

## What are Career Treks?

They are week-long programs to connect employers with rising college seniors exploring Mid-Atlantic business careers.

- Visits and interviews with a variety of companies that hire new graduates
- Résumé, etiquette, and interview workshops taught by recruiters
- Self-assessment exercises and counseling with career experts



## Pre-screened Candidates

You meet only select candidates from a variety of backgrounds thanks to Career Treks's competitive application process.

- Require completion of three semesters of college coursework and attainment of age 18 by start of Trek
- Require paid work experience or volunteer role in a student or community organization
- Prefer cumulative GPA of 3.0 and SAT score of 1100 or higher

## What's in it for Recruiters?

You get a head start on the fall recruiting season by hosting exclusive events for pre-screened internship and full-time candidates.

- Gain access to new talent pools outside the region without employee time commitment and travel
- Make early connections with motivated, pre-screened candidates who want to move to your location
- Showcase your facilities and staff at exclusive events without candidate travel costs
- Boost visibility to thousands of potential candidates through recognition in Career Treks's marketing

*"The Experience.com survey's encouraging results are further evidence that the U.S. job market is set to rebound. Before this happens, it is critical that organizations rebuild their campus recruiting capacity."*  
— Human Capital Institute, April 2004

*Lead and Premiere Sponsors serve on the Career Treks Admissions Committee to ensure that attendees will be strong employment candidates.*

## New Talent Pools

You reach Mid-Atlantic natives who attend universities outside the region. Targeted campuses will include recruiters' suggestions of talent pools that are too small or far away to visit.



## Exclusive Events

You host visits by Career Treks on your turf, where you have the time and flexibility to engage candidates and showcase your company in ways that campus events do not allow.

- Illustrate job roles via shadowing sessions with recent hires
- Interview and critique 10 to 12 designated students
- Demonstrate commitment to college hiring from CEO or other senior managers
- Tour manufacturing, retail, or distribution facilities
- Lead panel discussions with recent college hires, hiring managers, or recruiters

*"About 80% of the region's CEOs expect to increase their number of employees during the next 12 months. And 41% named staffing as the most significant business issue they face, compared with 21% nationally."*

— The Washington Post, December 2004

## Visible Sponsor Recognition

Career Treks's marketing campaign will highlight the logos and boost the visibility of the *Lead Sponsor* and six to eight *Premiere Sponsors*.

- Brochures mailed to the homes and schools of thousands of Mid-Atlantic natives who attend college more than two hours away
- On-campus advertising and career fair appearances at selected schools
- Targeted online advertising provided by Career Treks's Media Sponsor
- Career Treks's signage, apparel, application form, and motor coaches

	Host: \$2,000 for one year	Premiere: \$8,000 per year	Lead: \$12,000 per year
Include logo and description on CareerTreks.com	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Lead tours of and talks at office or other facility	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Interview and critique 10-12 students we select	<input checked="" type="checkbox"/>		
Interview only students that you select		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Display logo on brochure, signage, ads, & apparel		<input checked="" type="checkbox"/>	
Include junior employee as a Mentor on a Trek		<input checked="" type="checkbox"/>	
Place ad in Program Guide and Takeaway Book		<input checked="" type="checkbox"/>	
Host workshop, social event, meal, or panel		<input checked="" type="checkbox"/>	
Serve on Admissions Committee to select attendees		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Offer \$500 scholarships to 3 students you select		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Take lead position in all ads, apparel, & signage			<input checked="" type="checkbox"/>
Host opening night social event			<input checked="" type="checkbox"/>
Specify 5 campuses for student recruitment			<input checked="" type="checkbox"/>

*Lead and Premiere Sponsors* deepen the connection with attendees by presenting proprietary events.

- Moderate panels on MBAs, job roles, or industries
- Lead workshops on interviews, résumés, or cover letters
- Host meal for attendees and your recent college hires

*Sponsors* can also have junior business staff travel with Career Treks as Mentors.

- Offer accounts of life in the entry-level workforce
- Assist in job search skills training
- Provide perspective on career and education decisions

## Flexible Sessions *Before* the Fall Recruiting Season

March						
		1	2	3	4	5
6	7	8	9	10	11	12
Recruiters' Logo, Profile and Fee Due >					18	19
20	21	22	23	24	25	26
27	28	29	30	31		

June						
		1	2	3	4	
< Session 2: 6/05 - 6/10 >						11
< Session 3: 6/12 - 6/17 >						18
< Session 4: 6/19 - 6/24 >						25
26	27	28	29	30		

April						
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
Student Applications Due >					22	23
Student Admissions Offered >					29	30

July						
					1	2
3	4	5	6	7	8	9
< Session 5: 7/10 - 7/15 >						16
< Session 6: 7/17 - 7/22 >						23
24	25	26	27	28	29	30

May						
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
< Session 1: 5/22 - 5/27 >						28
29	30	31				

August						
31	1	2	3	4	5	6
7	8	9	10	11	12	13
< Session 7: 8/14 - 8/19 >						20
< Session 8: 8/21 - 8/26 >						27
< Session 9: 8/28 - 9/02 >						3

Contact Career Treks at 202.387.8190 or [info@careertreks.com](mailto:info@careertreks.com)