

SPOTLIGHTING THE MORTGAGE INDUSTRY

2021 Mortgage Bankers Association

Future Leadership Project

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EDUCATE COLLEGE STUDENTS ON THE MORTGAGE INDUSTRY

PLAN & EXECUTE

- Target 3 colleges per state to attend career fairs for 2022
- Create and maintain relationships with college contacts to be included in all yearly career fairs
- Setup booths at career fairs to target students
- Provide handouts for students about the mortgage industry
- Share the success we have within the mortgage industry and the variety of careers options
- Involve Kentucky and Indiana MBA local Chapter members to gather volunteers to attend career fairs

KENTUCKY COLLEGE FOCUS

- Simmons College of Kentucky
- Western Kentucky University
- Assn. of Independent Kentucky Colleges & Universities (AIKCU)

INDIANA COLLEGE FOCUS

- Indiana University Northwest
- Indiana University- Purdue University Indianapolis
- Marian University

HANDOUTS FOR CAREER FAIRS

Have You Considered a Career in MORTGAGE BANKING?

It's MORE than just Mortgages.....



- *FINANCE
- *SALES
- *SALES MGT.
- *MORTGAGE INSURANCE
- *TITLE COMPANY
- *ATTORNEY
- *LEGAL
- *MARKETING
- *SOCIAL MEDIA
- *TECHNOLOGY
- *COMPLIANCE
- *BUSINESS ADMIN.
- *HUMAN RESOURCES
- *COMMUNICATIONS
- *EVENT PLANNING
- *COMMUNITY LENDING
- *BANKING
- *MUCH MORE....



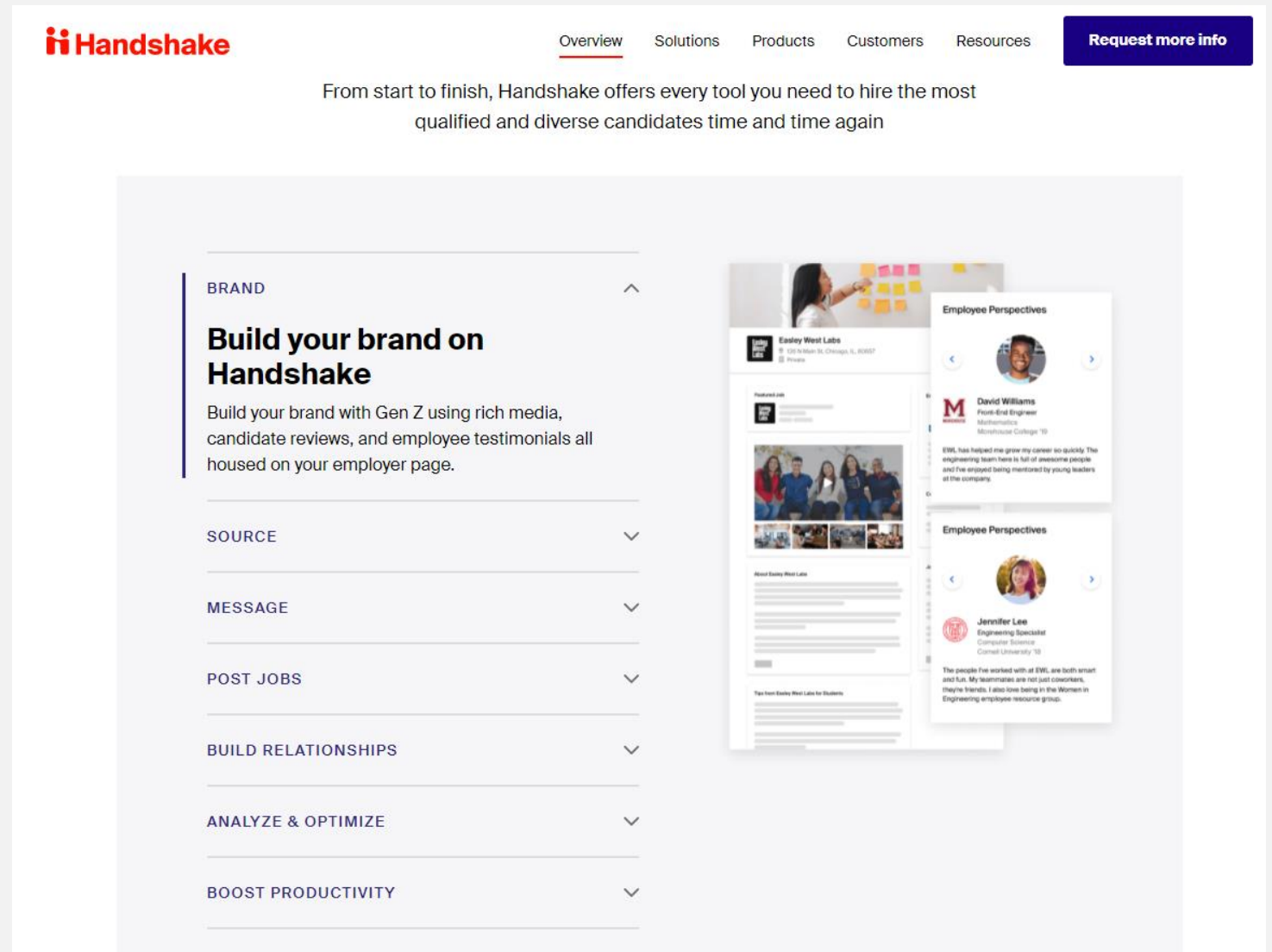
FOR MORE INFORMATION ON CAREERS IN
MORTGAGE BANKING GO TO:

WWW.INDIANAMB.A.ORG, OR, WWW.MBACKY.ORG
OR CALL: 317-428-7699

ALTERNATIVE WAYS TO PROMOTE
CAREERS & OPPORTUNITIES
IN THE MORTGAGE INDUSTRY

HANDSHAKE

Colleges and Universities use Handshake to store student information such as résumés, cover letters and university transcripts. Students build online profiles using their own information and list their academic interests. Employers can review these profile and post jobs or internships, also for free.



The screenshot shows the Handshake website interface. At the top left is the Handshake logo. To the right are navigation links: Overview, Solutions, Products, Customers, and Resources. A dark blue button labeled "Request more info" is positioned on the far right. Below the navigation is a main heading: "From start to finish, Handshake offers every tool you need to hire the most qualified and diverse candidates time and time again".

The main content area features a vertical menu on the left with the following items: BRAND (with an upward arrow), SOURCE (with a downward arrow), MESSAGE (with a downward arrow), POST JOBS (with a downward arrow), BUILD RELATIONSHIPS (with a downward arrow), ANALYZE & OPTIMIZE (with a downward arrow), and BOOST PRODUCTIVITY (with a downward arrow).

The "BRAND" section is expanded, displaying the heading "Build your brand on Handshake" and the subtext: "Build your brand with Gen Z using rich media, candidate reviews, and employee testimonials all housed on your employer page." To the right of this text is a preview of an employer's profile page for "Easley West Labs". The profile page includes a header with the company name and location, a "Post new job" button, a grid of photos, and a testimonial section titled "Employee Perspectives".

The "Employee Perspectives" section shows two testimonials. The first is from David Williams, a Front-End Engineer at Monmouth College '10, who states: "EWL has helped me grow my career so quickly. The engineering team here is full of awesome people and I've enjoyed being mentored by young leaders at the company." The second is from Jennifer Lee, an Engineering Specialist at Cornell University '18, who states: "The people I've worked with at EWL are both smart and fun. My teammates are not just coworkers, they're friends. I also love being in the Women in Engineering employee resource group."

The move by Handshake is an indication of how students are more likely to use online resources than visiting college career services centers for help finding internships and jobs. This trend has forced administrators in these offices to redefine their roles in assisting students get a start on their career paths.

The screenshot shows the Handshake website's 'Request more info' form. The header includes the Handshake logo and navigation links: Overview, Solutions, Products, Customers, Resources, and a 'Request more info' button. The main content area features the headline 'Unlock the largest early talent network' and a sub-headline 'Speak with a member of our employer partnerships team to learn how to scale your recruiting outcomes with Handshake Premium:'. Below this are three statistics: '500 Trusted by all 500 of the Fortune 500', '#1 Ranked by students as the best place to find full-time jobs', and '50% Half of 2018-2020 graduates received a job or internship offer on Handshake'. The form fields include: 'WORK EMAIL' (e.g. example@yourdomain.com), 'FIRST NAME' (e.g. Kristen), 'LAST NAME' (e.g. Smith), 'PHONE NUMBER' (e.g. (555) 555-5555), and 'HOW MANY ENTRY-LEVEL HIRES DOES YOUR COMPANY EXPECT TO MAKE IN THE NEXT YEAR?'. A 'Request more info' button is located at the bottom of the form.

SHOULD MBA USE HANDSHAKE PLATFORM?

Mortgage Bankers Association should participate in Handshake. This would be a great benefit for the members of MBA to be able to post job openings and internships to promote the mortgage industry to college students

CAREER PAGE ON
MBA WEBSITE

Create a webpage on each state or local website to showcase job opportunities within the MBA members companies to promote positions that are open.

Jobs posted in PDF format with descriptions and human resource contact

MONEY
TALKS





IT

\$ 37,000 - \$56,000

Compliance

\$ 53,000- 65,000

Secondary Marketing

\$ 66,000 - \$115,000

Sales

\$ 64,000 - \$135,000

Management

\$ 74,000 – 125,000

RECOMMENDATIONS FOR LOCAL CHAPTERS

Attend

- Attend a total of 6 career fairs for Indiana and Kentucky

Create

- Create a separate webpage for mortgage career opportunities

Setup

- Setup a Handshake account to market job opportunities or internships

Educate

- Continuously educate our peers and students on the possibilities in the mortgage industry

THANK YOU!

