

News

KPMG and Gen Y Value Giving Back

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Giving back to the community is not only one of KPMG's core values, but it is also an attribute that many professionals from Generation Y seek in their employers. With this in mind, the firm hosted events last month to introduce prospective campus hires to KPMG's community service programs.

KPMG recruiting teams replicated December's firmwide program, Operation Holiday Bear Hugs, on the campuses of Texas A&M and the University of Texas, allowing the students to experience first-hand the firm's commitment to its communities. Working alongside KPMG professionals, the accounting students dressed bears, decorated bear condos, and wrote messages to the children to whom the bears would be donated.

The students from Texas A&M donated 175 bears, along with the same number of books obtained through KPMG's Families for Literacy program, to children from Crockett Elementary school in Bryan, Texas and their University of Texas peers donated 125 bears to the Austin Children's Shelter.

"Being active in the community is just as important to Gen Y as it is to us at KPMG," said Stacy Sturgeon, national managing partner of university relations and recruiting, who attended the event at Texas A&M. "Many of the students I worked with on the bear packages appreciated being involved in our community service projects. It's clear that there is a tremendous opportunity for us to connect to top talent at the university level by including them in our efforts to improve the communities in which we live and work."

Throughout the recruiting season, the firm hosts various events on the campuses of Premier Schools that align with one of the three campus recruiting themes: "global opportunities," "we have fun," and "we build leaders."



Students at Texas A&M create bear package for children from Crockett Elementary school in Bryan, Texas.



Bears made by Texas University students and KPMG employees will be donated to Austin Children's Center.

"We want to give students a holistic view of the firm during the recruiting process and thought giving them a taste of our community service programs would be a great way to demonstrate how we build leaders," said Ellen Meyer, a campus recruiting senior associate in Dallas, who led the program at Texas A&M.

West Clarkson, a campus recruiting senior associate in Houston, who led the event at the University of Texas, believes that Generation Y's interest in community service provides an opportunity for the firm to leverage its commitment to Corporate Social Responsibility. "I'm always amazed at how important community service is to students and how much they care about improving their communities. It is important to show them that KPMG values this as well, since this could be one of the deciding factors for them in choosing where to intern or work after graduation."

Students like Ashton Crocker, an accounting major at Texas A&M, want to know that their employers have similar values as their own.

"I thought having a community service event was an awesome testament to KPMG's commitment to the community. It is obvious to me that the employees at KPMG care about the people around them and work hard to help those

less fortunate than they are," said Crocker. "Helping others is high on my priority list, and I want my employer's values to mirror my own. Working for a company so committed to positive change is something I identify with and feel proud of."

"I thought it was really great to see KPMG's focus on community service," said Casey Ryan, an accounting student at the University of Texas. "It was also great to see how KPMG prioritizes corporate responsibility."

Approved By Stacy Sturgeon