
PARTNERSHIP COUNCIL

Branding your company Connecting with qualified talent

OUR PROMISE: Only the Career Center goes **far beyond** to strategically **educate** Stony Brook University talent about, **prepare** them for, and **connect** them with the needs of industry.

MISSION STATEMENT: **Connect** hiring organizations with our qualified and diverse student/alumni talent.

OVERVIEW: The Partnership Council was developed to strengthen relationships with key employers dedicated to recruiting talent from SBU. Council members are invited based on recruiting history and involvement on campus. The Council is a one year commitment; members provide support for activities through sponsorship and time commitment to career education programs. Relationships are fostered with academic departments to increase education/industry collaborations.

PROGRAM DESIGN AND DESCRIPTIONS

Employer participation is based on the commitment levels listed in the council package and include a strategy meeting to specify your organization needs relative to building your brand as an employer of choice through:

- Online and social media branding
- Direct recruitment events
- Connecting with student organizations, key departments, and faculty
- Focusing on your special population recruitment needs

All packages may be customized to fit your need

******Based on your branding and recruiting needs, you may choose to consider a **campus-wide/technology and engineering**, or **diversity focus** with each level of council package.

Both package options allow for a focus on specific academic disciplines/departments.





















































EMPLOYER RELATIONS CONTACT:

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2019/2020 FAR BEYOND STRATEGIC RECRUITMENT PACKAGES

Technology and Engineering Focus

* Includes access to the College of Engineering & Applied Sciences (CEAS)

FAR BEYOND ROI	ADVOCATE or DIVERSITY PARTNER \$3,500	ASSOCIATE or DIVERSITY LEADER \$6,000	EXECUTIVE or DIVERSITY CHAMPION \$12,000	SIGNATURE PARTNER \$20,000+
Employer Relations Account Manager support				
BRANDING				
Linked logo on Career Center (CC) & *CEAS website				
Events displayed on digital screen in CC lobby, *New CS Building and/or Engineering buildings				
Logo/career site displayed at major events and fairs				
Banner ad on Career Center homepage (1 month) and * CEAS websites		1 per year 	2 per year 	All year 
Handshake Spotlights: Employer Record/Events/Jobs		ER only 	ER & Events 	ER/Events/Jobs 
Student tour of your organization				
Recruitment/branding spotlight article promotion				
* One showcase event for CEAS faculty/staff/students <ul style="list-style-type: none"> Dinner event with students and/or faculty/staff or Hackathon/Coding Challenge mid-level sponsorship 				
CC Intern designated to promote your company				
SOCIAL MEDIA				
Use of Hashtags to connect SBU events to company				
Promotion of events on CC & * CEAS social media sites				
Job listing promotion on LinkedIn <u>upon your notification</u>				
JOB FAIRS & ON CAMPUS RECRUITING				
Complimentary Job Fair registrations	1 per year 	2 per year 	Unlimited 	Unlimited 
Job Fair location on Partner's front row				
Job/Internship Email Blast through CC & * CEAS				
Promotional Ad on Job Fair App and *CEAS website				
Information Sessions or Lunch & Learns			1 per year 	2 per year 
Customized Email Blast before Job Fairs				

* View additional page

CAREER EDUCATION/CAMPUS CONNECTIONS: Focus on College of Engineering & Applied Sciences				
Resume Reviews for students before IT & Eng. job fairs				
*Introduction to targeted CEAS faculty/student groups & added to VIP Speaker List in CEAS classes				
DIVERSITY CAREER EDUCATION: Include significant involvement in diversity related program and events				
Career Prep: Mock Interviews/Practice Your Pitch				
DPLN Student Site Visit/Tour				
Presenter for DPLN Leadership Training topics		If schedule permits 		
Panelists/Participants for Fall & Spring Diversity Recruitment Events			