

The University Career Center Employer Partnership Program 2022-2023



The Employer Partnership Program is an initiative for employers to increase branding, awareness, and student engagement while supporting the mission of the University Career Center (UCC). The UCC serves nine of the twelve colleges within the University of Louisville and seeks partnerships that can educate and engage students in professional internship and entry-level opportunities. Students benefit by gaining career readiness skills and exploring a variety of career opportunities offered by Employer Partners. Proceeds from the Employer Partnership Program offset operating costs for programs and services in the UCC.

Employer Partnership Tiers

Amenities	Minerva \$7,500 (Limit 2 Partners)	The Thinker \$4,000 (Limit 3 Partners)	Louie \$2,500 (Limit 5 Partners)	Basic Services
Signature Event – Fall and Spring Use strategy session with UCC staff at beginning of year to determine signature event.	Included	-	-	-
Priority table/booth location at in-person career fairs	Included	-	-	-
Tabling day in Humanities Quad and posted in career event platform (1x semester)	Included	-	-	-
Targeted emails to UCC students promoting recruiting and/or hiring events (up to 3x semester)	Included	Included	-	-
Employer feature in weekly student newsletter (employer provides content, 1x semester)	Included	Included	-	-
Priority option for social media takeover (1x year)	Included	Included	-	-
Priority option as employer panelist at diversity events (1x year)	Included	Included	-	-
Priority option for employer participation in Fall Career Week (in-person or virtual) programming	Included	Included	-	-
Designation and partner level on electronic and print marketing materials for career fairs (in-person or virtual) in which the organization is participating	Included	Included	Included	-
Logo and acknowledgement by partner in UCC faculty and staff newsletter (1x semester)	Included	Included	Included	-
Logo and partner level included on website and in weekly student newsletter	Included	Included	Included	-
Highlight recruiting and/or hiring events in weekly student newsletter	Included	Included	Included	-
Employer swag distribution/giveaway by career coaches at workshops and events (employer provides items)	Included	Included	Included	-

Amenities	Minerva \$7,500 (Limit 2 Partners)	The Thinker \$4,000 (Limit 3 Partners)	Louie \$2,500 (Limit 5 Partners)	Basic Services
Feature UofL students and alumni who work for organization on social media and website (employer provides picture and content)	Included	Included	Included	Included
Free posting of events (in-person and virtual) in career event platform	Included	Included	Included	Included
Free position postings in career event platform (UCC posting policies apply)	Included	Included	Included	Included
Career fair registration (in-person or virtual) at applicable UCC hosted fair	2x year	2x year	1x year	Fees Apply
Tabling day in Student Activities Center and posted in career event platform (based on availability)	2x semester	2x semester	1x semester	1x year
Recruiting consultation on outreach and marketing to students and faculty	UCC Staff Strategy Session	Employer Engagement Team Meeting	Employer Engagement Team Meeting	General Information

Additional Partnership Opportunities

These opportunities are available individually or may be combined with any of the partnership tiers. These provide additional recognition to employers who support programs in the University Career Center and assist them in creating brand awareness.

Peer Career Advising Program — student paraprofessionals trained to assist staff in engaging students in career services and activities; \$25,000 for entire program annually or \$5,000 per peer career advisor annually

Big Interview co-branding — web-based mock interviewing program used in classes and by career coaches. Recognition on all marketing and Big Interview graphics—\$5,000 annually

CandidCareer co-branding — online career video program covering many topics and thousands of videos. Recognition on all marketing and CandidCareer graphics—\$5,000 annually

Focus 2 co-branding — online career assessment and guidance program used in classes and by career coaches to assist students in determining a major and career path. Recognition on all marketing and Focus 2 graphics—\$2,500 annually

UCC Patrons' Fund

Contributions of any amount are welcome and help us fulfill our mission.

Important Information

- The Employer Partnership Program is not designed for student employment positions that do not require a minimum of progress toward or completion of a bachelor's degree.
- Employer Partners should support the University's mission.
- Employer Partners are expected to follow all recruiting policies for the UCC.
- Advanced notice and information is required for many of the amenities in the Employer Partnership Program.
- Should pandemic guidelines change and affect the amenities offered, the UCC will work with Employer Partners to provide additional virtual amenities.
- Partner limits are necessary to ensure our staff can adequately meet Employer Partners' expectations.

