



# SDSU Student Accounting Society

## Meeting Minutes: KPMG (ALPFA) The Ultimate Candidate

9/7/2021

### **Presenters:**

Janelle Huang: KPMG University Recruiter

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Gisel Chavez-Vega: Advisory Service Line; in the ACE program that allows her to rotate through different industries

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### **Presentation:**

#### **Check In with KPMG & Register to Receive Updates:**

<https://kpmgcampus.avature.net/su/131e6949592436f5>

- Poll Questions:
  - “What attributes come to mind when you think of the “Ultimate Candidate”?”
  - “Have you ever felt like you needed to do anything & everything to get noticed by the recruiter or firm professionals?”
  - “What is one takeaway that you’ve learned from today’s presentation that you can apply to your own recruiting efforts?”

#### **Characteristics of the ultimate candidate:**

- Flawless resume

- Extracurricular involvement
- Technical skills & experience
- Positive brand
- Own your application
- Crisp communication
- Quality engagement

### Personal branding

- Define & establish your brand
  - Make sure you're consistent with you brand
    - EX: Person you are on LinkedIn mya be different from the person you are on FaceBook
  - Be careful with how you present your personal brand
- Network
  - Found attending alumni events helpful
  - Using LinkedIn, Alumni, school resources
- 3 C's
- Feedback
  - Great for friends and family, alumni
  - Ask a lot of questions to get feedback for resume

### Your resume

- Professional font
- Accurate & complete contact information
- Graduation/CPA eligibility date noted
- GPA included
- Experience in chronological order
- Free from grammatical errors

### Extracurricular involvement

- Transferable interpersonal & soft skills
  - Leadership
  - Community involvement
  - Clubs
  - Jobs
  - Sports

### Technical skills & experience

- Data analysis
- Programming language
- Microsoft Office Suite
- Certifications
- Course completion
- Software development

## Quality vs Quantity

- Thoughtful conversations vs connecting with everyone
  - Focus on having more meaningful conversations (EX: one-on-one meetings, questions you really want to know the answer to)
- Attend purposeful events vs attending all events
  - Make sure that you're getting dates set up early so you know which events you actually want to attend/can/can't
- Clear application interests vs applying for any/all jobs
  - Apply to the position you're most interested in

## Communication

- Verbal
- Nonverbal
  - May be even more important because it can play a big part in how you interact with others
  - Be self-aware and know how you are presenting yourself
  - EX: Sit up straight, have good conversation, be professional during interviews
- Written
  - Proof read before you send in emails, make sure your cover letters are addressed to the correct recruiter, firm, and position

## Own your application

- Do your research
- Understand the application process
- Connect with the recruiter
- Apply for your desired position
- Ask questions!

## What opportunities are there for me?

Four Year Track	Five Year Track	Apply to...
Seniors	5 <sup>th</sup> Years & Masters students	Full-time 2022 Associate Roles
Juniors	Seniors pursuing a Masters or 5 <sup>th</sup> year	Winter or Summer 2022 Internships
Sophomores	Juniors pursuing a Masters or 5 <sup>th</sup> year	Winter and Summer 2023 Internships and Embark Scholars Program
Freshman	Sophomores pursuing a Masters or 5 <sup>th</sup> year	Rise Leadership Institute and skill building workshops (Ace the Case)

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- Rise Leadership Institute

**Rise Leadership Institute**

**Rise up and make your mark**

A multi-day leadership program and year-round virtual support that provides career development and networking opportunities. The Rise Leadership Institute (Rise) is redefining how KPMG engages and supports inclusivity.

- **Eligibility:**
  - Freshmen or sophomores pursuing accounting, finance, engineering, or IT
  - Identify as persons of color, veterans, persons with disability, LGBTQ, and/or first-generation college students
  - Maintain a cumulative 3.3 GPA or higher
  - Must not require Visa sponsorship for employment now or in the future
- **Includes:**
  - Multi-day, summer leadership conference
  - Unique inclusive leader development program
  - Variety of scholarship and career opportunities
  - Year-round support and learning via our virtual Rise Master Series

- **Embark Scholars Program**

**Embark Scholars program**

**Ignite the leader within**

A multi-year paid internship program that helps develop high-performing students of color into leaders and provides overall education about the professional services industry.

- **Eligibility:**
  - Pursuing accounting, finance, engineering, IT or other equivalent degree
  - Identify as part of a traditionally underrepresented racial and ethnic minority within the professional services industry
  - Targeting students with graduation dates from December 2022 through Summer 2024
- **Includes:**
  - National training program at onset of internship
  - Exposure to Audit, Tax, Advisory, and Business Process Groups to help educate Scholars on how their career interests align with the services we render
  - Board of Directors for each Scholar to provide mentoring, coaching, and guidance throughout the internship

- **Highlight: A rotation where you get to experience the difference practices and decide which you'd like to apply for an internship with the following year**

**RECRUITING WITH KPMG**

- It is a 2-part application
- 1. Navigate to **kpmgcampus.com** and select Search Jobs from the ribbon at the top
- 2. Search by practice, position title, or location
- 3. Apply to the job and location you are most interested in by **September 21st, 2021**
  - Check the KPMG Get it Right Video's for tips on how to best complete your application
- 4. If you need to meet the basic qualifications, you'll be prompted to complete the pymetrics Assessment
  - Assessment must be completed within 4 days of receiving the link
- 5. After your application is complete, KPMG will review and determine the interview selections

**What is pymetrics?**

- Validated assessment test developed through years of neuroscience research and big data analytics
  - 12 gamified exercises measuring 3 key attributes
  - 1-3 minutes each
  - Total time commitment is 25-30 minutes
  - Personalized trait report upon completion
- Takes into consideration cognitive, emotional, and social characteristics

### Fall 2021 Recruiting Timeline

- **August 16, 2021** → KPMG National application opens on **kpmg-campus.com**
- **September 21, 2021** → Deadline to submit the KPMG application
- **September 29, 2021** → Candidates are notified about their steps from the office recruiting manager of the position they are being considered for
- **October 4 - October 22, 2021** → Candidates will be interviewed by office/practice
- **2 weeks after interview** → Students will hear about their KPMG offer status approximately 2 weeks after their KPMG interview

### Questions:

#### “So the deadline is for both summer and winter internships?”

- Yes!

#### How long is the winter internship program?

- Runs from January to mid March, typically about 8-10 weeks. They'll adjust accordingly to if you need to start earlier or later

#### How does the CPA exam help students with KPMG?

- CPA exam is really important for students looking into going into Audit or Tax. It will enable you to have the certification and you need to have a CPA to be promoted to Manager.
- If you receive an offer, KPMG will pay for your review course and when you pass, KPMG will pay for all of the exams that you pass.
  - You'll be reimbursed for the exam/attempt that you've passed
  - You get a \$5,000 bonus if you pass within your first year and a \$3,000 bonus after.

#### Can you apply to both summer and winter?

- You can, but for winter they expect you to work full-time, so you may need to take time off from school.

#### Is internship experience at a public accounting firm required to apply for full time position as a senior?

- No, it is not required. Non-internship experiences can also be valuable, it doesn't have to be an accounting-based internship

#### What helps a candidate to stand out in the interview? What qualifications do you look for in the interview?

- All the things we talked about today. Everyone's story is going to be different, it's all about showing us who you are. It's about how you present yourself and all the other outside commitments you have outside of school. Be yourself and be genuine. Tell them who you are, why you applied to the certain position, why you want to work at KPMG.
  - Interviews will have behavioral

- How you handled conflict, how you managed your time
- Remember that you can take a pause to gather your thoughts
- Have a good conversation
- Have questions to ask at the end of the interview

What kinds of opportunities are there to work abroad?

- There is a KPMG global internship where students can apply to do part of their internship abroad
  - They're trying to make it available again
- There are also rotational opportunities
- Lots of opportunities and it depends on what clients you work for that may have international relations

If you could go back to your freshman year self, what pieces of advice would you share with your past self?

- Gisel: I wish I had taken more time to get to know the firms that you apply to. The culture and values of the firms are really important when you start working.
- Landon: Being able to reach out to your fellow alumni and your fellow students who've worked at these firms and ask for their advice. Constantly network, I wish I could've done more. If you can juggle different internships and school, do it. The more experience you have, the more knowledgeable that you'll be and the better decision you'll make.

Are internships in person or online?

- It is too early to tell and the firm has not made final decisions yet.

Does programming experience count as a useful skill for an auditing application or just the technical fields?

- Whatever technical skill you have, make sure to put it on your resume and mention it. Any technical expertise you have will be helpful.

What makes KPMG stand out in comparison to the other large accounting firms?

- People will usually say it's the people, but it varies. KPMG is very family-like, it doesn't feel like a big firm because everyone knows each other. It's very supportive. I encourage you to talk to different firms to see how each is like and what feels like the best fit for you.

What in an application makes a student stand out?

- A little bit of everything, look for a well-rounded individual. Being able to balance school with extracurriculars. Don't want a candidate with a 4.0 but no experience or a student involved in 10 organizations, but a low GPA. It's going to be different for each applicant.

How many letters of recommendation do we need to apply for an internship at KPMG?

- It's not required, but if you have it it's great to have.

Would it be possible to try out the different areas in tax?

- Yes, students will be sent a breakdown of different tax areas before they submit their application.

Do we need to have taken a tax class before the internship?

- It's not a big deal, KPMG will train you on everything you need to know for your internship.

For members who could not attend today's meeting, does KPMG have a preference of where they apply (Handshake, KPMG directly)?

- Most definitely apply via KPMG's website directly. It's fine if you apply through Handshake, but for sure apply through KPMG's site as well.

Do different offices have different cultures?

- Yes and no. KPMG as a firm has a really strong firm culture with that KPMG family feel. Every individual office is going to have their differences depending on where they're located. I think it'll match the environment that you're in.
- EX: Office in Downtown LA may feel bigger and a little bit more fast-paced versus a more homey, laid back feel from the Orange County office.
  - Landon: San Diego's location is located in La Jolla and has a oceany, beach feel to it.

If we are not selected this semester, will there be more opportunities next semester or try again next fall?

- Yes we will definitely continue to be recruiting as opportunities open up. Spring tends to have more of our leadership type of roles, but there will still be positions available. Fall is definitely the biggest and most important time for our internships and job positions.

Do you work from home now or work at the office?

- Still working from home and still trying to adjust and figure things out. Most KPMG people are still working from home and KPMG is not requiring people to come into the office. Everyone is working from where they are comfortable.

Does applying to multiple office locations hurt your application?

- I wouldn't say it'll hurt your application. I just want you to make sure that you're applying for the location you prefer. You can also transfer locations if you let us know so that we can connect you with that location. Just think about what location you think you'll want to work at when you graduate. The earlier we know the better.

How many interviews will there be?

- There's 2 interviews, they're going to be virtual. Typically back-to-back and 30 minutes each. You'll interview with the service line that you apply for.

If you are a junior (recent transfer) and are looking to graduate in 2023, when would be the best time to apply for an internship?

- You should be applying for 2022 internships, which is now.

From a recruiter's perspective, do you have any suggestions for whether we should pick a morning or afternoon interview?

- I don't think the time matters. You should choose the time that is most convenient to you and fits your schedule best.

Will you be at Meet the Firms?

- We will be at the virtual Meet the Firms next week.