

## Go to the [SWU Career Link](#) Login Page

Thank you for connecting with **Career Services at Southern Wesleyan University!**

We are very excited to announce as of July 1, 2017, that we have recently begun using a new platform (Purple Briefcase) as our main means of sharing job and internship opportunities with our students and alumni, and we are pleased to invite you to join as well!

*Special note for employers previously registered with the old system of SWU Career Link – we will be sending out individual direct invites to connect with us on Purple Briefcase. If you click on the invite link in that upcoming email, you'll be automatically connected with our community, bypassing the connection process described below. Please contact [epate@swu.edu](mailto:epate@swu.edu) with questions.*

If you are a New Employer, click on **NEW EMPLOYER**

If you are a Returning User, fill in your username (email) and password and click **SUBMIT**

PURPLE BRIEFCASE	POWERCONNECT	POWERCONNECT	POWERCONNECT
<b>FREE</b>	-\$400 Yearly	POPULAR! -\$120 Quarterly	-\$50 Monthly
Connect to your schools	All The Features Of Purple Briefcase Plus:	All The Features Of Purple Briefcase Plus:	All The Features Of Purple Briefcase Plus:
Connect to <b>1 new school for FREE</b>	Connect to unlimited schools	Connect to unlimited schools	Connect to unlimited schools
Post jobs to your schools	Unlimited job postings	Unlimited job postings	Unlimited job postings
Post internships to your schools	No limits on internships	No limits on internships	No limits on internships
Manage your on-campus recruiting and interviewing	Introductions to new schools	Introductions to new schools	Introductions to new schools
Review candidates	Post jobs to multiple schools at once	Post jobs to multiple schools at once	Post jobs to multiple schools at once
Download résumé books	Billed yearly	Billed quarterly	Billed Monthly
<b>Get Started!</b>	\$400 / year	\$480 / year	\$600 / year

**NEW EMPLOYER:**

New Employer Users have three options for posting jobs or internships through our vendor, *Purple Briefcase*:

- 1) **Required:** Connect to Southern Wesleyan University as your 1 new school for **FREE** by clicking **GET STARTED!**
- 2) **Recommended:** Connect to the [SCICU Career Consortium](#) (ask for the code to gain access to more than 30,000 students across South Carolina for FREE)
- 3) **Optional:** Select monthly, quarterly or yearly payment options for PowerConnect for unlimited schools in the Purple Briefcase Network across the United States

Students/Alumni | Employers | Colleges

### CREATE AN EMPLOYER ACCOUNT

#### Personal Account Information

Company\*

salutation

first name\*

last name\*

email\*

password\*

mobile

address

city\*

state/province\*

country\*

zip

Current Plan Selected: **Free Account**  
or  
Select a New Plan Below:

Purple Briefcase  
**FREE**

PowerConnect  
**\$50 Monthly**

POPULAR!  
PowerConnect  
**\$120 Qtrly.**

PowerConnect  
**\$400 Yearly**

**NEW EMPLOYER:**

To connect to Southern Wesleyan University as your 1 new school for **FREE** you must first create an employer account.

Completed all fields required for your Personal Account Information and click **CONTINUE**

#### Business Account Information

industry\*

org type\*

are you a third party recruiter?

company\*

title\*

branch/department

phone\*

company website\*

Current Plan Selected: **Free Account**  
or  
Select a New Plan Below:

Purple Briefcase  
**FREE**

PowerConnect  
**\$50 Monthly**

POPULAR!  
PowerConnect  
**\$120 Qtrly.**

PowerConnect  
**\$400 Yearly**

do not have a company website

I have read and accept the terms outlined in the terms of service, privacy policy and NACE Principles for Professional Practices

I confirm I have read and comply with EEO Standards

You have selected a free account, it's not too late to select another Plan by selecting a Plan Tile above

**NEW EMPLOYER:**

Complete required fields for your Business Account Information.

Read and accept the NACE Principles for Professional Practice and confirm you comply with EEO Standards by checking each box and click **CONTINUE**

*Once your profile is completed you should see the Welcome dialogue box from Purple Briefcase.*

**Join. Connect. Hire.**

Welcome to Purple Briefcase  
the **Modern** Career Network for Recruiting  
Talent at Colleges & Universities

How do I start?



**Join** School Talent Networks **now** by requesting access.



**Connect** your Company Profile to build your **brand**.



**Hire** Top Talent. It's that **Easy**.

The screenshot shows the Purple Briefcase interface. On the left is a navigation menu with items: my briefcase, company profile, campus interview, my jobs, add a job, job applicants, my schools, students, and my events. The main content area is titled 'MY BRIEFCASE · MY SCHOOLS' and contains a welcome message, a description of the platform, and sections for 'current school connections', 'requested school connections (pending approval)', and two options to 'request a school connection' (with and without a code). A dropdown menu for 'Select a State/Country' is visible at the bottom of the request forms.

**Become familiar with the left navigation menu:**

- my briefcase: the home screen for all actions
- company profile: add a logo and company information for your public profile
- my jobs: add new jobs and manage the status of jobs you've already posted
- job applicants: review any applicants for jobs you've posted
- my schools: start here to request school connections and review other available schools
- students: review profiles and of any students/alumni who have made their profile public to employers
- my events: review and RSVP for any upcoming career events

This screenshot is identical to the one above but includes red arrows pointing to specific UI elements: one arrow points to the 'my schools' menu item, another points to a question mark icon in the top right of the main content area, and a third points to the 'SC' dropdown menu in the 'request a school connection (without a code)' form.

**Click on my schools:**

Start here to request school connections and review other available schools

**For help and VIDEO INSTRUCTIONS click on the QUESTION BUTTON**

**To Request a school connection (without a code) for Southern Wesleyan, choose SC for the state in the dropdown box**

**SCICU - South Carolina Independent Colleges & Universities**  
 Connections: 264  
 Jobs Listed: 43  
 Students: 8  
 Website: <http://www.scicu.org>  
 Location: SC  
 Request Connection

**Southern Wesleyan University**  
 Connections: 490  
 Jobs Listed: 5  
 Students: 3,108  
 Website: <http://www.swu.edu/>  
 Location: SC  
 Request Connection

Scroll down to find “Southern Wesleyan University” and click **REQUEST CONNECTION**

You should see a dialogue box confirm that your request has been sent to Southern Wesleyan University

app.purplebriefcase.com says:  
 Your request has been sent to Southern Wesleyan University  
 OK

**my schools**

MY BRIEFCASE · MY SCHOOLS

Purple Briefcase is a modern talent community built for colleges, universities and talent group organizations. You can connect with a code, start free with one school/org connection or join/upgrade to our Power Connect User where you can connect with unlimited number of schools/orgs for unlimited use across all your connected schools/orgs! As a Power Connect User, schools/orgs can also request to connect with you, expanding your recruitment potential across the Purple Briefcase network.

To start your connections, simply select the state and schools/orgs you want and a connection request will be sent. Once the school/org accepts your connection ... you are connected to their talent community! If you received a promotion activation code from a specific school/org, simply add that code below in the connect with a code box and you will be automatically connected!

school	company	contact email	contact phone	contact status
requested school connections (pending approval)				
school	company	contact email	contact phone	date requested
Southern Wesleyan University	SWU Career Services			Jun 28, 2017

request a school connection (with a code)  
 Did the school provide you with a school code? Yes - or - No

request a school connection (without a code)  
 You have selected one free school to connect with.  
 You may connect to additional schools at no charge provided you have been given their code (see above). Or select to upgrade to PowerConnect. This is the fastest and easiest way to access the entire network of Purple Briefcase schools!

**Upgrade to PowerConnect**

Until Southern Wesleyan approves your connection, you will see your pending request in the **my schools** section

purplebriefcase™

SIGN-IN ▶

# Get Noticed. Be Prepared.

Dear Ellen N Pate:

We are really happy to welcome you to Purple Briefcase! Purple Briefcase is the modern platform that many colleges and universities are joining to attract top employers and have their top talent be seen by you! Whether you joined on your own exploration or came to us from your preferred school's website, we are excited you are on board and can't wait for you to start joining the school talent communities!

Here are three things you can do to showcase your company:

- **Join.** Request Access to join a school talent community. Head on over to My Schools and request access to each of your preferred schools. You may have joined Purple Briefcase by entering our site from a school's website. You still need to connect to that school! Join schools today to start your experience.
- **Connect.** Build your Company Visual Profile to showcase your corporate success. Talent can search your Company Visual Profile to learn more about your company and culture. We call this your Corporate DNA. Add tiles that match your company, creating an interactive and fun snapshot for talent to see your brand!
- **Hire.** Create jobs, attend campus events and search user Visual Profiles to find and attract the top talent. As users search on your company and favorite you, they will get alerts each time you post activity to their talent community. The more activity, the more connections together. And you can favorite users to quickly view their snapshot and connect.

Let's get it going! [Log in now.](#)

Thanks for joining! New schools are joining Purple Briefcase all the time, so you will want to stop back often.

The PURPLE Team

You should receive a confirmation email from our vendor, Purple Briefcase, when your employer account has been created

You should receive a confirmation email SWU Career Link once your request to connect has been approved from Southern Wesleyan University

Southern Wesleyan University has been added to your account Inbox x

 PurpleBriefcase <donotreply@purplebriefcase.com> 9:36 PM (1 minute ago) ☆

to me ▾

 SWU Career Link

Dear: Ellen N

Thank you for your interest in recruiting Southern Wesleyan University students and alumni through Purple Briefcase! Your request to connect has been approved. You may now log in to post your full-time and part-time employment, internship, and volunteer opportunities, and view student and alumni resumes and profiles.

To log in please follow the instructions below:

- Go to our [log in.](#)
- Submit your email address and password as a returning user
- You are now on your homepage where you can add and manage jobs, create your organization profile, view student/alumni resumes, and learn about upcoming events.

Purple Briefcase Team

current school connections

school	company	contact email	contact phone	contact status
Southern Wesleyan University	SWU Career Services			enabled

requested school connections (pending approval)

school	company	contact email	contact phone	date requested
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request a school connection (with a code)

Did the school provide you with a school code? Yes - or - No

Add a school connection using the token provided by an inviting school.

request a school connection (without a code)

You have selected one free school to connect with.

You may connect to additional schools at no charge provided you have been given their code (see above). Or select to upgrade to PowerConnect. This is the fastest and easiest way to access the entire network of Purple Briefcase schools!

[Upgrade to PowerConnect](#)

Once your connection is approved you should see **Southern Wesleyan University** listed in your current school connections

Congratulations! You should now be able to submit job/internship postings to students and alumni from Southern Wesleyan once they have been reviewed

purplebriefcase™ Get Noticed. Be Prepared. welcome, ellen n pate | support | sign-out

my briefcase

- company profile
- campus interview
- my jobs
- add a job
- job applicants
- my schools
- students
- my events

My Jobs

My Schools

Add Jobs

View Students

Manage Jobs

Upload your Company Logo today!

School Events

There are 0 company favorites

PowerConnect™ UNLIMITED Connections Jobs Internships Possibilities Click Here To Connect

Click on **my briefcase** to access all of your options to post jobs, review your schools, manage current jobs, update your company profile and RSVP for school events

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my briefcase  
 company profile  
 campus interview  
 my jobs  
 add a job  
 job applicants  
 my schools  
**students**  
 my events

Students Favorite Students Resume Books

Select major Select alumni Grad Year

Industry

Enter city Select a State Select a Company Type School

min GPA Not seeing student profiles Note: regarding GPA filter

Search View All

Aspiring Higher Education professional with a special interest in Career Development

Southern Wesleyan University

Process Driven

B.S. Psychology Great With Numbers

Musician Excel Mastery Level 3

Well Organized Teamwork Focused

Aspiring Higher Education professional with a special interest in Career Development

Click on **students** to search for and review any students/alumni from Southern Wesleyan University who have made their profiles public to employers.

From these profiles you should gain access to visual profiles as well as their traditional resumes. You can favorite and email students from their visual profiles.

purplebriefcase™ Get Noticed. Be Prepared. welcome, ellen n pate | support | sign-out

my briefcase  
 company profile  
 campus interview  
**my jobs**  
 add a job  
 job applicants  
 my schools  
 students  
 my events

MY BRIEFCASE · JOB BOARD

From here you can manage the status of the jobs that you have already posted. All positions submitted are reviewed by the selected org/school for relevance to their talent community before publishing. You can change a job from published to closed, update expired postings, and update when you have successfully hired an applicant! If you have any questions, you can always go to the Help Center, click on the gray 'Help' button in the lower-right of the screen or contact our support team.

submitted published placements closed cancelled expired

+ add job

published job postings  
 There are currently no job postings.

Click on **my jobs** to create and manage jobs/internship postings. Begin by clicking "add job".

my briefcase

- company profile
- campus interview
- my jobs
- add a job
- job applicants
- my schools
- students
- my events

MY BRIEFCASE · ADD A JOB

Posting your open jobs here will connect you to the best talent that colleges and organizations have to offer. When you are ready to post a new job, select 'submit' as the job's status. All positions submitted are reviewed by the selected org/school for relevance to their talent community before they select publish. If you have any questions, you can always go to the Help Center, click on the gray 'Help' button in the lower-right of the screen or contact our support team.

IF YOU ARE UNABLE TO SELECT A SCHOOL/ORG TO POST A JOB, PLEASE GO TO THE 'MY SCHOOLS' SECTION AND SEND A REQUEST TO A SELECTED SCHOOL/ORG TO START POSTING JOBS. ONCE YOU SEE AN EMAIL CONFIRMING YOUR CONNECTION, YOU WILL THEN BE ABLE TO SELECT THAT SCHOOL/ORG AND POST A JOB.

Select Southern Wesleyan as your school and fill in all the job description fields to submit a new job for approval.

school\*

company

how should students apply?

contact\*

email\*

apply-to information

status\*

job type\*

job functions\*

**Power Connect™**

UNLIMITED Connections Jobs Internships Possibilities

Click Here To Connect



job functions\*

job majors/interests

school of

title\*

description\*

requirements\*

application notes

internal job id

city\* (max. of 10)

state/province\*

country\*

salary\*

expiration date

set expiration date

allow job posting to display contact information

allow job applications via email

I confirm that I have read and verified that this job complies with [EEO Standards and Recruiting/Posting Policy\\*](#)

cancel - save

Once all the required fields are completed click **save**

Your pending jobs will be reviewed and approved in the order it is received

***Please be aware of the following circumstances in which jobs/internships will automatically be rejected:***

***Email and website discrepancies***

- No contact name is listed for the employer
- the contact or job email address is not specific to the company or does not match the company website
- email addresses ending in Gmail, yahoo, live.com, ymail, etc., will not be accepted (contact [epate@swu.edu](mailto:epate@swu.edu) for exception requests)

***For-profit employers offering unpaid internships***

- most "unpaid" internships will be under heavy scrutiny based on the [Fair Labor Standards Act](#) and must be in compliance
- exceptions for "unpaid" internships may be considered for non-profit, education, and faith-based agencies

***Pay upfront or "work from home" positions***

- any employer requesting applicants to pay for fees or direct deposit information before hiring will be rejected
- most "remote" positions or "work from home" positions will likely be rejected

Please contact Ellen Pate at [epate@swu.edu](mailto:epate@swu.edu) if you have questions or would like access to our Employer Guide for posting internships.

To increase interest in your organization and job/internship postings, it will be critical to complete your company profile and upload a company logo.

Make sure that you make your profile public to students and alumni

**For help and VIDEO INSTRUCTIONS click on the QUESTION BUTTON**

**Congratulations! We are so glad you have chosen to connect with Southern Wesleyan University for your job and internship hiring needs!**

We believe you will not be disappointed! For a sneak peak of the latest success of our graduates go to <http://www.swu.edu/careeroutcomes>

**Next Steps:**

***Recommended:*** Connect to the [SCICU Career Consortium](#) (ask for the code to gain access to more than 30,000 students across South Carolina for FREE)

***Optional:*** Select monthly, quarterly or yearly payment options for PowerConnect for unlimited schools in the Purple Briefcase Network across the United States