



# RECRUIT AT SMU®

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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,

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 Handshake. Formal or informal.*



## Networking Towards the New Year/ Mocktails with Mustangs

*Semesterly networking receptions hosted by us. Meet engaged, career-ready students.*



## Site Visits

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



## On-Campus Interviews

*Reserve space in our office 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 employer partners to share their perspectives. Panels are hosted by our office 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 October.

### Employer Registration includes:

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

### Registration Costs:

- \$200 for-profit companies
- \$100 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 & Mocktails with Mustangs

Networking Towards the New Year and Mocktails with Mustangs are annual networking receptions taking place in the Fall and Spring, respectively. These events allow 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 [Amanda Bobo](#).

## Diversity Equity and Inclusion (DEI) Internship Program

Designed for students with diverse identities, this program allows employers to submit internship position applications which will be recruited through various affinity groups on campus. Private and non-profit organizations may submit their internships through the DEI 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 DEI 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 expect 10 – 12 business days advance notice so our staff can 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 HANDSHAKE

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

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



## Getting Started in Handshake

Getting connected on Handshake is your first step to getting your job in front of students. Creating a Handshake account is quick and easy; learn more in the links below.

## How to create an employer account on Handshake

- [Getting started with Handshake for Employers](#)
- [Step-by-step instructions for creating an employer account](#)

## How to post a job on Handshake

- [How to Post a Job to Handshake](#)
- [5 Tips to improve your job description to attract early talent](#)
- [Handshake Employer Onboarding YouTube Playlist](#)

# 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 Handshake, an employer must complete all required sections of the Employer profile on [Handshake](#). 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)
- A concise and clear “About” section

## 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:

- Be an internship or full-time career opportunity (part-time, seasonal, and temporary work may be directed to [Quadjobs](#))
- 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](mailto: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](mailto: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](mailto: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](mailto:lsearway@smu.edu) | 214.768.6190

Contact Lauren about:

Fine Arts ■ Advertising and PR ■ Entertainment  
and Sports ■ Corporate Communications ■  
Education ■ Retail



## David Sommers, M.Ed.

Assistant Director, Employer Relations  
[sommersd@smu.edu](mailto:sommersd@smu.edu) | 214.768.6571

Contact PERSON about:

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



# CAMPUS CAREER SERVICES

Career Center	Contact	Email	Student Population
<u>Cox Career Management Center</u>	<p>General Inquiries</p> <p>Employers A – J: KC Frost, Associate Director for Employer Relations</p> <p>Employers K – Z: Currently Hiring, Assistant Director for Employer Relations</p>	<p><a href="mailto:coxcareers@smu.edu">coxcareers@smu.edu</a></p> <p><a href="mailto:kcf@smu.edu">kcf@smu.edu</a></p>	Cox School of Business students only
<u>Hart Center for Engineering Leadership</u>	Linda Parker, Director of Career	<a href="mailto:lparker@smu.edu">lparker@smu.edu</a>	Lyle School of Engineering students only
<u>SMU Guildhall Career Services</u>	Lindsey McGonigle, Assistant Director of Career Services	<a href="mailto:lmcgonigle@smu.edu">lmcgonigle@smu.edu</a>	Guildhall students only
<u>Moody School of Graduate &amp; Advance Studies</u>	Dr. Rob Pearson, Director of Graduate Career Development and Postdoctoral Affairs	<a href="mailto:pearsonr@smu.edu">pearsonr@smu.edu</a>	Graduate and Post Doc students only
<u>Dedman School of Law</u>	Mary Beth Nielsen, Director for Judicial Opportunities, Recruiting and Events	<a href="mailto:mnielsen@smu.edu">mnielsen@smu.edu</a>	Dedman Law students only



**SMU** Student  
Affairs

**SMU** Hegi Family Career  
Development Center

**SMU** Hunt Leadership  
Scholars Program

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# CONTACT US

214.768.2266 | [SMU.EDU/CAREER](http://SMU.EDU/CAREER)