

EMPLOYER ENGAGEMENT HANDBOOK

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INTRODUCTION

Welcome Message

Welcome to Boston University's Questrom School of Business Feld Center for Career & Alumni Engagement. Our experienced team of career educators and employer relations professionals are dedicated to connecting Questrom's talented undergraduate and graduate business students with the workforce. Questrom's Feld Center for Career & Alumni Engagement team is a partner in your recruiting success! Our goal is to connect you directly with candidates and make your talent acquisition experience efficient, effective, and seamless.

Get to know the Team

Meet the [amazing team](#) you will be working with on all your recruiting endeavors. Our Industry Relations team will help you identify strategies to reach your target audience and plan on-campus or virtual engagements accordingly. Together with the Operations team, we will work with you throughout your recruiting experience to promote your organization and opportunities to Questrom and BU students as relevant.

Overview of Services Provided to Employers

We promote and market your events to students via our newsletters, website, social media, faculty, career advising sessions, and classes. Additionally, we build your events on Handshake, facilitate planning your event and catering (if desired), arrange parking passes, capture students' attendance, and follow up with a list of attendees. From concept to execution, we are here to support your successful events!

Whether this is your first interaction with BU's Questrom School of Business or you're a seasoned recruiting partner, we have lots of [opportunities](#) available for you to connect with Questrom talent, such as:

- Industry Focused events
- Career Fairs
- Career Networking Nights
- Coffee Chats (Group/1:1)
- Host a Student Trek
- Employer Spotlights (Info Sessions)
- Meet & Greets (Tabling)
- On-Campus Interviews
- Propose a Class Project
- Design your own event

Ready to get started? Click [here](#).

If you have questions, contact us at questromcareers@bu.edu.

LOGISTICS FOR EMPLOYERS

Connect with our [Industry Relationship Managers](#) who will collaborate with you to deliver our top-tier service experience to support your recruiting success.

Where to Find Us:

Boston University Questrom School of Business is located at [Rafik B. Hariri Building, 595 Commonwealth Avenue, Boston, MA 02215](#).

Parking:

If you require parking accommodations, please email questromcareers@bu.edu with the number of parking passes requested for all representatives. Passes and instructions will be sent ahead of your visit. The following are the available parking garages:

- Lot M, 595 Commonwealth Avenue, Hariri Garage (Questrom Building)
- Lot K, 700 Commonwealth Avenue, Warren Towers Garage. (This is a short walk from The Questrom School of Business building)

Public Transit:

If you are arriving via public transit, please take the [Green Line B](#) and exit at Blandford Street. The Questrom School of Business is opposite Blandford Street.

Navigating the Questrom School of Business:

Please utilize the [Questrom School of Business Map](#) and navigate to the Feld Center on the first floor. Our team will greet you in the Feld lobby and show you to your reserved event space. If you wish to arrive more than 30 minutes early or need extra work space outside of the event space, please contact your Industry Relations Manager.

Catering Resources:

If you wish to provide catering for your event and have not yet placed an order, please reference [this guide](#) for information on the current Questrom School of Business catering policies. Please note that you must work with your Industry Relations Manager to identify the menu for your event.

Event Spaces:

If you wish to select your event space at the Questrom School of Business for your event, reach out to us, and we will provide you with virtual event resources and [space information](#).

Where to mail your recruiting giveaways:

You are welcome to ship recruiting giveaways to BU Questrom ahead of your arrival. Please use the address layout below and ensure your shipment arrives at least 2 days before your event. Leftover giveaways can go back with the recruiting team, be left for the Feld Center to distribute within the Questrom community, or be repackaged with your pre-printed return shipping label and left with the Feld Center for return shipment.

Attn: [include CONTACT NAME + ORGANIZATION + DATE OF EVENT]

BU Questrom School of Business

Feld Center for Career & Alumni Engagement

595 Commonwealth Avenue, Suite 104

Boston, MA 02215



Virtual Event Facilitation

Virtual Recruiting:

Virtual events can be held in many ways, and we are here to help! These can be in the form of:

- Coffee Chats (Group/1:1)
- On-Campus Interviews
- Information Sessions

The session is recommended to be scheduled between 9 a.m. and 5 p.m., lasting 2 to 4 hours.

We are happy to facilitate your event using [Zoom](#). However, if you would prefer to use your own platform, that is fine too. Below are the options:

Facilitated by the Feld Center

We will provide you with a Zoom link prior to your event. Please share the link with the reps who will be attending, and we will add it to the Handshake event as well.

Attendance will be taken for the event, and the list will be shared with you.

Employer Led

If you choose to use your own platform, please send us the link a week in advance to add to the Handshake event, along with any additional information the students might need to sign in.

Please share the final number of students who attended with the Feld Center for our record keeping.

If you're interested in a customized event, please email us at questromcareers@bu.edu. We will be delighted to assist you in planning.

Additionally, there are other [opportunities](#) available to connect with our students. Check them out.

Thank you, we can't wait to connect with you soon!

FALL HIGHLIGHTED EMPLOYER RECRUITING & NETWORKING EVENTS



MBA
Career Fair & Expo



Employer Spotlight
Event



Meet & Greet
(Tabling)



Inclusive Excellence
Breakfast



UG Career Fair



CompanyTrek

UNDERGRADUATE CAREER FAIR

Recruiters and students have embraced the return to in-person events. We saw record attendance at our undergraduate career fair in September from both employers and students. Due to the incredible turnout, we expanded our fair to multiple locations this year, creating excitement and spreading energy throughout the Questrom building!

903

Student Attendees

46

Organizations

16

Alumni Recruiters

92

Total Recruiters

"I could tell from the level of effort the Feld put into the career fair that this was going to be a wonderful networking opportunity and so it was!"
— Student Attendee

MBA CAREER FAIR

All new, in-person exclusive opportunity where MBAs connected with recruiters and alumni for jobs and internships.

158

Total Students

19

Organizations

9

Alumni Recruiters

42

Total Recruiters

"Students did good research beforehand. Hope we can lure some people across the border. Keep us in mind for future opportunities to speak/present at BU!" — Brett Feldman, Questrom 2010, Rhode Island Energy Recruiter

"Was easily a 12/10... everyone I talked to (both students and the employers) were thrilled at how the event was run and at the quality of interactions." — MBA 2024 Student

DIVERSITY, EQUITY & INCLUSION COLLABORATIONS



MYQUESTROM INCLUSIVE
EXCELLENCE BREAKFAST



ASCEND PROGRAM TREKS



FORTÉ PARTNERSHIP & WOMEN OF
COLOR LEADERSHIP SYMPOSIUM,
WASHINGTON D.C.



NATIONAL BLACK MBA
CONFERENCE,
PHILADELPHIA, PA



PRIDE DAY CELEBRATION



ROMBA CONFERENCE,
CHICAGO, IL

Questrom Event Space Information

Feld Center Networking Hub

This room is equipped with a screen for projections. (Only Questrom catering is allowed)



Classroom

This room is equipped with a podium, desktop computer, camera for Zoom, and Jabra microphone. (No catering is allowed in the classroom)



Chiles Atrium

Located on the first floor of the Hariri building, the Chiles Atrium holds all our tabling events. (Only Questrom catering is allowed)

