

# THE EMPLOYER BEAT

EMPLOYER NEWSLETTER

Issue 10 | June 2020

## TABLE OF CONTENTS

Jeff's Note

CMU in the News

Message from the Associate Dean

CPDC Staff Spotlight

Spring 2020 Recruiting Events

New CPDC Team Members

Corporate Partnerships

## A Note from Jeff

Jeff Jeffries  
Director of Employer Relations



As I write this, I realize it's been several months since I've had the opportunity to sit in my office at the Career Center on Forbes Avenue. And though I miss the sight of familiar faces walking the hall of the Cohon Center each day, I'm reminded of how lucky I am to be part of a University that is strong in its roots of innovation and unwavering pursuit of equality and justice in our society.

The new normal has caused us to change the way we do things. For the first time, CMU conferred our May 2020 graduates virtually. There's a great article in our newsletter talking about that day and the highlights which includes special guests who attended.

This fall our career fairs will be hosted virtually. Luckily, we have a team with expertise in delivering this type of event through a virtual platform. Regardless of in-person or virtual, our goal is to provide the best experience for employers and students when working with the CPDC.

Although there have been changes in the way we have worked, our pursuit for excellence and commitment to the CPDC's mission to provide career exploration and decision making, professional development, experiential learning and employment assistance to our students hasn't changed.

Have a wonderful and safe summer!

Best Wishes,

Jeff

## Carnegie Mellon in the news

### CMU Alumni Surprise Class of 2020 During Historic Conferal Ceremony



Thirteen of Carnegie Mellon's high-profile alumni came together on Sunday, May 17, to lend their time, voices and support to the newest Tartan graduates. The group made cameo appearances alongside CMU leadership throughout the 30-minute ceremony, providing inspiration, advice and a bit of humor.

Read More Here: <https://www.cmu.edu/news/stories/archives/2020/may/class-2020-congratulations.html>

## The Pittsburgh Packers

At the end of April, Housing & Residential Education emailed the campus community in Pittsburgh for help. Carnegie Mellon staff was needed to help box up personal items that would either be shipped to students' homes or held in storage until the fall semester.

Read More Here: <https://www.cmu.edu/news/stories/archives/2020/may/staff-packs-students.html>

## Upcoming Events Happening in Fall 2020

TOC+Encompass+Converge Silicon Valley Virtual Career Fair

Tepper Meetup Virtual Career Fair

Tartan2Professional Virtual Career Fair for Student Athletes

Spark Virtual Career Fair

[More event details on page 3](#)



## MESSAGE FROM THE ASSOCIATE DEAN OF THE CAREER & PROFESSIONAL DEVELOPMENT CENTER

**Kevin Monahan**

Greetings from Carnegie Mellon University,

As our focus shifts from running an online university in spring 2020 to preparing for Carnegie Mellon University's (CMU) fall semester, I would like to share information about how the Career & Professional Development Center (CPDC) is positioning itself to support you. CMU plans to operate in a [Hybrid Semester](#) model this fall. To adhere to physical distancing and other required health guidelines outlined by the school and local government, the CPDC decided to convert our large in-person recruiting events to virtual formats for the fall 2020 semester.

In the past, virtual recruiting events experienced limited success when compared to in-person offerings. With today's landscape severely limiting f2f recruiting, the question is, "How can we, CMU and employers, help students embrace a virtual recruiting experience?" I believe the answer lies within both our institutions.

This spring and throughout the summer, the CPDC team is working to prepare students for the new recruiting landscape. Online fairs, virtual information sessions, video interviews, etc. – we are preparing students to be successful in the new recruiting paradigm. Highlighting the advantages of an online recruiting experience has helped students accept the new reality of what their employment searches will look like this fall – and some students are excited about the new format.

The CPDC would like to share some lessons we have learned in our spring/summer programming efforts to help your organization prepare for the fall. As career development and recruiting professionals, we need to seize the opportunity to reconsider our programming. We have the chance to try new approaches and shed antiquated efforts. One example that has gained traction is moving away from traditional information gatherings to employer-led skill development sessions. By providing students a professional

development opportunity, interlaced with information about their company, employers are attracting larger, more diverse, audiences than they normally draw through an hour-long information session held on campus.

Another lesson learned is that simply moving an in-person offering onto Zoom does not constitute an effective online strategy – this was a painful lesson to learn. We (higher education and recruiters) need to fully utilize available technology to offer a positive and personal user experience when conducting online programming. For example, CMU career fairs are famous for high student attendance and corresponding long wait lines. The virtual fair technology CMU is implementing this fall can lessen student wait times, reduce repetitive conversations for employers, and improve the user experience for all event participants if we leverage the features within the system. We would love to work with you on this endeavor.

The CPDC can help your team strategize and build a robust virtual recruiting effort that will help you achieve your goals this fall. And as always, thank you for your commitment to partner with and recruit at CMU.

## FEATURED CPDC STAFF MEMBER

**Joseph Battelline**

**Assistant Director &  
Career Consultant  
Dietrich College of Humanities  
and Social Sciences**



### ***How long have you been with the CPDC?***

I've served as a career consultant within the CPDC for two years. I primarily advise Dietrich College students and supervise the Olitsky Career Readiness Program, which advocates for students with emotional and cognitive differences.

### ***Favorite part about working at the CPDC?***

The arts have always motivated me. In my free time, I enjoy baking, poetry, songwriting, and photography. I'm a beginner in all art forms at best, so I hope to master at least one in time!

### ***Favorite Pittsburgh restaurant?***

The Butterwood Bake Consortium in Lawrenceville is my favorite spot. It's a dessert café that serves unique flavors of cake by the slice, coffee, and more.

### ***Interesting fact about yourself?***

My favorite part about working with the CPDC is that our team is always encouraged to experiment with new programs and services; failure is not frowned upon. This culture of innovation has really allowed me to develop my role in ways that are best for my students and employer connections. It's been rewarding to have autonomy and ownership over our work.



# FALL CALENDAR

## Upcoming CPDC Recruiting Events for Fall 2020



### TOC + Encompass + Converge Silicon Valley Virtual Career fair (Virtual)

**September 14-16, 2020**

A 3-day virtual career fair to recruit all majors and skillsets. This virtual fair is presented in collaboration with the College of Engineering, CPDC, CMU Silicon Valley, and Society of Women Engineers.

### Tepper Meetup

A Networking Event for Employers and Tepper Undergraduates

Sponsored by: Carnegie Mellon University Career & Professional Development Center, Tepper School of Business

### Tepper Meetup (Virtual)

**September 21, 2020**

A virtual networking event for employers and Tepper undergraduate students.

### TARTAN<sup>2</sup> PROFESSIONAL

A NETWORKING EVENT FOR STUDENT-ATHLETES

### Tartan 2 Professional (Virtual)

**A Virtual Networking Event for Student-Athletes**

**September 21, 2020**

A virtual networking event for employers and student-athletes.



### Spark: Start-ups and Emerging Companies (Virtual) October 21, 2020

An innovative virtual career event designed to provide a platform for small business and early stage start-ups to engage, network, and recruit CMU students and alumni.

REGISTER FOR ALL EVENTS IN  **handshake**

## SPRING 2021 DATES TO SAVE

January 19-First Day of On-Campus Interviewing (OCI)

January 21-Internship Showcase

February 1-Employer Advisory Board Meeting

Feb 1-Jumpstart: A Networking Event for Freshman and Sophomore Students

February 2 & 3-Encompass Career Fair

February 3-Intelligence & Government Career Expo

February 17-HCII Connect

February 18-Creative Arts Opportunities Conference (CAOC)

## NEW STAFF UPDATE

Welcome to the newest members of the CPDC team, Alison



Alison Viverette

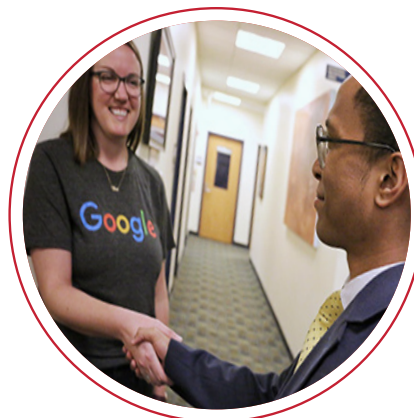
Assistant Director/  
Career Consultant  
School of Computer Science

Alison is a Pittsburgh native who recently came back to the area. She will be working with our graduate students in the School of Computer Science.

Prior to joining our team, Alison was with the University of Pennsylvania working on her masters degree in Higher Education and served as a Career Development Specialist assisting students in the Graduate School of Education.

## 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](mailto:JJeffrie@andrew.cmu.edu).

## Thank you for a great spring!

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>

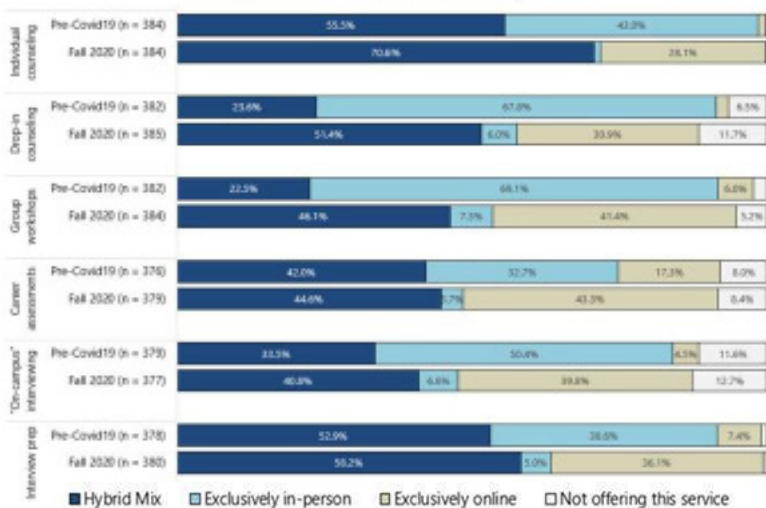
**Jeff Jeffries**

Director, Employer Relations  
Career & Professional Development Center  
Carnegie Mellon University  
412.268.5491  
[JJeffrie@andrew.cmu.edu](mailto:JJeffrie@andrew.cmu.edu)

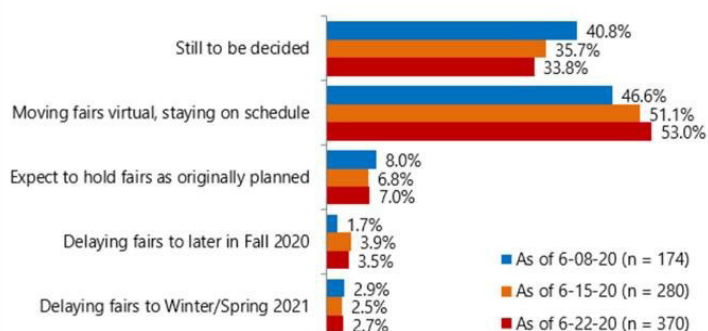
## According to NACE

NACE has been collecting data from employers and colleges to assess operational changes as a result of the COVID-19 Pandemic. According to the most recent NACE poll, below are the responses from other universities regarding career fairs and career services.

Changes in Service Modality Pre-Covid19 to Fall 2020  
(Labels removed for values less than 3%)



## Changes to Timing of Career Fairs for 2020-21



# Career & Professional Development Center Corporate Partners 2020

## Platinum Level

---



## Gold Level

---



## Silver Level

---



## Bronze Level

---



\*As of 06/19/2020