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CAREER PLACEMENT OFFICE BENEFITS BOTH CAMPUS AND COMMUNITY

FEATURE STORY

"Multidisciplinary" may be the best way to describe Kelley Indianapolis' Career Placement Office (CPO). In just four years, the organization has thrived, expanding the number of students it serves and the scope of services and programs it offers. And while the CPO's main focus is on students' futures, the office has also established a solid reputation with groups on and off campus, including area employers, Kelley faculty, and the broader business community.

"We definitely seek to create many levels of involvement here at Kelley," says Tim Bennett, CPO director. "From facilitating on-campus recruiting and bringing employers into the classroom to establishing partnerships with faculty in research, our role is multifaceted, serving both our students and the school at large."

Bennett says his office constantly strives to build mutually beneficial relationships between Kelley Indianapolis and local businesses, relationships that often go far beyond recruiting and placement. Just this past year, the CPO facilitated an experiential learning exercise for Kelley students who were asked to work on an actual business case for a local employer. Divided into work teams, the students were given 24 hours to devise solutions to the employer's problem. Each team's proposals were then evaluated by company representatives. The company walked away with several potential strategies to address its needs, and the students gained valuable, firsthand experience tackling a "real-world" business issue.

Bringing students and employers together

Both inside and outside the classroom, Kelley's CPO offers a variety of opportunities for students to interact with employers. Each year, according to Bennett, the CPO hosts nearly 200 local and national companies for on-campus recruiting. More than 30 area companies assist Kelley students with their interviewing skills through the CPO's mock interview program and more than 50 employers regularly participate in Meet the Recruiter Nights, which provide job fair-style events benefiting students and employers.

Bob Zurface, principal with Indianapolis accounting firm Zurface, Sanders & Rasor, Inc., has interviewed and recruited Kelley students on campus every fall for nearly a decade. In just two days, Zurface and his associates can interview some 30 qualified candidates—a task that may otherwise take his company weeks, factoring in the time required to advertise positions,

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—Tim Bennett, CPO director



A recent "Meet the Recruiter Night" at Kelley Indianapolis

review resumes, and schedule interviews. Efficiency, he says, and the CPO's track record are what keep him coming back year after year.

"The communication and assistance we receive from Kelley Indianapolis' CPO is incredible," Zurface says. "It is by far one of the better, if not the best, on-campus recruiting programs we participate in."

Kristy Teeple, recruiting supervisor for Enterprise Rent-ACar, agrees. "The most valuable benefit of the Kelley CPO is the access to a large pool of highly qualified students," Teeple says. "We are confident when we come to campus for interviews that we will walk away with several potential candidates. As a recruiter, that is the ultimate measure of success."

Student accessibility is key

Preparing Kelley students for interviews with recruiters like Zurface and Teeple often begins early, sometimes within a student's first or second semester on campus. One of the CPO's ongoing priorities is to ensure that all Kelley students— not just juniors and seniors—have access to the CPO's services and programs, especially when students are first exploring career options. Specific to this purpose, the CPO offers a number of vocational assessment tools, such as the Myers-Briggs personality typology.

"The more information students have about themselves, the more likely they are to stay with their major and career choice," emphasizes Bennett. "It's never too early for students to seek our assistance."

Amber Cash, a junior majoring in accounting and finance, is one Kelley Indianapolis student who took early advantage of the CPO's offerings and has benefited from its services ever since.

"I took a resume-building workshop in my sophomore year and have attended the CPO's Meet the Recruiter Nights," says Cash. "The CPO was also a useful resource in helping me find my current internship—a position I never would have gotten on my own."



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