

# 4U OUT FOR UNDERGRAD

Helping our community reach its full potential.



**BUSINESS | DIGITAL | ENGINEERING**

# WHY O4U?

High-achieving and diverse LGBTQ2+ college undergraduates often navigate **complex social, economic and political barriers in reaching full potential** in their lives and careers. They may find it difficult to be their authentic selves, which ultimately means they cannot bring everything that they have to offer to work.

Corporations that excel in leveraging talent and creating inclusive cultures **consistently out perform the S&P 500**. Out for Undergrad (O4U) is the most highly respected organization in the USA bringing these corporations and students together in an immersion weekend that both employers and students credit with changing their lives.

Extensive research (Catalyst, The Committee for Economic Development, Deloitte, McKinsey & Company, Credit Suisse, Ernst & Young, Columbia University, and Pepperdine University) reveals a **correlation between gender diversity on corporate boards and company financial strength**.

# ORIGIN & HISTORY OF O4U

In 2004, several MBA students at Cornell University recognized this opportunity to directly connect leading companies with the best and brightest LGBTQ2+ students, talk about diversity and inclusion, careers and how employees can live authentically at work. The first O4U Business Conference was developed, initially conducted as a community service event. The Business Conference has **more than quadrupled in size** and led to additional conferences in a variety of industries, including digital

and engineering. **More than 200 of America's leading corporations** host and fund these experiences for potential recruits to their firms, including such well recognized brands as Goldman Sachs, Cisco, Cargill, PepsiCo and Ogilvy-Mather. **Approximately 1,000 students** are accepted each year to O4U conferences after a rigorous application process. Employees of sponsoring corporations, O4U alumni and well-respected industry experts meet, greet, mentor and inspire students through O4U's proprietary Authenticity, Careers, and Inclusion curriculum.



"This is hands-down the best conference of its kind that I have ever been to... I loved seeing people truly be themselves."

| O4U Attendee

## WHAT HAPPENS AT O4U CONFERENCES?

O4U Conferences traditionally take place at a corporate host sponsor location over a weekend. A Career Fair caps off the experience, **directly connecting students with corporate recruiting teams**. Resume books for all students are provided to recruiters in advance of each conference. Corporate mentors, all LGBTQ2+ identified, are assigned small groups of students for **four in-depth mentoring sessions**.

Keynote speakers **address the biggest challenges and opportunities** for new employees in their companies as well as future trends, purpose-centered lives and work. Corporate officials lead breakout sessions on high-interest topics specific to their industry.



Network with inspiring LGBTQ2+ professionals and recruiters

Explore thrilling, important roles in your industry of interest

Learn about making the transition from school to professional life

Build friendships with LGBTQ2+ peers nationwide

The cost of travel to the conference and lodging is covered for all students

“I was able to create a **multitude of connections**, and learn from the most inspiring of people. I feel **more confident and motivated** to make the best future I can for myself, and not letting anything, including others thoughts on my sexuality, hold me back.”

| O4U Attendee

# SPONSORSHIP

O4U is student-focused and we work with corporations that are committed to inclusion. Our host sponsors typically score 100 percent on the Human Rights Campaign Corporate Equality Index (CEI).

## Past Sponsors

### O4U BUSINESS

New York City, NY



McKinsey & Company

### O4U DIGITAL

TECH · MEDIA · MARKETING

New York City, NY



BlackRock. R/GA

Meta Nielsen



Google

### O4U ENGINEERING

Minneapolis, MN



O4U is all about students and this means we work with corporations leading positive change. There is still so much to do together to truly realize human dignity at work rather than merely assert it. We believe that each succeeding generation of O4U alums will not only benefit from the work we do today, but will inspire and lead change for the better.

We hope you will join us.

@OutforUndergrad

Out for Undergrad

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