

Santa Clara University Career Center



**Santa Clara
University**

EMPLOYER PARTNER PROGRAM

An Early Talent Workforce Planning Solution



ABOUT SANTA CLARA UNIVERSITY

Located in the heart of Silicon Valley, Santa Clara University blends high-tech innovation with a social consciousness grounded in the Jesuit educational tradition.

We are committed to leaving the world a better place. We pursue new technology, encourage creativity, engage with our communities, and share an entrepreneurial mindset. Our goal is to help shape the next generation of leaders and global thinkers.

Santa Clara's undergraduate and graduate programs span areas ranging from psychology to sustainable-energy engineering and from theater arts to business analytics.

By the Numbers ...

<i>10,000+ students.</i>	Santa Clara University enrolls ~6,000 undergraduates and ~3,000 graduate students across 50+ majors, minors and programs.
<i>95% retention rate.</i>	Santa Clara University boasts one of the highest student retention rates in all of higher education. Our high retention means that you can confidently invest in this brand building opportunity knowing that you will see a return on your investment.
<i>Proudly diverse.</i>	Some of the demographics of our most recent incoming class: students of color – 55%; first generation – 15%; Pell eligible – 11%; and international – 7.5%.

ABOUT THE CAREER CENTER

The SCU Career Center is nationally recognized for success and thought leadership in the field of career services. As of 2022, it is ranked #19 on The Princeton Review's "Top 20 Best Career Placement List."¹

The Career Center supports the career and professional development of 6,000+ undergraduate students across the Leavey School of Business, School of Engineering, and College of Arts and Sciences as well as 2,000+ graduate-level students in the School of Engineering and the School of Education and Counseling Psychology.

Graduate-level business students and law school students are served by separate career centers. Please let us know if you are interested in recruiting students in either of these programs and we will be pleased to make an introduction.

¹ Source: <https://www.princetonreview.com/college-rankings?rankings=top-20-best-career-placement-private-schools>

INTRODUCTION

- Are you wanting to **increase your pool** of diverse and qualified applicants?
- Are you curious about how your company can be a **recognizable brand** on campus?
- Do you want to make a **deeper and more lasting impression** on students?
- Is Handshake not surfacing enough of the **skilled applicants** your company needs?

Dear Potential Partner,

If these questions resonate with you, then becoming an **Employer Partner** at the SCU Career Center may be the recruitment solution that your company needs. We are offering three tiered levels of sponsorship to help you meet your branding and recruitment needs.

As an employer partner, you will have the unique opportunity to:

Boost your brand recognition

Stand out from other employers by receiving elevated marketing through our website, emails, and events.

Increase ROI on your recruitment efforts

Our partner benefits are designed to drive your desired engagement and recruitment outcomes.

Streamline logistics and planning

Ensure participation in the most impactful recruiting events of the season with one payment.

A detailed list of the Employer Partner Level benefits are included on the following page.

On behalf of the SCU Career Center, I thank you for taking the time to learn more about our Employer Partnerships and this exciting opportunity to optimize recruitment of SCU students – the best talent you'll find in Silicon Valley or beyond.

Thank you,



Melissa Thiriez (she/her)
Director, Employer Relations and Partnerships
Career Center, Santa Clara University
mthiriez@scu.edu | 408-551-3059

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)
- ☐ One complimentary On-Campus Interview
- ☐ Three targeted student emails
- ☐ Unlimited recruiting consultation sessions with an Employer Relations expert
- ☐ Priority invitation and complimentary on-campus parking to applicable events

RED ... \$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)
- ☐ Priority registration for On-Campus Interview
- ☐ 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

DESCRIPTION OF BENEFITS



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

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*

- An average of 454 students checked in at each Career Fair.
- Mean: 454; Median: 332; Mode: N/A; Range: 672.

On-Campus Interviews (OCIs) – Accelerate your hiring.

OCIs are a great way to either screen students or make hiring decisions right on the spot! There are multiple options for OCI, including in-person and virtual.

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*

- An average of 18 students checked in at each Coffee Chat.
- Mean: 18; Median: 13; Mode: 13; Range: 47

**based on 2022-2023 metrics*

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.



Benson Memorial Center, West Wing
500 El Camino Real
Santa Clara, CA 95054

(408) 554-4421

<https://www.scu.edu/careercenter/>
careercenter@scu.edu
