Organization in the Spotlight

The Broad Student Senate, as stated in our mission statement, is a representative body concentrating out time to improve the quality of life for all students in the business college. It is comprised of 40 business students spanning from freshman to seniors across every major in the business college including hospitality business. In order to ensure that we are truly living up to our mission statement, Senate provides a wide variety of events and services to assist as many students in the college in as many ways as possible. Some of these services are career focused, such as providing padfolios to students at the Broad Store for them to use in fairs and interviews. Others are simply enrichment opportunities to make sure students have a good time while in the Broad College, like the Dean's Ball we are currently looking into. The two main types of events we do however are community service events and academic improvement. I will be highlighting examples of these two events.

First is the Road to Broad 5k, arguably our biggest community service event of the year. Last Sunday, Sept. 28, we had our 8th annual race where over 100 runners helped us raise over $1500 and counting that will all be donated to the Make-A-Wish Foundation. This event gives students in the college, as well as people throughout the community a way to give back and get active all at once. Senate plans every aspect of this event, from picking the date to distributing t-shirts afterwards. We bring in sponsors, market the event in innovative ways, and coordinate with IPF to set up on race day. It really is a great way for senators to gain experience planning a fairly large-scale event, and for students to give back despite their busy daily lives. So if you missed the event this year, be sure to look for details next year when September rolls around!

The second event is possibly the most important thing we do as we try to be the students’ voice to the Deans. This is Broad Town Hall. On October 8th, we will be bringing in a panel of Deans and upper faculty from the business college and essentially letting any student in the business college ask them any question or bring up any concern that they may have. Topics range from sophomore admissions, to the possibility, soon to be reality, of a physical Broad Store for students to buy officially licensed apparel. Town Hall is truly a tremendous opportunity for students to have their voices heard, so be on the look out for more information, we look forward to seeing you there.

Peter Lindeman
Broad Student Senate
Vice President 2014-2015

For more info about Broad Student Senate, including on how to get involved, visit our website www.broadsenate.com or follow @broadsenate on Twitter and Instagram, and like Broad Student Organizations on Facebook.

Employer Tips and Tricks

Are you thinking about going to the upcoming Career Gallery or company informational sessions? You are probably asking yourself questions like “How will I stand out” or “How will recruiters remember me.” Here are some tips provided by Charlisa Smith from Altria on what to do before, during, and after a career fair to help you make a good impression and get an internship or full-time position!

Before the career fair, create or update your resume! Have a peer check it to ensure that it’s free of errors. Next, try on your suit or dress to make sure it fits you correctly. Recruiters always remember your first impression, and you want to look professional. After that, do some research on companies that you want to speak with during the career fair. This will help provide you with information about the company and the skills they look for in a candidate. After collecting information, now is the time to practice your introduction. You will have a few minutes to speak with the recruiter. Here is an example of an introduction:

Hello, my name is John Smith, I’m a junior, Marketing major looking for the opportunity to intern with your company. I currently serve as the VP of our Marketing Club here at MSU. I have had the opportunity to lead several events and participate in marketing case studies. I would like the opportunity to share more of my experiences with you, if you have interview slots available.

Now, here are a few ways to stand out at a career fair. First, you should arrive early, if possible, to be one of the first candidates to speak to the employer. Career fairs are busy for employers, so you want to speak with them early. Second, dress in professional business attire to make a good impression. Third, be prepared
to discuss why you are the right fit for the company. Your prior research will help you answer these questions. Students that can have an intelligent business conversation will stand out greatly. After the career fair, send an email to follow up with employers. This helps you to stay connected with the company so that they can remember you. Next, prepare for interviews that you have scheduled. Also, post your resume on the company’s career site, if needed.

Now that we have discussed career fairs, here are ways to stand out at an informational session. Again, try to arrive early. Most informational sessions are held in smaller groups and usually only students interested in that company will attend, versus the career fair. If you arrive early, you will have the opportunity to speak with the representatives before others arrive. This will help you stand out! Be sure to explain to them why you really want to work for the company and how excited you are to hear more about them. Ask questions and take notes to get the latest updates about the company. Don’t be afraid to ask for an interview, if you don’t already have one. Most importantly, make connections and get business cards so that you can contact them with any questions at a later date.

Good luck!

Be Career Fair Ready

How to Speak with Recruiters/ Elevator Speech Tips

It’s that time of year again! Fall is upon us, and Spartans across campus are anticipating the leaves to change color, cooler weather, and football to kick-off. With so much going on, there is one fall date you should not miss! That is the Business Exchange Career Gallery on October 2nd from 2pm-6pm in the Breslin Center! This is MSU’s largest career fair with more than 300 employers looking for talented students in all areas of business. The Career Gallery attracts well-known employers representing a variety of industries and full time, internship, and co-op opportunities for students.

Speaking with recruiters can be an intimating process. This is your first impression and can either make or break your chances of getting an interview and possibly a job! I am here to give you tips on how to make a lasting first impression and how to land your dream job!

The first tip may seem obvious, but dress to impress! Especially during recruiting visits on campus, dressing professionally will set you apart and will help you feel more confident when talking to a possible future employer. Bring many copies of your resumé. Another important tip while talking to recruiters is to plan which companies you will talk to and research them beforehand. Recruiters who come to campus will see many students during the course of the day. Stand out from the rest by being prepared!

You have probably heard about elevator speeches and how important they are when it comes to talking to recruiters. What are they? An elevator speech is a 30-second speech that summarizes why you’d be a perfect candidate for the job. A good elevator speech should answer three questions: Who are you? What do you do? What are you looking for? Start by writing down everything you’d want a prospective employer to know about your skills, accomplishments and work experiences that are relevant to your target position. Use your resume for guidance! Using that information, write a draft of your skills in sentence form. Once you have a good draft, practice in front of friends and family so you will feel more confident when you pitch your speech to a recruiter!

Remember the Career Gallery is October 2nd from 2pm-6pm in the Breslin Center. This is a great way to gain information and apply for jobs that you may be interested in. Good luck Spartans, and GO GREEN!