



B·W
BALDWIN
WALLACE
COLLEGE

Career Services

Recruiting Baldwin-Wallace Talent



“Our valued relationship with B-W provides exceptionally prepared students ready to meet the challenges of a dynamic marketplace.”

Christopher M. Paterakis
Group Human Resources Leader
Westfield Group

Why use B-W Career Services?

Career Services offers a variety of employer services designed to facilitate access to Baldwin-Wallace College's top quality students and alumni. Whether you are seeking candidates for internships or full-time jobs, Career Services can help your organization effectively meet your recruiting needs.

Reasons to Recruit at Baldwin-Wallace College:

- **Manage your aging workforce and the impending labor shortage:** It is no secret that the near future will produce a wave of Baby Boomer retirements. Hiring Baldwin-Wallace talent ensures that your company builds a pipeline to future leaders.
- **Ensure diversity in your workforce:** In today's global economy, consumers are people from all walks of life (ethnicities, races, ages, abilities, genders, sexual orientation, etc.). Successful companies are hiring diverse people for their specialized insights and knowledge to ensure their products and services are designed to appeal to this broad customer base.
- **Increase the technical acumen of your workforce:** Generation Xers and Millennials were born with computers at their fingertips; they are known for their tech-savvy perspective and bring technical comfort and familiarity into everything they do.
- **Internship programs foster loyalty:** B-W has a well-established internship program, allowing you to develop relationships that foster loyalty. Over 37% of employers report higher retention of new hires among former interns than full-time colleagues who did not go through their internship program (Source: NACE).
- **Entry-level hires cost less:** Recent grads are eager to be given a chance to learn and are often willing to accept less to get that chance. Moreover, campus recruiting can save you the high costs of search firms and provide the convenience of seeing many candidates in the same location in a short time.





About Baldwin-Wallace College

- Baldwin-Wallace College is a private, liberal arts based, Methodist-related college offering bachelor's and master's degrees, certificates and professional education programs.
- Our total enrollment is approximately 4,300 students; about ¾ of which are day students and ¼ are students in the evening and weekend undergraduate programs and graduate programs in business administration or education.
- We combine the hallmarks of a traditional liberal arts education — critical thinking, problem-solving, writing and speaking skills — with an emphasis on professional and career preparation.
- More than 50 academic majors are available to traditional undergraduates.
- B-W students participate in over 100 clubs and organizations ranging from academic clubs and honors societies to social and recreational clubs and more. At a smaller school like B-W, students can become involved with several organizations and hold leadership positions within those organizations.
- Our proximity to Downtown Cleveland and surrounding suburbs increases access to internships, community service and employment opportunities for our students. Students can enroll in classes full-time and hold an internship during the same semester. B-W students can pursue and complete internships during each semester, not just during the summer term.

Take advantage of:

Job Posting & Online Recruiting

B-W Career Services utilizes innovative technology to promote your jobs and internships, 24 hours a day, 7 days a week.

The Baldwin-Wallace Career Network (BWCN) is a web-based platform that provides employers with the ability to post professional positions and internship opportunities for B-W students and alumni to view and apply for online. Through the BWCN, employers can also publish a company profile, access student resumé published in resumé books and request and monitor on-campus interviews. To access the BWCN, please visit <http://bw.experience.com> and select “Employers Log In Here.”

Career Services can help your organization effectively meet your recruiting needs.

On-Campus Recruiting

On-campus recruiting offers employers a convenient way to interview candidates for full-time and internship opportunities. Interviews are conducted in Career Services' professional interview rooms and are available throughout the academic year, excluding finals weeks, academic breaks and holidays. There is no fee for on-campus recruiting.

Employer Meet & Greet Sessions

Promote your organization by scheduling a presentation to provide students with more information about your organization and current internship and/or career opportunities. Typically held in the Strosacker Student Union, Meet & Greet sessions are especially useful when held in conjunction with on-campus recruiting or prior to the annual Career & Internship Expo (catering available by request and for a fee).

Information Tables

The Strosacker Student Union is the center of activity for B-W students. Increase your presence on campus by hosting an information table on the main floor of the Student Union. This convenient location allows employers an opportunity to network informally with students and distribute company literature.

Table Rental Fee: \$100

Get Connected!

Annual Career & Internship Expo

The Career & Internship Expo is a dynamic networking event designed to connect Baldwin-Wallace College students with employers. Attending the Career & Internship Expo allows you to:

- Promote your company or organization
- Inform B-W students and alumni about your full-time and/or internship opportunities
- Identify potential candidates for positions within your organization

The Career & Internship Expo is held annually on the first Thursday in November from 5:30 P.M. – 8 P.M.

Site Visits

Career Services welcomes the opportunity to visit your company to learn more about your recruiting needs. On-site visits provide us insight about your culture, your expectations and your available positions in order to better inform students and/or alumni.

Connect with Faculty

Baldwin-Wallace College faculty are eager to connect with you and share your opportunities with students. If their class schedules permit, some will also invite you to share information with their students in the classroom. Career Services can facilitate an introduction to faculty in the academic areas you are recruiting to provide you information about the strengths of specific academic departments and the areas of expertise of the faculty.

Partnerships

In addition to our traditional recruiting opportunities, you may also increase your organization's visibility on campus by:

- Volunteering to be a guest speaker during our Fall & Spring Career Weeks
- Being a Career & Internship Expo sponsor, which includes having your company logo published in the Career & Internship Expo Student Guide and featured on Career Services "Spotlight Employer" bulletin board

- Placing an advertisement about your organization or upcoming recruiting event in the B-W student newspaper, *The Exponent*

CareerConnections

CareerConnections is an online program that allows current students to "connect" with B-W Alumni and other B-W affiliated professionals to:

- Talk about choosing a major
- Conduct an informational interview about a career field, industry or organization
- Shadow a professional at their place of employment
- Identify individuals who might serve as potential speakers or panelists for Career Services' campus events

Encourage your B-W alumni to join CareerConnections to increase your organization's visibility!





CONTACT CAREER SERVICES:

Baldwin-Wallace College
Bonds Administration Building
Room 104
275 Eastland Road
Berea, OH 44017

Local: (440) 826-2101
Fax: (440) 826-2162
E-mail: career@bw.edu

Web: www.bw.edu/career

As a member of the National Association of Colleges and Employers (NACE), Career Services abides by the Principles for Professional Practice. We encourage our professional partners and students to follow the same principles. Please visit the NACE website (www.naceweb.org) for more information.