



JOHN BROWN  
UNIVERSITY

Career Development Center

# EMPLOYER & GRADUATE SCHOOL PARTNERSHIP FREQUENTLY ASKED QUESTIONS

CAREER DEVELOPMENT CENTER

## What are Employer & Graduate School Partners?

Employer & Graduate School partners are companies, organizations, and graduate schools that have opted into a partnership with John Brown University in order to increase their interactions and recruitment of JBU students. This program exists to foster connections between organizations and our talented, faithful students at JBU. The partnership has three levels: Gold, Silver, and Bronze. Each level has different benefits that can be used to elevate recruitment and student connection at JBU. These benefits can be divided into three categories: on-campus recruiting, increased visibility, and event benefits.

## Why does JBU Career Development Center have Employer & Graduate School Partners?

The Career Development Center started the Employer & Graduate School Partnership program to open the door for organizations to increase their company visibility and connect them with JBU students. Being a Partner with JBU allows us to intentionally work with your organization to help you promote the benefits of your opportunities and recruit JBU students.

## What benefits do all levels have?

Each level includes a recruitment strategy session with a CDC staff member to help you plan your recruitment efforts at JBU. Each partnership level also includes an email to JBU Faculty and increased company visibility through on campus promotions, social media promotions, and job blast emails.



Career Development Center  
John Brown University



jbu\_cdc



John Brown University  
Career Networking Community

Career Development Center | Located in Walker Student Center  
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## What is the difference between the Gold, Silver, and Bronze partnerships?

The difference between the Gold, Silver, and Bronze level partnerships is based on the number of recruitment and promotions available for an organization to use in a given year. Gold partners, the highest level, can have a JBU CDC social media takeover, presentation to the CDC staff, unlimited on-campus visual advertisements, and the ability to present at JBU during the Spring Semester. Look [here](#) for more information on all the perks.

## How do I know which level of partnership my company should purchase?

The partnership levels primarily differ based on the number of promotional opportunities available. If your organization has a desire to post on JBU CDC's social media, connect with faculty and student organizations, or have more personal connections with the Career Development Center and JBU Students, then a Gold partnership would be best! If your company wants to do a few promotions at JBU and primarily promote themselves a few times during the year, then a Bronze partnership will work best. Again, you can find more information about all the benefits for partners [here](#).

## Is becoming an Employer or Graduate School Partner worth your time?

Past employers have stated this about JBU students:

"Last summer, we had two interns from JBU and we were so impressed with them both. Their work ethic, spiritual maturity, and professionalism was a benefit to the ministry and we were sad to see them go!"

-Mary Salazar, Internship Program Manager, Focus On The Family

"Having worked with current students and JBU graduates at multiple companies and in different environments, there is an undeniable common thread among them. Each carries a keen, values-based appetite to achieve and make a meaningful impact for both their organization's bottom line and the wellbeing of their communities."

-Donny Epp, Communications Director, Simmons Foods





### How do I get the most out of my Employer or Graduate School Partnership?

Here are some tips on how to get the most out of your employer partnership with JBU:

1. Plan your strategy early! It is an important part of the process which will enable you to use the full benefits of your partnership.
2. Communicate consistently and clearly with Career Development staff on how you want your employer brand represented. This will help us to better position your brand.
3. Take advantage of ALL of the benefits and spread them out over the course of the academic year. Students often search for jobs at different times during the year. By recruiting all year, you can communicate to a more diverse group of students.
4. Stay active on Handshake. Keep jobs up to date and send messages to students through Handshake. Create events that can be promoted through your partnership.

### How do I become a partner?

We will send information through Handshake in the spring semester about partnerships for the upcoming year. When you get this information, respond quickly because our partner spots fill up quickly.

### How many partnerships are there annually?

We have six employer partnership spots every year. Once we fill our six partnerships we do not accept any more employers for that year.



## How do I engage with employer partners?

Employer partners will engage with faculty in primarily two ways. Each employer partner will be included in an email to all faculty at the beginning of each academic year. This email will include the company description and current job openings. As a faculty member, you can keep up to date on the job postings of each employer partner through emailing the Career Development Center.

Gold and Silver partners have a special opportunity to be connected with faculty members through the Faculty & Employer email connect. This is an opportunity for employers to talk directly to faculty for the majors they are most interested in recruiting for their positions.

## How can I encourage students to engage with employer partners?

You can encourage students to be engaged with partners through keeping up-to-date on current job, internship, and graduate school openings that may be of interest to your students. Partner job postings can be found in Handshake. Email [cdc@jbu.edu](mailto:cdc@jbu.edu) for login information.

## How can I expect employer partners to engage with me?

You may receive an email from one of our Gold or Silver partners. If this happens, there are many possible ways the employer could interact with you. They may wish for you to promote their organization in your classes or to present in one of your classes. This is a great opportunity to showcase our employer partners.



## Why should I pay attention to the Career Development Employer & Graduate Partners?

Employer partners are employers who are especially interested in hiring JBU students and alumni! This is a great opportunity to learn more about potential jobs, graduate school opportunities and organizations. Partners may host events on campus, communicate with your student organizations, or have social media promotions. The goal of all these activities is to engage better with YOU.

## There is a partner that I am really interested in. How can I interact with them more?

You can interact with our employer partners through attending their events via handshake, applying for their jobs on handshake, reaching out to employers directly via handshake, or through meeting them at a career fair. All of these opportunities will allow you to get to know the organization better.

## Where do I find more information about JBU partners?

You can find more information about the employer partners on our [website](#) or by looking at the employers on Handshake. You will also receive an email at the beginning of each academic year with the list of partners and a description of each organization. This is a great starting point to learn more about the them!

