

PARTNERSHIP PROGRAM

2021-2022



	Diamond <i>Full Access</i> \$7,000	Gold \$5,500	Silver \$2,500	Bronze \$750
Student Scholarships recognized at the Annual Honors Banquet	(2) \$1,000 Scholarships	\$1,500 Scholarship	Joint \$1000 scholarship (\$500 per company)	
Accounting Achiever Banquet Sponsorship	✓			
Burruss Building Employer Spotlight	✓			
Virtual Panel Event Invites	✓			
Career Fair Networking Event	✓	✓		
Virtual Events Promoted to the Students	✓	✓		
Registration to Fall SoA Career Fair	✓	✓	✓	✓
Premium Placement/Virtual Benefits to both Fall and Spring Fairs	✓	✓		
Registration to Spring Meet the Firms	✓	✓	✓	✓
Full Access to Beta Alpha Psi	✓	✓	✓	
1 Meet and Greet per year with Beta Alpha Psi				✓
A & A Forum – CPE credit presentation	2 Registrations	1 Registration		
Practitioners Week	✓	✓	✓	
Ad space in the KSU SoA Employers Profile Book	Full Page	Full Page	Half Page	Quarter Page
Receive Beta Alpha Psi member/candidate roster and Resume Book	✓	✓	✓	✓
Receive MAcc Resume Book	✓	✓	✓	✓
Recognition on the School of Accountancy web pages and printed literature	✓	✓	✓	✓
Partnership Round-table Meeting Access	✓	✓	✓	✓
Student Survey Data	✓	✓	✓	✓
Highlights on Social Media Outlets	✓	✓	✓	✓
Full access to Project Bench Jobs (PBJ)	✓	✓	✓	✓

SOA Recruitment Engagements

FALL SEMESTER

Virtual Career Fair Networking Event

August 31, 2021 – This is an early access event to network with high-achieving students before the Fall Career Fair. The event is open to MAcc students, Junior, and Senior accounting majors with a 3.5 or higher GPA.

Virtual SoA Fall Accounting Career Fair

September 2, 2021 - This event is the Fall Accounting Career Fair for only Accounting students. This event will only be open to SoA Partners. The top-level partners will gain additional perks and access during the virtual event.

Virtual Accounting Achievers Banquet Sponsorship

November 18, 2021 – Virtual event dedicated to exposing the top-performing undecided majors in the Coles College of Business. This event invites all undecided students that performed well in the first two accounting principles classes and have a 3.5 GPA or higher to learn more about all the career opportunities in accounting. As a sponsor of this event, your company can participate in the information sessions, panels, provide swag for gift bags, and get first brand access to the students.

A&A Forum

Kennesaw State University's School of Accountancy and the North Atlanta Chapter of the Georgia Society of CPA's co-sponsor the annual Accounting and Auditing Forum. This daylong event features presentations from KSU faculty on relevant topics that qualify as 8 hours of CPE (A&A) credit.

Practitioners Week

Open Dates - This is a unique opportunity for any practitioner to get into the classroom. A list of accounting topics will be available for the practitioner to choose their specialty. The purpose of this event is for the students to hear class content from the individuals that do the work in their daily careers. The professor for the selected class will provide specifics on what needs to be covered. Your job would be to support the professor by co-teaching a topic and providing specific experiences related to the topics. At the end of the lecture, you can spend time talking about your organization's opportunities and benefits. In collaboration with this event, we will be offering employers to record short videos presenting common topics that are covered in many courses. The faculty can then incorporate these videos into their class lectures as they build their content.

SPRING SEMESTER

Meet the Firms

January or February 2022 – Accounting Spring Career Fair. This event is open to all accounting interests, accounting majors, and MAcc students. The targeted audience is Sophomores and Juniors. This event is meant to be used as a Spring recruitment event to solicit brand recognition, summer leadership programs, internships, and full-time employment. Groups of students will rotate between all employers that are participating in the event.

Honors Banquet

April 2020 – Merit-based scholarship is awarded to deserving accounting students. Attend this event either in hybrid or in-person capacity decision to be made at a later date. Benefits include networking, meeting winners, and donor recognition.

FALL AND SPRING

Beta Alpha Psi

Student ran International Honors Organization for accounting, finance, and information systems majors. This organization typically includes the best and the brightest students in their majors. Throughout the Fall and Spring semesters, Beta Alpha Psi hosts meetings, panels, and other exciting opportunities to engage this elite student population. This benefit also includes access to the Financial Business Information Society (FBIS). This is the feeder organization that includes students that might not meet GPA requirements, academic classifications, or can not commit to the time commitment.

PBJ – Project Bench Jobs

Do you have special projects that you need to hire extra people for a short amount of time? If so, then this bench could be your answer. SOA has developed a list of students that would be interested in working 20 hours or less a week while they are taking classes. You tell us what you are looking for and we provide you with a shortlist of resumes that you could potentially hire for your short-term projects.

Virtual Panel Events

Finding ways to connect with students can be hard but virtual panels and presentations are a great way to do this. In collaboration with our Career Course that is required for all Accounting majors, these events will help employers gain exposure to a massive set of students.