

Hire at Ball State

A Recruiting Guide for Employers



**BALL STATE
UNIVERSITY**

Career Center

Welcome to Ball State

Thank you for your interest in hiring talent from Ball State University! We developed this resource to help you maximize your impact and raise your brand visibility on campus. Our team is dedicated to the success of our employers, students, and alumni. Annually, we connect with more than 70 percent of our enrolled students from all majors and all class levels. This helps us better serve you, our employer partners. From career programming that is infused into the classroom, to job fairs and networking events, we offer nationally recognized services that are truly making an impact. Our post-graduation success rate is one of the highest among our peers. Ball State is an industry leader, developing relationships to help students prepare for the workplace of tomorrow and beyond. My professional team and I are dedicated to helping you. Please let us know how we can assist you in reaching your goals.

— Jim McAtee



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W E F L Y

Meet the Team



Jim McAtee

Assistant Vice President
and Executive Director for
Career and Professional
Development



Jeff Eads

Associate Director for
Employer Relations and
Recruitment Programs



Jennifer Randall

Coordinator of
Employer Relations



Madelyn Heskett

Employer Relations
Assistant

Career Center
Lucina Hall 220
765-285-1522
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 CareerCenterBSU

 bsucareercenter

 bsucareercenter

You'll Find the Skills You Need With Ball State Students

With more than 120 majors and 130 minors, Ball State offers students outstanding instruction and preparation for any workplace.

Beyond the classroom, immersive learning brings together interdisciplinary, student-driven teams guided by faculty mentors to create high-impact learning. Students earn credit for working collaboratively with businesses, nonprofits, and government agencies to address community challenges.

When you hire at Ball State, you will get a focused, prepared, and accomplished employee. For a list of Ball State areas of study, visit [bsu.edu/majors](https://www.bsu.edu/majors).

Ball State Students are in Demand

We currently have a **90% placement rate** with **78% employed** in their field of study.

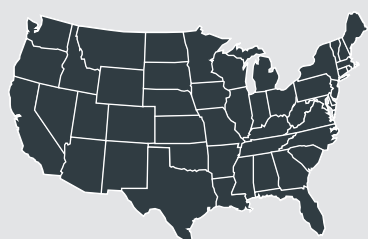
WE FLY

2020-2021 Student Profile

21,597
total enrollment

15,205
undergraduate
5,817
graduate
575
high school


From all **92**
Indiana counties



From all
50 states,
Washington, DC,
and 2 U.S. territories

335

international
students
from
56
countries



Ethnicity

- 8.7% African-American
- 6.8% Hispanic/Latinx
- 2.0% Asian-American
- 6.9% Other/Unknown
- 75.6% Caucasian

22.5% total ethnic diversity

Fall 2020 Entering Class

- 3,552 freshmen
- 42% first-generation college students
- 25% ethnic minority
- 71% high school honors diploma or equivalent
- 3.5 average high school GPA
- 1153 average SAT score
- 23 average ACT score
- 39% admitted test-optional

Build Your Brand On Campus

Cardinal Job Fairs

September 15, 2021 • February 16, 2022
11 a.m. – 3 p.m., Worthen Arena

To register, please log in to Cardinal Career Link through bsu-csm.symplicity.com/employers. Complete the registration through the “Events” section.

Costs (reduced fee for nonprofits) cover:

- two representatives
- six-foot table and tablecloth
- lunch, parking, and curbside assistance with materials
- event marketing through Ball State Career Center’s mobile app

For more details, contact Jennifer Randall at jrrandall@bsu.edu or 765-285-2431.

On-Campus Interviewing

What better way to fill your staffing needs than meeting candidates in person on Ball State’s beautiful campus? Many employers attend the Cardinal Job Fairs and remain on campus the next day to conduct interviews. You can also schedule interviews at other times during the academic year.

For more information, visit bsu.edu/careers and navigate to the “Employers” section. You can also contact Madelyn Heskett at mcheskett@bsu.edu or 765-285-2436.

Using Cardinal Career Link (CCL)

POST A JOB

Select “Jobs” and then “Job Postings.” We recommend including as much information as possible for the best exposure to the position. Each job posting will be activated within 1-2 business days unless posted on a weekend.

GET AN ON-CAMPUS INTERVIEW SCHEDULE

Select “OCR” and navigate to “Request a Schedule.” If you need assistance, please contact Madelyn Heskett at mcheskett@bsu.edu or 765-285-2436.

ACCESS RÉSUMÉ BOOKS

We are happy to create a résumé book for you. Please contact us regarding your particular needs.

SET UP A TABLE OR INFORMATION SESSION

Select “Events” from the menu and navigate to “Information Sessions” and “Request Information Sessions.”

Calendar of Events

Fall Recruitment Season: Sept. 6–Dec. 10, 2021

- Labor Day: 9/6 (no classes)
- Cardinal Job Fair: 9/15
- Cardinal Job Fair Interviews (day after): 9/16
- Center for Logistics and Supply Chain Management Fair: TBD
- Construction Management Career Fair: TBD
- Fall Break: 10/11–12 (no classes)
- Thanksgiving Break: 11/24–26 (no classes)

Spring Recruitment Season: Jan. 18–April 29, 2022

- Martin Luther King, Jr. Day: 1/17 (no classes)
- Environmental, Geological, and Natural Resources Career Day: TBD
- Sales Career Day: TBD
- Cardinal Job Fair: 2/16
- Cardinal Job Fair Interviews (day after): 2/17
- Spring Break: 3/6–13 (no classes)
- Criminal Justice and Criminology Career Day: TBD
- Teacher Job Fair: 4/20

Other academic units offer networking events throughout the year. Contact us for more information.

“We spoke with well-prepared students today, and we are looking forward to getting back on campus soon.”

— Recruiter, BGBC Partners, LLP

Recruitment Timeline

On-campus interviews work best when ample time is given to market the position, collect résumés, and review candidates. The following timeline is a suggestion that allows maximum time for each step of the process:

- Employer requests date for on-campus interview and submits job description **36 days** before interview date.
- Career Center reviews request and posts job description **36 days** before interview date.
- Résumé submission ends **12 days** before interview date.
- Employer selection ends **eight days** before interview date.
- Interview sign-up ends **two days** before interview date.

On-campus information tables and sessions work best with one to two weeks' notice. This gives the Career Center time to request a location for your event and to promote it to the appropriate audience(s).

Sponsorship and Partnership Menu

Career Fair Sponsorship: You will receive employer recognition before and during the event and at the sponsored location. You must be registered to attend a specific Cardinal Job Fair to choose this sponsorship.

Cardinal Job Fair Professional Photo Booth	\$1,500
"Prepare for the Fair" Workshop and Preparation Area	\$500
Coat Check	\$400
Water Station	\$250

Event Sponsorship: You will receive event participation, along with networking opportunities.

Etiquette Dinner—Exclusive Sponsorship	\$1,000
Practice Interview Program Celebration—Event Underwriter	\$700
Etiquette Dinner—Table Sponsor and Event Underwriter	\$300

Employer Partnership: The Career Center is pleased to offer our Partnership Program for employers. It provides the opportunity to:

- build brand identity
- make connections with students and faculty
- leverage resources to help you meet your recruiting goals
- strengthen your ties to Ball State

The Partnership Program is a \$2,000, one-year commitment. It's offered in addition to the event-related opportunities listed earlier.

On-Campus Interview Room Sponsor (three-year commitment)*	\$5,000/year
Employer Partnership	\$2,000

*includes all Employer Partner benefits

Please contact Jeff Eads at jleads@bsu.edu or 765-285-2434.



Next Steps To Build Your Brand

Employer Partnership Exclusive Benefits

Employers who choose to become sponsor partners with us will receive these benefits.

- Cardinal Job Fair registration fees (two per year)
- Preferred booth near student check-in during job fairs
- Splash and scrolling ads on the Career Fair Plus app
- Extra representative at the job fair for no additional cost (three instead of two)
- Special student exposure event (e.g., bring students to office or site visit, freshman and sophomore presentation, student organizations)
- Recognition during Career Center's summer orientation presentation to students and family members
- Online recognition on Career Center website and Cardinal Career Link
- Ongoing recognition on social media (Facebook, Twitter, LinkedIn)
- Preferred dates for on-campus interviews
- Signage installed in main Career Center office (display of company name)
- Recognition during workshops

Practice Interview Program

Do you remember your first interview? Many of us wish we could have a do-over. Imagine, however, if you could have practiced that interview with a hiring manager or business executive and received instant feedback and advice. Would it not have made a world of difference? Now you can make that difference for someone else.

Join a growing number of professionals nationwide who help college students through practice interviews. Come see why our students talk about the wonderful experience of practicing with professionals.

The Ball State Career Center schedules back-to-back 30-minute interviews from 9 a.m.–noon and 1-4 p.m. You meet your student, conduct a 20-minute interview, then offer feedback at the end.

For more information, contact Madelyn Heskett at mcheskett@bsu.edu or 765-285-2436.

Work From Here

Are you visiting campus and need a place to work while you're here? We have semi-private workspaces for you to use while you wait for your next presentation or meeting. Contact Jennifer Randall at jrrandall@bsu.edu or 765-285-2431 to schedule your space in our business-center-like environment.

Workshops and Presentations

The Career Center offers professional development workshops for students each semester. Employers may join our Career Coaches in teaching topics such as Workplace Problem-Solving and Networking.

Our employer panels provide space for students to ask questions about the transition to the workplace.

On-campus presentations to classes and student organizations are another way our Career Coaches deliver professional development advice. Topics include résumé writing, interviewing, and preparing for a job fair. Coaches can invite employers to participate.

For more information, contact Kyndra Haggard at khaggard@bsu.edu or 765-285-2427.



Internship Stipend Program

The purpose of this program is to encourage employers who have not hired an intern before, or do not have robust, meaningful internship programs, to hire an intern or enhance internship programs. We may provide up to eight stipends of up to \$1,000 per year toward the cost of eligible interns. A business may receive funding for only one intern, once the experience is completed.

Eligible businesses are Indiana businesses, including for-profit businesses and nonprofit organizations, which do not have well-established internship programs.

Eligible students must be enrolled full time at Ball State.

Eligible internships are high-quality internship positions that pay at least minimum wage, are of a sufficient duration to allow students to gain valuable work experience, and are approved by the Career Center. The internships can be for-credit or not-for-credit experiences.

For more information, Jeff Eads at jleads@bsu.edu or 765-285-2434.

Table Outreach and Information Sessions

Your organization may set up a table in a specified area on the Ball State campus and share about opportunities in your organization.

Information sessions are in a reserved room.

Our Career Center will provide:

- eight-foot table
- seating and presentation equipment, such as projection screens

The Career Center will also advertise your event by:

- announcing your event on Cardinal Career Link
- promoting to students with relevant majors and faculty liaisons via email
- postings on social media

For more information, contact Madelyn Heskett at mcheskett@bsu.edu or 765-285-2436.

Candid Career

The Career Center is building an alumni database by collecting alumni video interviews through Candid Career. All Ball State alumni are invited to return to campus to share their stories via a video interview. The video interviews will cover such topics as the participant's personal story, current job roles and duties, challenges of the job search, preparing for employment, and résumé/interview tips. The interviews take about 30 minutes to complete.

For more information, contact Jill Cooper at jlcooper2@bsu.edu or 765-285-2430.

Skills Infusion Program

The Skills Infusion Program is a faculty-led team collaboration with the Career Center to reflect on course syllabi with an employer/alumni partner from a related discipline. These efforts build critical partnerships between local industry leaders, alumni, and Ball State to enrich the student experience by sharing knowledge, skills, and perspectives. Alumni partners are needed to serve as an active voice from industry to talk about workplace competencies desired in new hires, and to brainstorm ideas on how Ball State faculty members might encourage awareness of these skills through classroom assignments, activities, and projects.

For more information, contact Jill Cooper at jlcooper2@bsu.edu or 765-285-2430.



Our Students Are Career Ready!

To ensure that our students are prepared to enter the workforce, either as an intern or as a full-time professional, we have created a career preparedness program that will guide them through the development of essential skills to make a successful transition from student to professional.

This program was created with direct input from employers about the critical professional skills today's students must possess.

The Career Ready program is for Ball State undergraduate or graduate students who want to advance their career possibilities. Career Ready is a self-paced experience that students can complete before they graduate. The Career Ready program helps students develop, understand, and market themselves through the eight nationally recognized skills employers seek.



About our Interns

Many businesses, nonprofit organizations, and government institutions know that Ball State interns are a dynamic and effective resource. In fact, many employers have found them to be so successful that they have built internships into their long-term operations and staffing plans, using our interns as a recruiting pipeline for full-time hiring.

Internships give employers the opportunity to guide and evaluate talent, while students gain valuable applied experience and make connections in professional fields they are considering for career paths. Ideally, a successful internship program should meet the organization's needs, while providing a student with relevant career experiences.

Common practices of evaluating successful internship programs include:

- establishing and measuring student learning objectives
- observing interns' day-to-day work
- ongoing assessment to improve internships
- evaluating interns' performance and having interns evaluate their experiences

An intern program lets you:

- have a year-round recruiting tool
- get help with unique events, short-term projects, or other projects, allowing professional staff to pursue other important projects and tasks
- gain fresh ideas and new perspectives
- give your staff members an opportunity to mentor and develop supervisory skills
- increase your visibility on campus when you promote internships at career fairs and other events

Credit and Noncredit Internships

Some students can receive academic credit for internships. They contact their academic departments and advisors to determine eligibility. Ball State administers academic credit, which

Creating a Quality Internship

students must arrange before internships. Students pay tuition to obtain credits; this should not be confused with compensation.

Paid and Unpaid Internships

The Ball State Career Center strongly recommends compensating interns for their work. Compensation usually is paid as an hourly wage, but it can include:

- a stipend based upon satisfactory completion of the internship
- structured commissions

Most students cannot afford to accept unpaid internships without taking a paid position elsewhere. If you decide your internship must be unpaid, it is important that the position meets all U.S. Department of Labor requirements under the Fair Labor Standards Act. These standards were created to help determine whether workers are considered “trainees” or “employees.” In addition, the Ball State Career Center recommends that unpaid interns work no more than **15 hours per week**.

According to the Fair Labor Standards Act, all interns must be paid **unless** all six of the following criteria are met:

- The internship, even though it includes actual operation of the employer’s facilities, is similar to training that would be given in an educational environment.
- The internship experience is for the benefit of the intern.
- The intern does not displace regular employees but works under close supervision of existing staff.
- The employer that provides the training derives no immediate advantage from the activities of the intern, and on occasion, its operations may be actually impeded.
- The intern is not necessarily entitled to a job at the end of the internship.
- The employer and the intern understand that the intern is not entitled to wages for the time spent in the internship.

Starting or Enhancing an Internship Program

SET YOUR GOALS

Prior to hiring an intern, a business must understand how interns will fit within the company’s goals and culture. A clear understanding of your company’s needs and goals will help maximize the benefits for your organization and make the internship most valuable for the student.

- Speak with key people in your organization, making clear decisions about what you want to accomplish from having an intern and what you want an intern to get from working with your company, nonprofit organization, or agency.
- List the internship duties and any projects on which you may want intern participation; be sure to consider your expectations of an intern.

DEVELOP AN INTERNSHIP JOB POSTING

The position description outlines the intern’s primary work, role, responsibilities, qualifications, reporting relationship, hours required to do the job, and more. Internships need to be substantial, progressive, and challenging.

The following are key components of an effective internship position description:

- organizational overview
- internship title
- minimum GPA (if applicable)
- desired majors
- start and end dates
- weekly internship hours required
- required or preferred skills
- internship responsibilities
- how to apply

Contact the Career Center if you need assistance creating your internship job posting.

Creating a Quality Internship

IDEAL RECRUITING TIMELINE

As a general rule, employers should begin recruiting for an internship between **four and six months** ahead of a start date to allow for the largest possible candidate pool. Employers should select all interns at least one month before an internship start date, allowing time for interns to receive and review pre-internship materials.

TIPS FOR A SUCCESSFUL EXPERIENCE

Always set expectations and:

- Teach the intern about the organization and the particular area of focus.
- Set clear expectations for behavior, dress, attendance, communication, and any other pertinent information. Remember, your intern may be new to a professional work setting.
- Discuss company culture, office policies and procedures, and problem solving.
- Integrate the student into the organization and help your intern feel like part of the team.

Conduct ongoing supervision and feedback:

- Set regularly scheduled meetings (weekly is great, but biweekly at a minimum) to provide feedback and instruction as well as provide chances for an intern to ask questions.
- Periodically review the progress of the intern towards the learning objectives in the agreement.

“ We had some really awesome interns this summer, but [the two from Ball State] were our best, not only based on results, but they were two of the hardest workers we had in the office.”

— Ali Ramsland, campus recruiter, WestPoint Financial Group/MassMutual

Provide job-specific training:

- Help the intern develop specific skills necessary to the job (e.g., research, writing, technical skills, leadership, communication, making presentations).
- Plan professional development opportunities such as attending workshops, brown bag lunch seminars, presentations by upper-management, conducting informational interviews, and providing access to company and professional publications.

COMPLETE A MIDTERM EVALUATION OR OTHER FORMS OF FORMAL FEEDBACK

Reviewing an evaluation with the intern is a great way to provide feedback on progress to-date, assess how the situation is working from both perspectives, and negotiate what will happen for the balance of the term.

COMPLETE FINAL EVALUATION

Your feedback is absolutely vital to the growth and development of the intern, so be clear, direct, honest, and constructive. Interns will appreciate this; keep in mind, you do them no favors by avoiding feedback that is needed to help them succeed in the future. If applicable, return this information to the Career Center or appropriate faculty.

What is the Average Length of an Internship?

Internships typically are 10 to 16 weeks in length; however, that can vary based on your needs, whether the internship is being offered on a credit or noncredit basis, and the discipline. The search and application process should happen **four to six months before students would start.**



Ball State Recruiting Policies

A full list of our recruiting policies is available at bsu.edu/careers.

CAMPUS REPRESENTATIVE

Ball State has a stringent “no solicitation” policy for our campus. As such, the Career Center will not work to post positions for campus representatives or other positions where students are encouraged or required to market or sell items, programs, or services to other campus entities (e.g., department offices) or members (e.g., other students, faculty, staff).

INDEPENDENT CONTRACTORS AND ENTREPRENEURIAL OPPORTUNITIES

The Career Center will not post positions or host recruiting for companies that require candidates to pay fees for or rent training, sales kits, equipment, or other materials before or at the end of their contract. This includes companies where candidates are required to make an initial financial investment to be hired.

NETWORK MARKETING AND MULTILEVEL OPPORTUNITIES

The Career Center does not post positions or allow recruiting for opportunities that have pay structures based on recruiting additional staff into the organization or where the pay or commission structure is based on fees from other employees or a percentage of sales generated by other employees.

PERSONAL SERVICES

The Career Center does not post positions or assist in recruiting candidates for personal services positions. This includes, but is not limited to, baby sitter, nanny, tutor, individual hiring home health, or personal assistant to care for personal errands or daily needs. This also includes positions where an employee would work out of someone’s home, apartment, or dwelling.

TEACH ABROAD

We review postings and recruiting requests from companies hiring candidates to teach English as a Second Language (TESL) or English as a Foreign Language (TEFL). Employers recruiting for work outside of the United States are expected to adhere to the equal employment opportunity (EEO) policy and U.S. labor law policies. They will advise the Career Center and the students of the realities of working in that country and of any cultural



and employment law differences. These job postings should:

- pay at least minimum wage (this may include housing stipend or living expenses that are included in the compensation package for the teaching opportunity)
- list salary in U.S. dollars
- not require candidates to pay visa fees
- clarify the population with which the candidate will be working (e.g., children, college-aged students, adults)
- preferably be willing to provide air transportation to/from teaching site or reimbursement of travel expenses

THIRD PARTY / OUTSOURCED HR / STAFFING FIRMS / HR CONSULTANTS / SEARCH FIRMS / TEMPORARY AGENCIES

Typically positions within the company’s own organization (e.g., Account Manager) are acceptable. Positions that are temp-to-hire, direct hire, or contract are also traditionally acceptable to post.



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The information presented here, correct at the time of publication, is subject to change.

Ball State University practices equal opportunity in education and employment and is strongly and actively committed to diversity within its community.

Ball State wants its programs and services to be accessible to all people. For information about access and accommodations, please call the Office of Disability Services at 765-285-5293; go through Relay Indiana for deaf or hard-of-hearing individuals (relayindiana.com or 877-446-8772); or visit bsu.edu/disabilityservices. 829819-19 mc