purple briefcase™
A Ruffalo Noel Levitz Platform

PURPLE BRIEFCASE FOR EMPLOYERS:

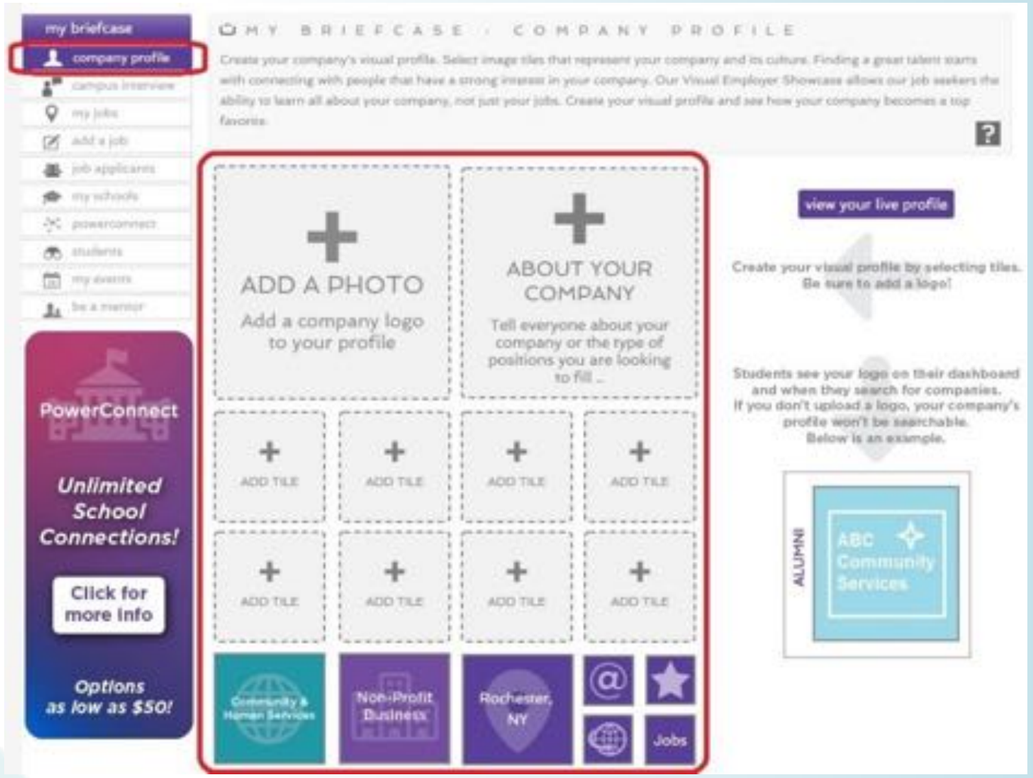
5 STEPS TO HELP EMPLOYERS OPTIMIZE THEIR PURPLE BRIEFCASE EXPERIENCE

CALHOUN
Career Services

STEP 1: CREATE YOUR EMPLOYER PROFILE

Now that you have signed up for an employer account with Purple Briefcase, you can begin to build your company (or organization) profile and submit job postings to schools. A robust employer profile helps students and alumni to learn more about you!

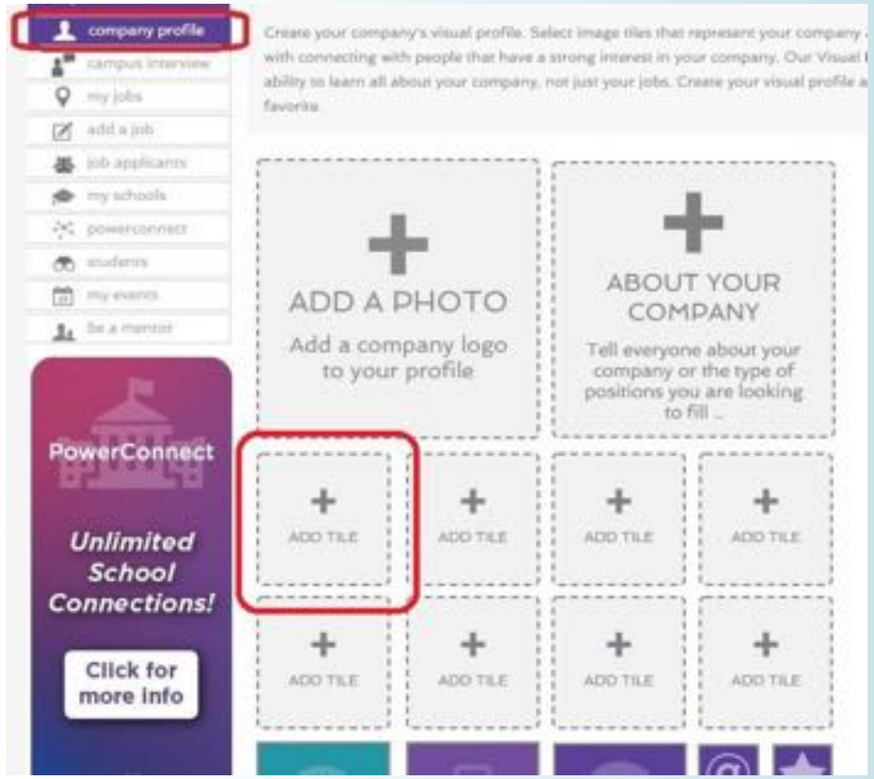
Choose the link for “company profile” on the upper left-hand side of the platform. This will open the Company Profile section of the platform. You will see that you have the opportunity to upload your company logo, enter text in an “About Your Company” block, and add “tiles” that will create visual cues to help students, alumni, and schools learn more about your company culture.



STEP 1: CREATE YOUR EMPLOYER PROFILE (CONT'D)

When you **click a block to add a tile**, you are presented with categories to browse. **Hover over the categories** for examples, and **click on the categor**y you would like to view in more detail.

Browse through the various tiles and **make your selection**. Continue to add tiles to make your profile more engaging for students. The more complete a profile, the more of a response you will get from potential candidates!



STEP 1: CREATE YOUR EMPLOYER PROFILE (CONT'D)

Size requirements for your company logo:

Your logo has to be 225px x 225px in size, and saved as either a .jpeg, .jpg, or .png image file.

If you need assistance with formatting the image, Purple Briefcase will be happy to assist. Either give us a call or shoot us an email with the image attached to customerteam@purplebriefcase.com and we will make the proper adjustments to the image and upload it to your profile page!

You can also connect with us by sending a Help Center Ticket when logged into the platform by clicking the Help button located at the bottom right-hand side of the screen, or call our team at 585-678-9395, Option 2.

STEP 2: CONNECT WITH A SCHOOL

To add a school, simply select the “my schools” tab which is located on the left-hand side of the screen. If you came directly from a school’s website connection to Purple Briefcase, you likely are already established as an “unconnected” school connection to that school. This allows you to proceed to submit a job while waiting for the school career center department to approve the automatic connection.

If you are not seeing a pending connection request, you can proceed to request a connection yourself! Click on the link to the map of our schools and select the school of your choice!

If you have connected to your one free school and would like to add other schools, please take one of the following steps:

1. Enter a School Code: You can reach out directly to the career services center at the school you would like to connect to in the platform (the school must be a participant in the Purple Briefcase network of schools), and request their unique Purple Briefcase school code.

To enter the school code, please log into Purple Briefcase and navigate to the My Schools section of the platform (you can click the link for “my schools” on the left-hand side of your profile). Scroll down and answer “Yes” to the question: *Did the school provide you with a school code?*

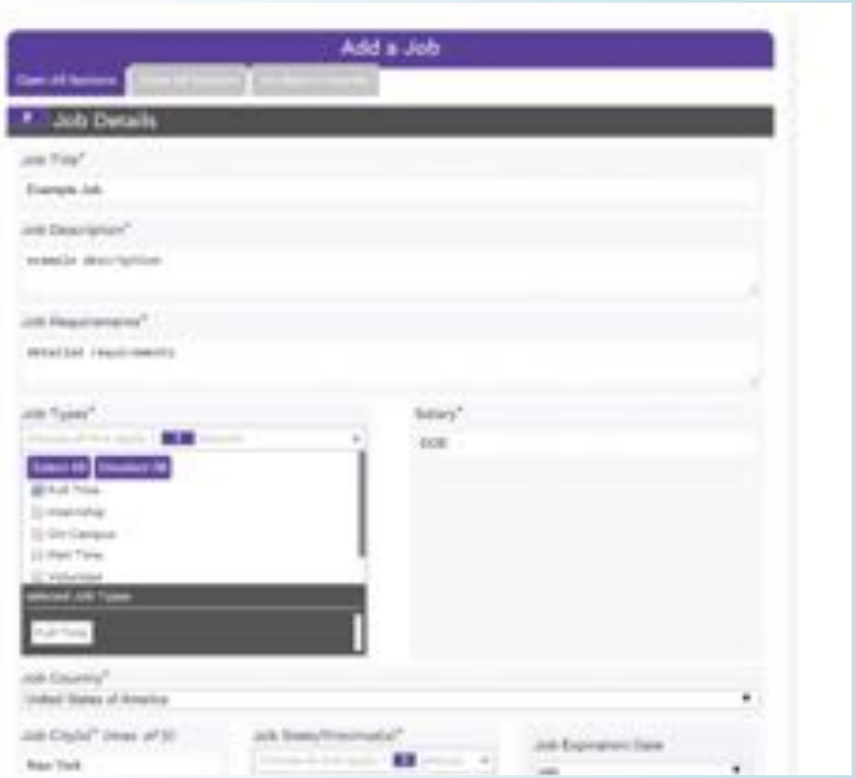
Enter the school code in the field that appears and click the button for “**submit school code**.”

2. Subscribe to PowerConnect : If you subscribed to Power Connect services, you can select unlimited schools to connect with to expand your recruiting potential. We have billing options for monthly, quarterly, and yearly subscriptions starting at $70.00 a month!

STEP 3: POST A JOB

Start by going to the Add a Job section of the platform. Enter Job Details information like the example to the right. All fields in this section are required.

After you have completed these fields please proceed to Job Application Criteria.



STEP 3: POST A JOB (CONT'D)

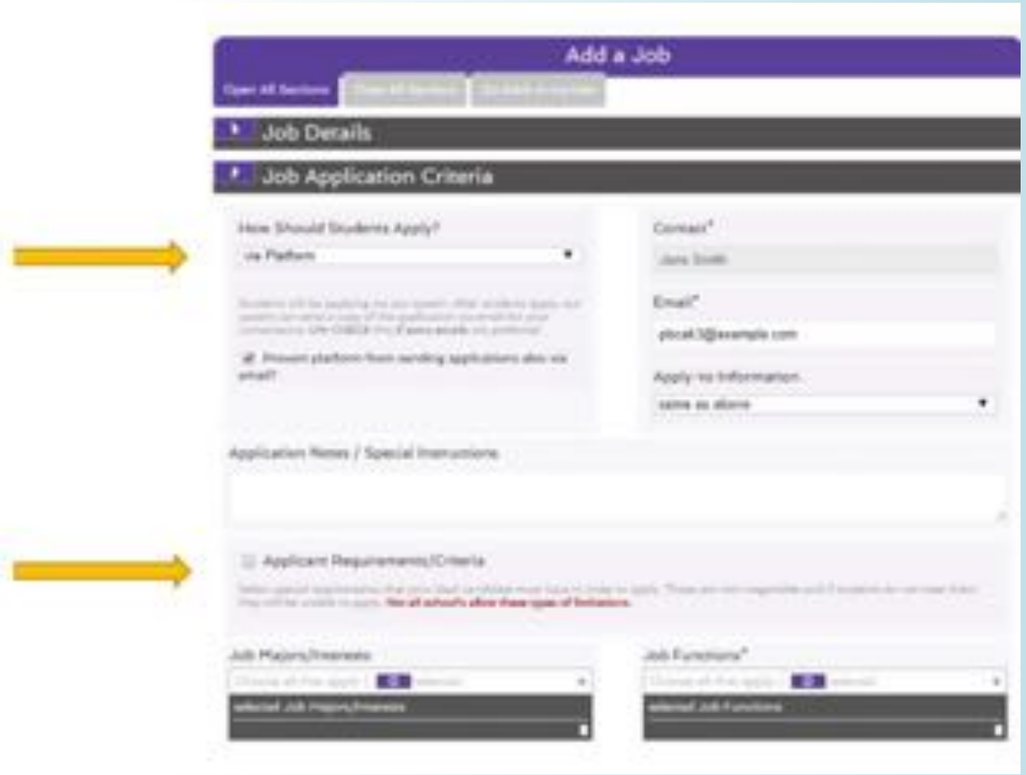
There are some important fields in this portion of the form, such as "how students should apply." This question allows you to select one of three options:

1.Via the platform -Where the student applies directly through the platform.

2.External Website -If you have your own online application/website that you prefer students and alumni to use when they apply.

3.Other -This is for special instructions – for example, if you require the user to call or email you directly versus using the platform or sending them to a different website.

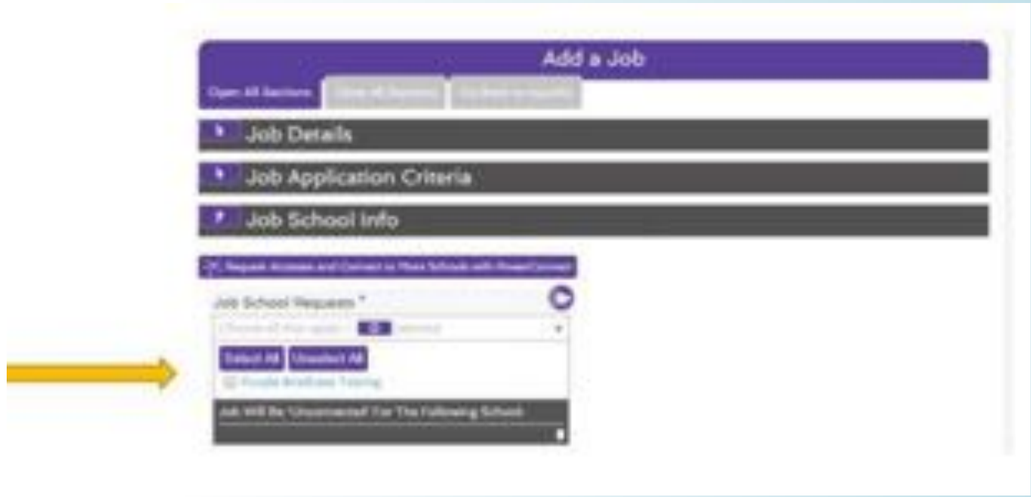
Additionally, within this area are application criteria such as hard requirements (GPA, Major, or Grad Year). Not all schools allow these types of limitations, but if you do select this feature you may experience less applications because of the requirements. Job Functions is a required field.



STEP 3: POST A JOB (CONT'D)

Now you can select the school(s) you want to submit this job to under the Job School Info area.

NOTE: If you are in **"pending connection"** status with a school, you can still select that school to submit the job. Your job post submission will simply be held in an "unconnected" status. Once the school approves your connection, the job will be reviewed by the school for publishing. If the school declines your connection, the submitted job will not be published to the school.



STEP 3: POST A JOB (CONT'D)

When you are ready to submit your job, you can verify your acceptance of our standard policies, actively choose "Submit" from the Job Status drop-down box, and then click the "Save" button in the Job Submission & Other Options area.

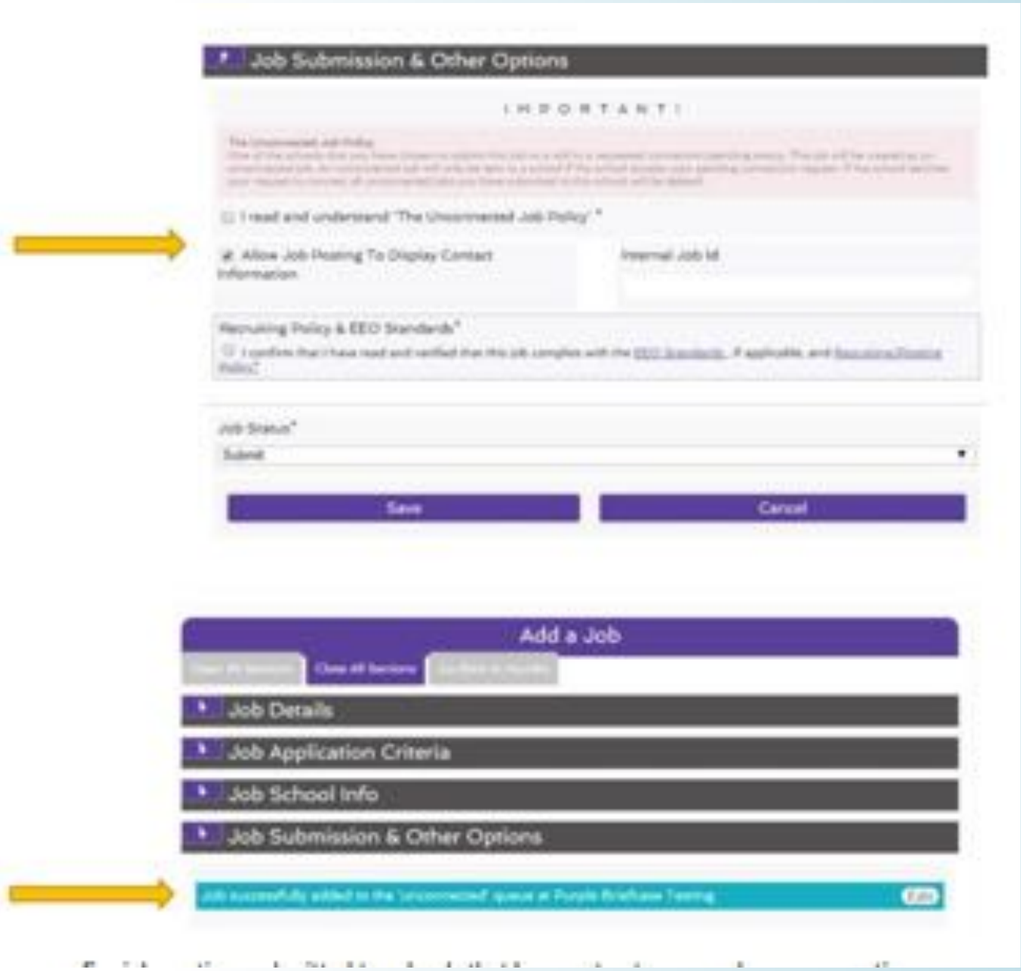
Once the job post is submitted, you will receive a summarized confirmation.

For job postings submitted to schools that have not yet approved your connection, you can find a copy of the job post in the "unconnected" portion of the My Jobs section of the platform. For job postings submitted to schools you are already connected to, your job posting can be found in the "submitted" portion of the My Jobs section of the platform.

If you have questions…

Open a Help Desk Request Ticket by logging into the Purple Briefcase platform and click the Help button in the lower right-hand corner of the screen.
Or call us: 585-678-9395, Option 2

We can also be reached via email : customerteam@purplebriefcase.com

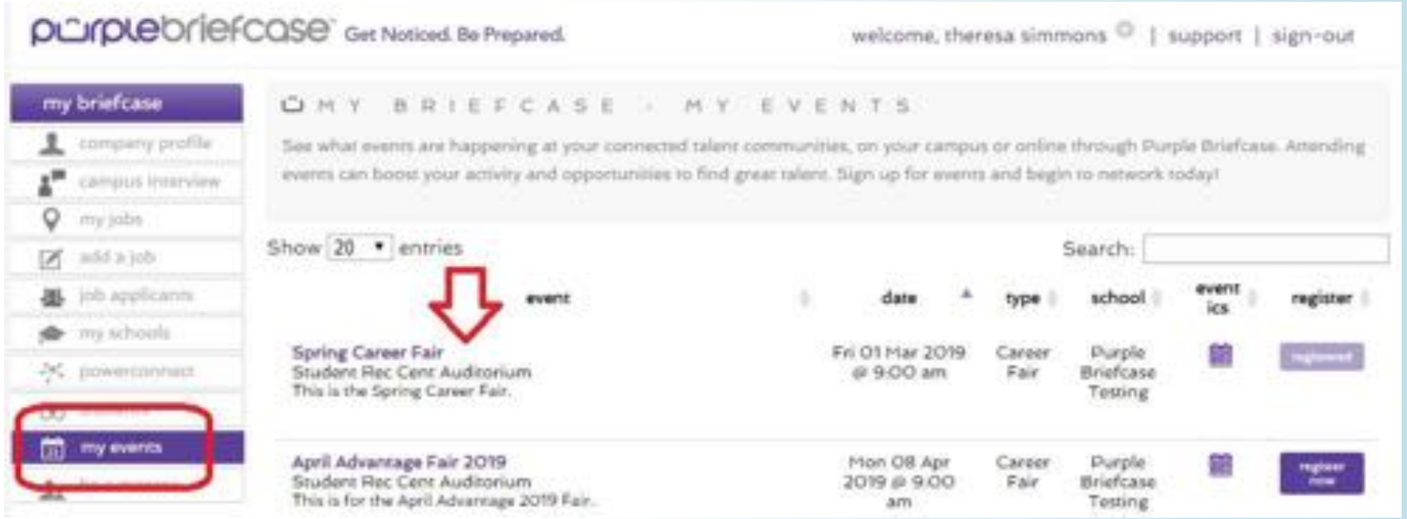


STEP 4: REGISTER FOR AN EVENT

To register for an event, select the “my events” tab located on the left-hand side of the platform. Please note, **you will have to be connected with a school community to be able to register for an event.**

By selecting the event and clicking the “register now” button, this will allow you to proceed to fully register for the event.

If the event is a paid event, you will see the payment options at check-out that the school has set up.



STEP 4: REGISTER FOR AN EVENT (CONT'D)

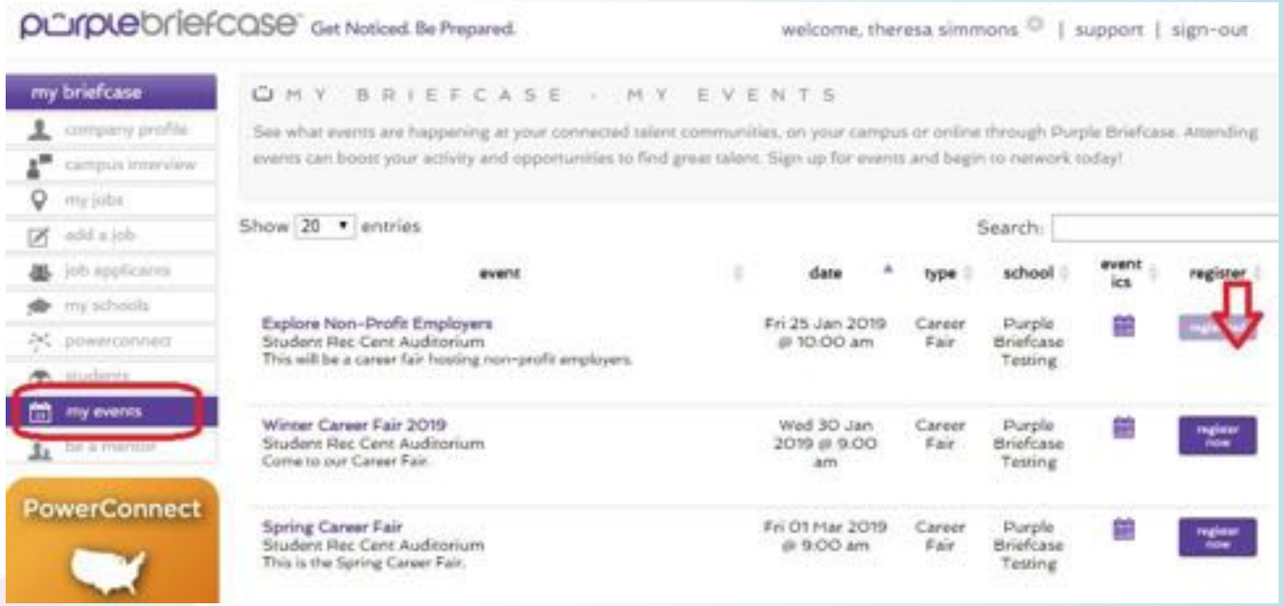
You might receive an email from a school announcing an event you would like to attend as a vendor (for example, a career fair). They might even provide a link that leads you to the Purple Briefcase log-in page.

For those employers who already have a Purple Briefcase account, please log-in. After logging in, if you look in the My Events section and do not see the event listed, there could be several reasons. We recommend that you take these steps.

Make sure you have an approved connection to the school. You can double-check by accessing the My Schools section of the platform.

If you are not connected, or if the school connection is pending, the school will need to approve you as a connection before you can see and register for their events.

If you have already sent in a request to connect and you see that it is still pending (in your My Schools section), contact the school's career services office directly and ask them to approve the pending request.



STEP 5: REVIEW STUDENT PROFILES AND RÉSUMÉS

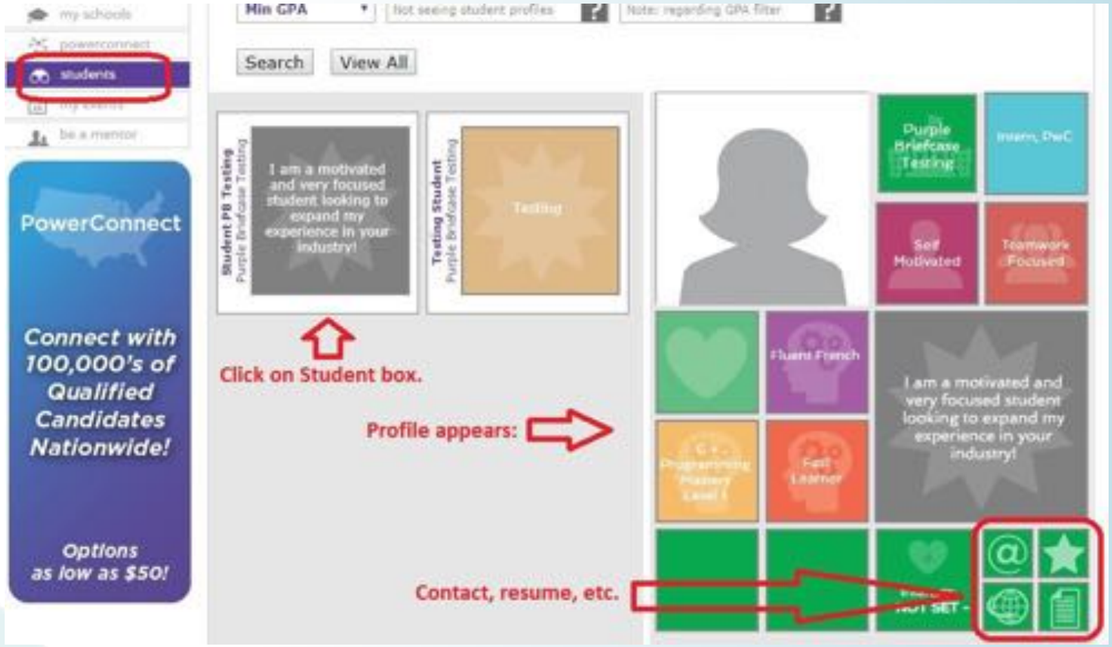
To review resumes in Purple Briefcase, please visit the “students” section (located in the left hand panel). From this section, you can view a variety of student profiles from schools you have connected with.

When viewing a student’s profile within the Student Search section, you will notice four small squares located in the bottom right hand corner of the profile. The small square that sits in the bottom right position of this group of small squares has the icon of a document on it.

Clicking on this square will start an automatic download of this particular student’s résumé to your computer. A student’s résumé will likely have the contact information that you are looking for.

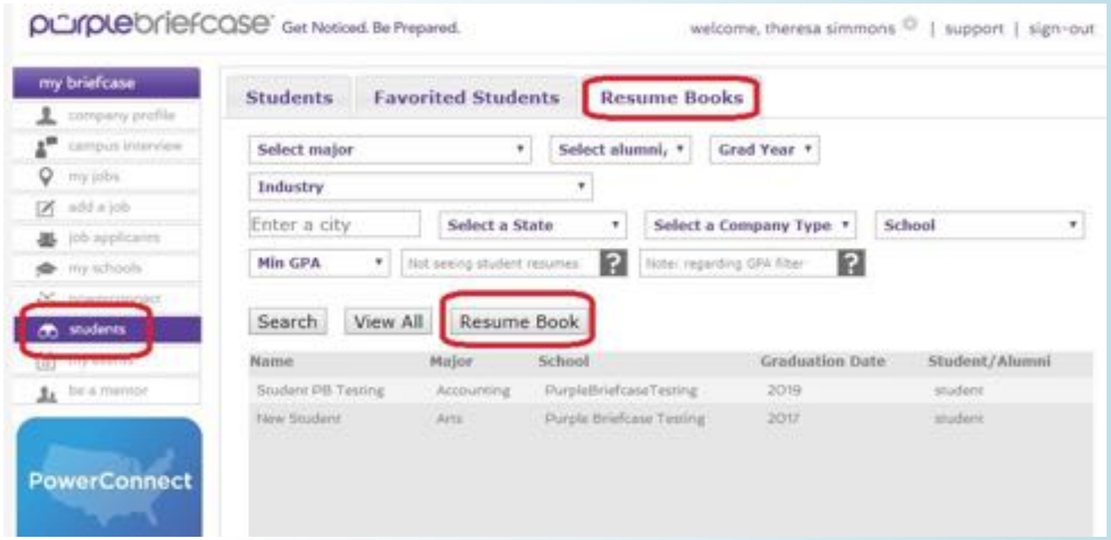
Please keep in mind that not all students have chosen to post their résumés to their profile, as it is not a requirement. Some students would prefer that you contact them first, only sending out their résumé after you have requested it.

If a student has not posted a résumé, they may have added their email address so that you can contact them with opportunities, and to request their résumés.



STEP 5: REVIEW STUDENT PROFILES AND RÉSUMÉS (CONT'D)

You can also view multiple résumés at once by using résumé book feature.

When viewing students in the Students section of Purple Briefcase, you can select the criteria that you would like to include in your search. After the system has returned those results to you, you can click on the students whose résumés you would like to see, and then click on the résumé book tab.

Purple Briefcase will need a brief moment to compile all of the résumés into one PDF. When the résumé book is ready, Purple Briefcase will email a download link to the email address that was used to create your Purple Briefcase account.