event listed in the events section in Handshake for student to view and RSVP.

Questions?

Questions about Handshake requesting an event can be directed to our email erelate@andrew.cmu.edu

Step 3: Enhance Your Recruiting Strategy

Early Engagement

Do you have any CMU Alumni?



Timeframe

Tartan Talks can take place throughout the academic year.

Tartan Talks is another way to connect with current CMU students is by signing up to participate in the Career and Professional Development Center's new series Tartan Talks. Register to take part in this program [here](#).

Job Shadowing Program



Timeframe

Employers may host students: Winter Break and/or Spring Break

The Take a Tartan to Work You can learn more by visiting our [webpage](#) or please feel free to [register here!](#)

Diversity Recruiting @CMU

The CPDC embraces the university's commitment to diversity, equity, and inclusion where CMU staff students and alumni develop a distinct ability to work, learn, and live in diverse environments. We strive to connect our students with employers that share common values for sustained success.



The CPDC has just launched our [Diversity Recruiting webpage](#) and we urge you to check it out! This page includes demographic information as well as resources relevant to specific populations of students.

Step 4: Elevate your Brand

Become a Career Partner

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

You can help our students reach their life potential by becoming a Carnegie Mellon Career Partner. We established the Carnegie Mellon Career Partner program 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.

Career & Professional Development Center Corporate Partners 2020

Platinum Level



Silver Level



Bronze Level



2021 Career Partners

A Special Thanks

...to the following employers who have joined the CPDC in financially supporting programs and initiatives for CMU students.

Become a Partner!

As a Carnegie Mellon Career Partner, your contribution will help us assist students with each phase of their career and professional development. Varying partnership levels are available.

For additional information or to become a *Carnegie Mellon Career Partner*, please contact:

Jeff Jeffries

Director, Employer Relations

412-268-5491

jjeffrie@andrew.cmu.edu

**See next page for partner benefits*

Career Partner Program	Platinum	Gold	Silver	Bronze
Benefits *Effective 7/1/2021	\$9,500	\$5,500	\$3,500	\$1,500
One complimentary career fair registration (excludes fall TOC)	x			
Two year membership on the Employer Advisory Board	x			
Opportunity to display artwork/logo in CPDC Interview Center	x			
Pin 5 events per year to Handshake's student page	x			
Facilitate introductions with student organizations for sponsorship opportunities	x			
Opportunity to display event/virtual event advertisements on the CPDC Interview Center monitors	x			
Employer webinar hosted by the CPDC with partner company	x			
Take over the CPDC Interview Center for a day (dependent upon availability and/or virtual options)	x			
Employer Career Fair Day (virtual for Fall 2021/Spring 2022)	x			
Promote virtual campus tour for partner company	x			
Dedicated Career Concierge staff member to ensure full utilization of Career Partner benefits	x	x		
Fee waiver for information session room reservation up to \$200 (applies to on-campus events)	x	x		
Luncheon/Virtual Meeting with CPDC staff member(s)	x	x		
Preferred booth location at CPDC career fairs/increased marketing for virtual fairs (excludes TOC)	x	x	x	
Priority use of CPDC Interview Center Conference Room during on-campus interviews and campus visits (subject to room availability and/or virtual options)	x	x	x	
Increased marketing efforts through social media: Employer Spotlight on LinkedIn, Hot Jobs list from partners	x	x	x	x
Employer spotlight in one weekly newsletter to students	x	x	x	x
Marketing for all career fairs as well as highlighting partner companies who are participating in the event (excludes TOC)	x	x	x	x
Pin 5 jobs in Handshake for enhanced placement	x	x	x	x

Partner benefits continued on next page

Career Partner Program	Platinum	Gold	Silver	Bronze
Company Swag Day (Company sends swag to be dispersed from the CPDC Interview Center on a particular day) CPDC will promote to all students	x	x	x	x
Recognition in social media outlets	x	x	x	x
Priority registration to participate in a professional development career program/virtual program	x	x	x	x
Strategy session/virtual session with Career Consultants, Employer Relations, and Campus Partners	x	x	x	x
Early registration for OCI/Virtual Interviewing (Platinum 14 days, Gold 10 days, Silver 7 days, Bronze 3 days)	x	x	x	x
Recognition in annual campus publications - career guide, employer newsletter, alumni brochure	x	x	x	x
Recognition on the Career Partner plaque in the CPDC Interview Center	x	x	x	x
Company logo on the CPDC website	x	x	x	x



Career and Professional Development Center

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