

EMPLOYER /GRAD SCHOOL PARTNERSHIP

2025-2026



JOHN BROWN UNIVERSITY

Career Development Center

Employer & Grad School Partners are companies, organizations, and graduate schools that have opted into a partnership with John Brown University to increase their interactions and recruitment of JBU students. This program exists to foster connections between companies and talented students at JBU.

		FEE PER YEAR	GOLD - \$ 500	SILVER - \$ 350	BRONZE - \$ 200
ON CAMPUS RECRUITING	Recruitment Strategy Session		✓	✓	✓
	Visit Days - # of on campus visits (included table, campus interview, and info session)		3 PER SEMESTER 3 lunches	2 PER SEMESTER 2 lunches	2 PER SEMESTER
	Upgraded Job Listings on Handshake (Job posting to target departments)		4 DEPARTMENTS	2 DEPARTMENTS	1 DEPARTMENTS
	Access to Relevant Student Organizations		✓	X	X
	Job Blast Email sent to Target Academic Department(s)		4 EMAILS (2 emails per semester 4 Depts)	2 EMAILS (1 email per semester 3 depts)	1 EMAIL (1 email per year 2 Depts)
	Partner Introduction Email to JBU Faculty		✓	✓	✓
VISIBILITY	Plasma Screen Ad of Available Positions (duration of 1 week)		UNLIMITED	4	2
	Social Media Promotion		2 per semester + social media takeover incl stories	2 per semester	1
	Flyer Posted in Prime Location on Campus		2X semester Poster on Campus	X	X
	Increased Visibility on our Monthly Job Blasts & Guest Blogger		✓	✓	✓
EVENTS	Fees Waived for 1 CDC Sponsored College Specific Networking Event (if available)		ALL REPS	2 REPS	1 REP
	Faculty & Employer Connect		2	1	X
			✓	✓	✓

AVAILABLE ALL YEAR!

Not ready to sign on to a full year partnership?

EMPLOYER SPOTLIGHT:

\$50 Fee Per Posting (inquire for nonprofit, small business, and govt. discounts)

- 1 JOB/EVENT BLAST TO 2 DEPARTMENTS OF YOUR CHOICE
- 1 SOCIAL MEDIA POSTING

JBU Partnership is limited to 6 partners (Employer Spotlight not incl) Deadline to sign-up is 4/15/25 | Runs August 2025 – May 2026 | Partnership benefits are initiated by partners not JBU CDC. Unused benefits remain unused after expiration. Partners may apply 2 consecutive years. After 2 years of partnership, you must wait two years to apply again.

ON CAMPUS RECRUITING

Recruitment Strategy Session

An initial recruitment strategy session will be held to plan & schedule benefits. If additional strategy sessions are needed, we are happy to accommodate. The rewards of the partnership can only be realized with a solid plan.

Visit Days

Free once per semester & \$15 for each additional day. Partners receive more than 1 free visit. Visits are scheduled 2 weeks in advance. You are provided with a table in the WSC, and info session can be added. Lunches are provided for some levels. Notify us 2 weeks ahead if you want to use a lunch.

Upgraded Job Listings

Your job postings will be boosted on the Handshake homepages of your chosen departments (limited number of departments according to partnership level).

Access to Relevant Student Organizations

We will forward our Gold partner communication to the clubs/orgs that you have selected. It is up to the club to respond. We will do our best to connect you. A list of student clubs can be provided.

Job Blast

We will send an email with your jobs/events to a target student department & professors of that department. The number of emails & departments depends on partnership level. (Requirements: Image, text, & jobs/events posted in Handshake. For tracking purposes, all correspondence must go through Handshake. No outside links permitted.)

VISIBILITY

Plasma Screen Ad

Showcase your organization all year - We will place your image and verbiage in our templates and run it on the plasma screen in the WSC (# of ads depends on level).

Social Media Promotion

We will promote your ad (we can design one if needed) on Facebook, Instagram & LinkedIn pages (only graduate/alumni level jobs on LinkedIn). # of ads dependent on partnership. Social Media Takeover for Gold partners is 3x in one week plus up to 3 stories. (Requirements: JPG image, text, & opportunities posted in Handshake. Up to 3 stories as well. For tracking purposes, all correspondence must go through Handshake. No outside links permitted.)

Flyer Posted in Prime Location On-Campus

You will provide a flyer with your Handshake link (s) or QR code and post it in a prime location on-Campus for 2 weeks. This can be done 1x per semester (2 total).

Increased Visibility

Monthly Job Blasts – A job blast & event email is sent out each month to our students which includes all our partner opportunities. Your jobs (& events) will be highlighted on this email. We also welcome you to be a guest blogger on one of our student communications.

EVENTS

Fees Waived for One Event*

If our department hosts/sponsors a networking event/fair in the term of your partnership*, the general admission fee will be waived for the # of representatives included in your partnership level. Sponsoring a fair incurs an additional fee (i.e. we held a business dept fair, human services fair and ministry showcase for the previous school year.) This does not include events held by other departments such as the Construction Company Day.

Faculty & Employer Connection

For our Gold & Silver partners, we will connect you with a faculty member in the department of your choice. It is up to the faculty member to respond & complete the connection. We encourage a relationship that could result in the faculty promoting your organization or allowing you to present in the classroom. Be prepared to establish goals for the connection to achieve desired end results.

30 Min Zoom Presentation to CDC Staff

You will be able to present your organization mission, goals, & opportunities to our CDC staff.

Thank you for your recruitment of JBU Talent. Contact cdc@jbu.edu for more information. Sign up on app.joinhandshake.com to be notified when the partnership application opens each school year.

Employer Partnership FAQ

Jump to:

[Are there different levels of employer partners?](#)

[Why does JBU Career Development Center have employer partners?](#)

[What benefits do all levels have?](#)

[What is the difference between the Gold, Silver, and Bronze partnerships?](#)

[How do I know which level of partnership my company should choose?](#)

[Is becoming an Employer Partner worth your time?](#)

[How do I get the most out of my Employer Partnership?](#)

Are there different levels of employer partners?

There are three levels: Gold, Silver, and Bronze, plus Employer Spotlight Partnerships. Each offers different benefits to enhance recruitment and student connections at JBU.

Why does JBU Career Development Center have employer partners?

The Career Development Center launched the Partnership program to boost company visibility and connect employers/grad schools with JBU students. It helps organizations promote benefits and recruit effectively.

What benefits do all levels have?

All levels offer a recruitment strategy session with CDC staff, emails to JBU faculty, and increased visibility through on-campus promotions, social media, and job blast emails.

What is the difference between the Gold, Silver, and Bronze partnerships?

Gold, Silver, and Bronze partnerships vary by the number of recruitment and promotion opportunities. More details can be found [here](#).

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

Choose Gold for extensive engagement, including more social media posts and connections with faculty and student organizations. Choose Bronze for occasional promotions.

Is becoming an Employer Partner worth your time?

"We were so impressed with them (interns) both. Their work ethic, spiritual maturity, and professionalism was a benefit to the ministry!" -Mary Salazar, Internship Program Manager, Focus On The Family

" Each (intern) 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 Partnership?

1. Plan your strategy and choose optimal recruitment times.
2. Communicate with CDC staff to effectively showcase your brand.
3. Use all benefits throughout the year to reach a diverse group of students.
4. Stay active on Handshake: update jobs, message students, and create events.

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