

PARTNERSHIP PROGRAM

2024-2025



	Diamond <i>Full Access</i> \$10,000	Gold \$7,500	Silver \$5,000	Bronze \$2,000
Student Scholarships recognized at the Annual Honors Banquet	(2) \$1,000 Scholarships	\$1,500 Scholarship	\$1,000 Scholarship	\$1,000 Scholarship
Accounting Achievers' Banquet Sponsorship	✓			
Hold and Promote Event to Students on Campus	✓			
Carr, Riggs, and Ingram Career Course Access	✓	✓		
Registration fo Fall SOA Career Fair	✓	✓	✓	✓
Premium Placement to both Fall and Spring Fairs	✓	✓		
Registration to Spring Meet the Firms	✓	✓	✓	✓
Full Access to Beta Alpha Psi	✓	✓	✓	
A & A Forum — CPE Credit Presentation	2 Registrations	1 Registration		
"Meet SOA Partners" Campus Tabling Event Weekly	✓	✓	✓	
Ad Space in the KSU SOA Employers Profile Book	Full Page	Full Page	Quarter Page	Quarter Page
Partnership Roundtable Meeting Access	✓	✓	✓	
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	✓	✓	✓	✓
Student Survey Data	✓	✓	✓	✓
Bi-weekly student newsletters access	✓	✓	✓	✓
Maximum Employers Per Level	6	6	8	30

SOA Recruitment Engagements

FALL SEMESTER

SOA Fall Accounting Career Fair

September 5, 2024 - This event is open to all accounting, accounting interest, Master of Accounting, and Master of Business Administration in Accounting students. This event will only be open to SOA partners. This event is meant to be used as a recruitment event for brand recognition, internships, and full-time employment. The top-level partners will gain premium placement at the fair.

Accounting Achievers' Banquet Sponsorship

November 8, 2024 - This event is dedicated to exposing the top-performing undecided majors in the Coles College of Business to the accounting profession. This event invites all undecided students that performed well in the first two accounting principles classes 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 access to the students.

A&A Forum

October 18, 2024 - Kennesaw State University's School of Accountancy and the North Atlanta Chapter of the Georgia Society of CPAs co-sponsors the annual Accounting and Auditing Forum. This daylong event features presentations from KSU faculty on relevant topics that qualify as 8 hours of CPE credit.

SPRING SEMESTER

Meet the Firms

February 6, 2025 - Accounting Spring Career Fair. This event is open to all accounting, accounting interest, Master of Accounting, and Master of Business Administration in Accounting students. This event is meant to be used as a Spring recruitment event to solicit brand recognition, summer leadership programs, internships, and full-time employment.

Honors Banquet

April 18, 2025 - This event celebrates the recipients of each merit-based scholarship awarded to deserving accounting students. As Partners, benefits include networking, meeting winners, and donor recognition.

FALL AND SPRING

Beta Alpha Psi

Student-run 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, or academic classification, or cannot fulfill the time commitment.

Hold and Promote Events to the Students

Only Diamond Partners have access to reserving space on campus. This benefit also includes full access to the student mailing list for off-campus events. The list of students will not be provided to the company but will have the ability to use SOA's system to communicate company personalized messages.

Carr, Riggs, and Ingram Career Course Access

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 Carr, Riggs, and Ingram BUSA courses that are required for all accounting majors, these events will help employers gain exposure to a massive set of students.

"Meet SOA Partners" Weekly Campus Tabling Event

Each week SOA will reserve tables in the atrium of the business building. Allowing the top three tiers of partners access to greeting the students in between classes. Professors and staff on campus will encourage the students to stop by and meet you.

Partnership Roundtable

The Partnership Roundtable is a collaboration between the School of Accountancy and the Corporate Partners. The purpose of the roundtable will be to connect with our Partners on a regular basis and to allow employers to share information and collaborate.

Bi-weekly Student Newsletter Access

SOA communicates to the student body on a bi-weekly basis through a Student Newsletter and online website. Partners have access to this newsletter to highlight jobs, companywide activities, or additional opportunities. This newsletter has an average of 40% plus open rate and contains all 1100 undergrads, MAcc cohort, and SOA faculty and staff.