

EMPLOYER PARTNERSHIP



CAREER DEVELOPMENT

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

NOTE: Scroll down to see benefit details and FAQs.

| | GOLD | SILVER | BRONZE |
|---|--------------|--------------|--------------|
| Recruitment Strategy Session | ✓ | ✓ | ✓ |
| 20 min Presentation to CDC Staff | ✓ | ✓ | ✓ |
| Partner Intro Email to JBU Faculty | ✓ | ✓ | ✓ |
| Upgraded Job Listings | ✓ | ✓ | ✓ |
| Plasma Screen Ad of Available Opportunities | ✓ | ✓ | ✓ |
| Monthly Job Blasts & Guest Blogger | ✓ | ✓ | ✓ |
| Video Submission to Faculty for Classroom Use | ✓ | ✓ | - |
| Access to Clubs and Orgs | ✓ | - | - |
| Faculty/Employer Connection | ✓ | - | - |
| Job Blast Emails to Target Departments | 2 PER YEAR | 1 PER YEAR | 1 PER YEAR |
| Social Media Promo | 2 / SEMESTER | 1 / SEMESTER | 1 / YEAR |
| Number of FREE Visit Days | 2 / SEMESTER | 3 / YEAR | 3 / YEAR |
| Fees Waived for 1 CDC Career Event | ALL REPS | 2 REPS | 1 REP |
| Flyer in Prime Location on Campus | 1 PROMO | - | - |
| PRICE | \$500 | \$350 | \$200 |

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
- Available ALL YEAR!

JBU Partnership is limited to 6 partners (Employer Spotlight not included). Deadline to sign-up is 6/1/26 | Runs August 2026 - May 2027 | Partnership benefits are initiated by partners not JBU CDC. Unused benefits remain unused after expiration. Partners may apply 7 consecutive years. After 2 years of partnership, you must wait 2 years to apply again.

RECRUITMENT STRATEGY SESSION

We'll begin with a recruitment strategy session to plan and schedule your benefits. Additional sessions are available as needed. A strong plan ensures you get the most out of your partnership.

20-MINUTE ZOOM PRESENTATION FOR CDC STAFF

Present your organization's mission, goals, and opportunities to the Career Development Center team.

PARTNER INTRODUCTION EMAIL TO JBU FACULTY

We share your organization information with relevant faculty to build your brand awareness and cultivate connections.

UPGRADED JOB LISTINGS

Handshake listings are added to relevant student major collections on Handshake, making it easy for students to find your opportunities.

PLASMA SCREEN AD OF AVAILABLE OPPORTUNITIES

Showcase your organization year-round. We'll incorporate your image and messaging into our templates and display it on the student center plasma screen.

MONTHLY JOB BLASTS AND GUEST BLOGGER OF THE MONTH

Your jobs and events are featured in our monthly email to students, highlighting partner opportunities. You will also get an opportunity to share your insights in a guest blog in one of those months.

VIDEO SUBMISSION TO FACULTY FOR CLASSROOM USE

Share a short video introducing your organization, opportunities, and insights. We distribute it to relevant faculty for classroom use.

ACCESS TO CLUBS & ORGANIZATIONS

Gold Partners only. We share your opportunities with selected student organizations. Responses are at each organization's discretion, but we will do our best to facilitate connections. A list of student organizations is available upon request.

FACULTY/EMPLOYER CONNECTION

Gold Partners only. We will connect you with a faculty member in your chosen department. Engagement is at the faculty member's discretion, but we encourage building a relationship that may lead to classroom presentations or faculty promotion.

JOB BLAST EMAILS TO TARGET MAJOR DEPARTMENTS

We send targeted emails promoting your jobs/events to selected departments and faculty. *What we'll need to get started:* image, text, and active Handshake listings. For tracking consistency, we ask that communication remains within Handshake (no external links).

SOCIAL MEDIA PROMOTION

We promote your opportunities on Facebook, Instagram, and LinkedIn (LinkedIn is reserved for graduate/alumni-level roles). The number of posts varies by partnership level. *What we'll need to get started:* JPG image, text, and active Handshake postings. For tracking consistency, we ask that communication remains within Handshake (no external links).

OF FREE VISIT DAYS

All employers receive 1 free visit per semester, with additional visits available for \$15 each. Partners enjoy extra complimentary visits. Visits must be scheduled at least 2 weeks in advance and include a table in a prime location, with the option to add an info session.

FEES WAIVED FOR ONE EVENT

If the Career Development Center hosts or sponsors a networking event or fair during your partnership term, the general admission fee up to \$100 is waived for the number of representatives included in your partnership level (see chart). *This does not include events hosted by other departments.*

FLYER POSTED IN A PRIME LOCATION ON CAMPUS

Gold Partners only. Provide a flyer with your Handshake link(s) or QR code, and we'll display it in a high-traffic campus location for 2 weeks. Available once per semester (2x per year).

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ARE THERE DIFFERENT PARTNERSHIP LEVELS?

Yes - Gold, Silver, and Bronze, plus Employer Spotlight options. Each level offers different benefits to support recruitment and student engagement at JBU.

WHY PARTNER WITH THE JBU CAREER DEVELOPMENT CENTER?

Our partnership program increases your visibility and helps you connect with JBU students and alumni. It's designed to support effective, targeted recruiting.

WHAT BENEFITS ARE INCLUDED AT ALL LEVELS?

All partners receive a recruitment strategy session, outreach to JBU faculty, and increased visibility through on-campus promotion, social media, and job blast emails.

WHAT'S THE DIFFERENCE BETWEEN GOLD, SILVER, AND BRONZE?

Partnership levels vary by the number of recruitment and promotional opportunities. See details for a full comparison.

HOW DO I CHOOSE THE RIGHT LEVEL?

Gold is ideal for maximum engagement, including more social media promotion and connections with faculty and student organizations. Bronze is best for more limited, occasional promotion.

IS BECOMING AN EMPLOYER PARTNER WORTH IT?

"We were so impressed with them [interns] both—their work ethic, spiritual maturity, and professionalism were a benefit to the ministry!"

—Mary Salazar, Internship Program Manager, Focus on the Family.

Most partners choose to renew for a second year as they see value in increased visibility, targeted outreach, and successful recruitment efforts.

HOW CAN I GET THE MOST OUT OF MY PARTNERSHIP?

1. Plan your recruitment strategy and timing.
2. Collaborate with CDC staff to showcase your brand.
3. Use your benefits throughout the year.
4. Stay active on Handshake - update jobs, message students, and create events.

DISCLAIMER FOR STUDENTS: John Brown University hosts and advertises external events, activities, and in-house fairs in Handshake and through other communications that it believes may be of interest to members of the JBU community. This does not indicate University sponsorship or endorsement of any organization, employer, activity, or event. It is the participant's responsibility to apply due diligence when participating and to research any employers or organizations before sharing personal information or making commitments.