

New Club Officer Training

Working with the Career Management Center

April 18, 2011

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Promoting the CBS brand identifies us as thought leaders and idea movers

Each member of our community has an opportunity and responsibility to represent and promote the Columbia Business School brand.

The Public Relations department represents the School to the press, and is responsible for **all** external media coverage.

Your primary PR contact is Keshia Mark, Assistant Director (212.854.7120; klm74@columbia.edu).

Promoting the CBS brand solidifies relationships and increases ROI

How can club officers help?

- Focus on ideas:
 - highlight our faculty in club programs
 - consider our institutional mission and values (global impact, entrepreneurial mindset, bridging theory and practice)
- Focus on the Columbia Career Network:
 - include our alumni in your activities

- Initial Steps to Involve Liaisons with Clubs
 - Add Liaisons to your club's listservs this week
 - Keep Liaisons informed of programming
 - Identify and work with relevant Career Fellows and Columbia Coaches
 - Meet your Liaisons before/during the summer
 - Set regular meetings/touch points with your Liaisons; frequency depends on needs
- Value Proposition of working with Liaisons

Identifying collaborative opportunities increases reach, budget & satisfaction

- Best Practices – look for cross-over
 - Worked with CWIB and IBC to coordinate event dates impacting cross-registered membership
 - Helped TBG, GBC, PE/VC on study trip to Silicon Valley in January
 - Advised European Society, IBC, MCA and PE/VC clubs on London trip in November
- Working with the GBA – Jacob Linetsky, VP of Clubs and Careers





Engaging EMBA club members increases networking and adds value for all club members

- EMBAAs bring experience and relationships to the club
- Consider electing or appointing EMBA club officers/ reps
- Consider EMBA schedules (Thurs evenings, Fri/Sat, Block weeks) when scheduling events to increase the Club's reach to all its members
- OCR policies
 - Only eligible for participation in full-time recruiting; no internships

Policies for 2010-2011 promote fairness, polish and reach

- CMC plans 1 event per class year per company – others through clubs
- No first year events until September 26
- All fall event submissions are due in EMS on October 3
- Event blackout dates during exams and vacations
- Summer events through CMC
- Use the CMC administration (Natalie Rios and/or Club Liaisons) as key advisors on Career programming or events involving alumni before submitting an event for approval in EMS

Please mark your calendars for these important CMC recruiting dates

- No recruiting events for first years until September 26, 2011
- CMC corporate events from 9/12 – 12/9
- CMC education events during fall for both first and second years – different COIN views
- Companies contact students 6/15
- Career Forum 10/4

Hold your Club events during the following time slots, which minimize conflicts

- Breakfast (before 8:45am)
- Select lunch periods Tuesday & Thursday
- Early Evening 5:45-6:45
- Late evening after 9pm
- Fridays

Club events taking place off campus can be held during the following periods

- 2nd Years
 - Thursdays begin Sept 15
 - Fridays begin Sept 16
- 1st years
 - Thursdays begin Oct 6
 - Fridays begin Oct 14

Managing the number and type of events effectively helps club members balance commitments

- Uncertain hiring needs lead to ad hoc or vague commitments on events from firms
- Event Overload cited as major stressor
 - More events not necessarily better
 - More events not indicative of company interest
- Collaborative Events

Superior management of event logistics reflects the club's professionalism

- Attendance is a reflection of commitment and professionalism
- RSVPs
 - Companies want #s on campus to plan for space & food
 - Companies need names off campus
- Sign In Sheets
 - Clubs may make and enforce their own rules
- Electives Conflicts? Best practices for managing:
 - Companies informed
 - Professors informed
 - Don't miss class

Beer and wine can enhance – or jeopardize – an event, so plan carefully

- You must note in EMS if you intend to serve alcohol at your club event.
- You may only serve beer and wine at Business School events held on campus; no hard alcohol is permitted.
- Ample food and non-alcoholic beverages must be served and prominently displayed at any event where beer or wine is served.
- All of your guests must be 21 years of age and must be able to produce identification of age if asked.
- No alcohol may be served at an event that begins before 5:00 p.m.

Corporate Sponsorships extend club initiatives and build relationships with employers

- **Important – There is a formal process for obtaining corporate sponsorship**
 - Contacts, History of Donors, Invoices, Tax Receipts, Follow up
- **Shared Success** – The Corporate Relations Office fundraises in conjunction with you and on your behalf, and insures that relationships are fostered both now and for the future
- **Challenging Environment**
 - Companies and firms questioning value of conference sponsorship and seek other means of engagement
- **The Office of Corporate Relations in an invaluable resource**
 - Contact Casey Collier (coc2105@columbia.edu) with any questions
 - Update CMC liaisons as well

- CMC supports GBA to inform/educate recruiters on student community norm
- Expect adjustment period among alumni
- Consult CMC for strategic advice on how to handle questions

Clubs produce and manage their Resume Books, but there are best practices to observe

- Guard Privacy – members are trusting officers to share information and market as appropriate
- Obtaining student waivers for distribution clarifies any questions about sharing information in the Resume Book
- Be sure to obtain company agreement that they will not to share information with 3rd parties
- Recommended methods and timing

Working with Executive Search Firms typically provides limited opportunities for MBAs

- Limited ability to share market insight – what's in it for them?
- Limited help to career switchers – want only plug & play, experienced hires
- Only makes sense for certain industries
- Retained vs. Contingency Firms
- Resume books and unintended consequences

Q&A