

EMPLOYER PARTNER LEVELS

DIAMOND ... \$10,000 (2 sponsor limit)

- Presenting award sponsor of annual flagship event Diversity Works Expo & Awards*
- All Gold level benefits*

GOLD ... \$5,000

- Employer logo on Career Center website*
- Three complimentary Career Fair registrations (virtual and in-person options)*
- Three complimentary Resume Books (publicly available resumes of Career Fair attendees)*
- Two complimentary Coffee Chats (tabling opportunities in high-foot traffic areas)*
- Three targeted student emails*
- Unlimited recruiting consultation sessions with an Employer Relations expert*
- Priority invitation and complimentary on-campus parking to applicable events*

PARTNER ... \$3,000

- Employer logo on Career Center website*
- Two complimentary Career Fair registrations (virtual and in-person options)*
- Two complimentary Resume Books (publicly available resumes of Career Fair attendees)*
- One complimentary Coffee Chat (tabling opportunity in high-foot traffic area)*
- Two targeted student emails*
- Three recruiting consultation sessions with an Employer Relations expert*
- Priority invitation and complimentary on-campus parking to applicable events*

NON-PROFIT / GOVERNMENT ... \$800

- Employer logo on Career Center website*
- Two complimentary Career Fair registrations (virtual and in-person options)*
- Two complimentary Resume Books (publicly available resumes of Career Fair attendees)*
- One complimentary Coffee Chat (tabling opportunity in high-foot traffic area)*
- One targeted student email*
- Three recruiting consultation sessions with an Employer Relations expert*
- Priority invitation and complimentary on-campus parking to applicable events*

Marketing and Branding

Employer logo on Career Center website – Brand visibility.

Your logo will be displayed prominently on the Career Center website and you will be named as an official Employer Partner. We'll help you drive traffic to your site by hyperlinking to a company page of your choice.

Expected Engagement

- *Average monthly unique landing page views: 1,369*

Targeted student emails – Cut through the noise.

We will work with your team to identify your preferred target student population and email send dates. We will also collaborate with you in designing the look and content of the email to maximize open and click rates.

Expected Engagement*

- *Maximum reach: ~18K students and alumni*
- *Average click rate: 3 percent*
- *Average open rate: 67 percent*
- *Average number of unique clicks: 51*

**based on 2022-2023 email performance metrics*

Recruitment and Outreach

Career Fairs – Recruit at scale.

Career Fairs are opportunities to introduce your organization to a large number of students in a short amount of time. For in-person fairs, employers are provided with one 6' table and 2 chairs. For virtual fairs, employers set up a customized schedule to meet with students 1:1 and/or in small groups.

Marketing Support:

- *Fair listing on Career Center website and in Handshake*
- *Six all-student emails with your company highlighted as an Employer Partner*
- *Included in all school/college newsletters*
- *On rotating display on digital screens throughout campus*
- *Visibility boosts on Santa Clara's main Instagram page*
- *Shared with all academic department chairs and student groups*

Expected Engagement:

- *In 2022-2023, an average of 454 students checked in at each Career Fair.*
- *Mean: 454; Median: 332; Mode: N/A; Range: 672.*

Resume Books – Find the right candidate.

With hundreds of students attending each fair, we know it's not possible to meet all of them in just a few hours. In fact, it can sometimes feel like finding a needle in a haystack. That's why we'll share with you the publicly available resumes of all students who attended, giving you an opportunity to follow up specifically with those who meet your desired qualifications.

Coffee Chats – Casual and authentic.

Coffee Chats are opportunities to table in college-specific, high-visibility and high-foot traffic areas. Coffee Chats foster casual, authentic conversations with students over coffee and pastries. Employers are provided

with one 6' table and 2 chairs as well as a dedicated staff member from the Employer Relations team.

Marketing your Coffee Chat:

- *Event listing on Career Center website and in Handshake*
- *Two targeted emails*
- *Included in relevant school/college newsletters*
- *On rotating display on digital screens throughout campus*
- *Shared with select student groups*

Expected Engagement:

- *In 2022-2023, an average of 18 students checked in at each Coffee*
- *Chat. Mean: 18; Median: 13; Mode: 13; Range: 47*

Concierge Services

Recruiting consultation sessions – Optimize your benefits.

As an Employer Partner, you will be provided with a dedicated member of our Employer Relations team who has expertise in recruiting for your industry and job types. Together, we will help design a strategy that best leverages your Employer Partner benefits to achieve your brand building and recruitment goals.

Priority invitation and complimentary on-campus parking – Make it easy.

All of our Employer Partners will receive priority invitations to all of our recruitment events, including the Career Fairs, Diversity Works Expo & Awards, and relevant Meet-Ups and Pop-Ins. In addition, Employer Partners will have the first choice of dates for Coffee Chats and targeted email send-dates. Lastly, you will enjoy complimentary parking for up to two cars at all on-campus recruitment events.

Ready to become an Employer Partner?

View the sample [Employer Partner Agreement Form](#) .

Email Melissa Thiriez , Director, Employer Relations & Partnerships, at mthiriez@scu.edu .

2024-2025 Career Fairs & Events

- *All career fairs and events can be found on our [website](#) .*
- *Registration for career fairs is through Handshake.*

Volunteer Your Time and Experience

Nothing? Donate your time and expertise! Consider these ways to give back.

Mentor and Network with Students on Bronco Exchange

Connect with other alumni and students on SCU's exclusive networking platform, [Bronco Exchange](#) .

Volunteer at a Career Center Event

By signing up for Bronco Exchange, we will invite you to relevant opportunities as they come up, such as a resume review, mock interviews, or panel events.

Bean Executive-in-Residence

Each quarter, the Career Center invites one executive-level professional (director-level or above) to host drop-in hours to share their experience with students and answer their questions.

Host Broncos at Your Workplace

Do you work at an amazing organization and want students to experience your office? Host a career trek to your workplace!

If you are interested in any of these recruitment or engagement opportunities, please reach out to Melissa Thiriez , Director of Employer Relations and Partnerships, at mthiriez@scu.edu .



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