

CAREER SERVICES EMPLOYER PARTNERSHIP PROGRAM

Establish a Talent Pipeline

Establishing key relationships is vital to any measurement of success. Career Services at San Diego State University understands the importance of cultivating a strategic presence in order to build those relationships. From developing on-campus connections to showcasing industry leadership, our team can help promote your initiatives in creating long-term partnerships rather than short-term recruiting transactions.

What is the value of being a Partner?

The Employer Partnership Program provides a platform for your organization to cultivate a sustainable cycle of talent for the future by creating intentional recruitment strategies and engagement with SDSU students and alumni. Our center works with your organization to maximize the impact of campus outreach, increase visibility and access to students, and to provide consultation with Career Services staff, university faculty and administrators.

What do the levels of Partnership include?

The SDSU Career Services' Employer Partnership Program consists of 4 levels all designed to provide a strategic recruiting advantage for your organization, specialized events, and targeted outreach across multiple media outlets. All partners receive customized expert recruitment and digital marketing consultations to meet your specific hiring needs.

Why should your organization become a Partner?

The return on investment (ROI) outweighs the nominal costs of an effective partnership by providing tailored and customized services to best showcase your organization and attract the large pool of talent that SDSU has to offer. The Employer Partnership Program provides a mechanism for employers to significantly streamline recruitment efforts, grow talent and reduce resources needed to find the right talent, lowering overall turnover.

How do I become a Partner?

For information on how your company may become a Partner or lend support to another SDSU program or fund, please send an email to Ramona Acuna, racuna@sdsu.edu, Career Programming & Employer Outreach Counselor at SDSU Career Services, or call (619) 594-4382. All partnerships are accepted on an open enrollment basis and extend for a 12-month period and are tax deductible.

YOUR BENEFITS

| | SOCIAL | SILVER | GOLD | PLATINUM |
|---|--------|---------------------|---------------------|---------------------------------|
| 30-minute partnership overview and strategic planning call with Employer Relations team | \$1000 | \$3500 | \$5500 | \$8000 |
| Promotion of 4 positions on Career Services social media platforms throughout the academic year | | | | |
| Handshake Pin - Promoting your job and/or internship(s) for 2 weeks on targeted students accounts | | | | |
| Direct Email outreach via Handshake to student email accounts (up to 2000) | | | | |
| Social media spotlight story on current DEI Initiatives within your Company | | | | |
| Email outreach campaign to campus identity resource groups (IRGs) advertising initiatives and opportunities | | | | |
| Includes all of the benefits of a Social Partner | | | | |
| Assigned staff member to track your partnership benefits usage | | | | |
| Organization name recognition on Career Services' website | | | | |
| Organization LOGO and NAME prominently displayed inside Career Services Lobby | | | | |
| Organization LOGO displayed in the Interview Waiting Room | | | | |
| Recognized Sponsor in our digital Career Fair Student Guide | | | | |
| Complimentary registration to general career fairs (Fall & Spring Career and Internship Fairs) | | Fall & Spring | Fall & Spring | Fall & Spring + 1 additional |
| Targeted email outreach to industry / major specific student organizations regarding open positions | | 4 per academic year | 6 per academic year | 8 per academic year |
| Provided ROI tracking and metrics report summarizing your engagement efforts per academic year | | 1 | 2 | 2 |
| On-campus tabling or information session per academic year | | 1 | 2 | 3 |
| Provided parking pass for on-campus recruitment events | | | | |
| Instagram Story Take Over (Full Day) | | | | |
| 15-minute presentation to Career Center staff regarding company, recruiting targets and goals | | | | |
| Priority invitations to participate in special guest speaker events, career development panels, industry networking events, and workshops | | | | |
| Bi-monthly check in regarding recruiting/hiring initiatives with Employer Relations Team | | | | |
| Branded On-Campus Interview Room | | | | |
| Company recruiting-related events and initiatives featured on social media outlets | | | | |
| Branded Outdoor Promotional Table in high traffic area (Food Included) | | | | |
| Full-Page Ad in Digital Career & Internship Fair Guides | | | | |
| 4 Tickets to an SDSU Home Basketball Game (special events excluded) | | | | |

