

BEYOND CAMPUS: EMPLOYER SITE VISITS

Joshua Price

Brigham Young University

Companies visited the past two years

Goldman
Sachs



lola
BLANKETS



Cicero

CBRE



ZIONS BANK

Morgan Stanley

CRA Charles River
Associates

Vinson & Elkins



BYU

Lagrangian Equation

DEFINE THE OBJECTIVE

- Career Exploration
- Recruiting/Placement
- Build Relationships for Recruiting/Placement
- Connect with Alumni
- Give students an experience to remember
- Support a specific type of student

IDENTIFY THE CONSTRAINTS

- Budget
- Missed Class time
- Transportation
- Number of students
- Talk to Chair/Dean

Steps to a Local Site Visit

1. Target Companies
2. Reach out to Advocates
3. Recruit Students
4. Prepare Students
5. Plan the Visit
6. Follow Up

1. How to Target Companies

- Recent job placement data
 - Internal data
 - LinkedIn (University>Alumni>Search term: economics)
- Companies at Career Fairs
- Who is located nearby
- Key alumni
- Ask students

2. Reach out to Advocates

- LinkedIn Searches
 - Search: job title
 - People
 - Schools: University name
 - Location: City
 - Company: Company name
- Company Recruiter
 - Career Director
- Alumni/Development office

3. Recruiting Students

- Advertising in multiple mediums
- Applications
 - Graduation date
 - GPA (*Why we want to know GPA)
 - LinkedIn url
 - Survey Questions
 - What are your career goals?
 - How will this trip help you achieve your career goals

4. Preparing Students

- Give students homework beforehand
 - Company profile
 - Connect with employees on LinkedIn
- Professional Preparation
 - Questions to ask
 - Appropriate topics to discuss
 - Dress code
 - No electronic devices

5. Plan the Visit

- Driven by your objective
- Length: 1.5 – 2 hours
 - Tour
 - Presentation
 - Q&A
 - Informal Interactions
- Multiple visits in a day (Friday mornings)

6. Follow Up

- From you
 - Thank you notes (to those you met and to students)
 - Contact information with those you met
 - Directions on how to continue the conversation
 - Discuss experience with the advocates
- From students
 - Thank you notes
 - How to continue the conversation

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Career Trek to Another City

- What makes a good city?
 - Employment opportunities
 - Alumni base
 - Ease of travel
 - Price of travel

Logistics

- Provided students with approved flights
 - Students pay for their flight (funding available)
- Rented 4 minivans
 - 4 faculty/staff
 - 6 students per van
- Centrally located hotel near airport
 - 2 students per room
 - Breakfast provided

Sample Itinerary

1

Wednesday

- 4-7 pm Flights arrive
- Group Dinner in hotel lobby (catered)

2

Thursday

- 9 am American Airlines
- 11:30 AT&T (lunch provided)
- 2:30 Toyota
- 6:00 Alumni dinner

3

Friday

- 9 am Law Firm
- 11 am CBRE
- 1 pm The Fed (lunch provided)
- 4 pm Arrive at airport

After the Event

- Student Reflection and Goal Setting
- Formal Debrief (with students and with faculty/staff)
 - What worked and what didn't
 - Changes for next time
 - What was their favorite experience
 - What will you do next

Measuring Success

$$\mathcal{L} = f(X, Y) + \lambda(\textit{Constraint})$$

Creating Opportunities



Building Relationships



David Hernandez · 1st

Vice President at Texas Capital Bank

Dallas-Fort Worth Metroplex · [Contact info](#)



Fernando Perez · 1st

Vice President, Portfolio Management

Newport Beach, California, United States · [Contact info](#)



THANK YOU