



2020-2021 Employer Partnership Program

Become a **UMBC Career Center Employer Partner** and create a lasting impression with our talented students! As a partner, you will have the opportunity to establish your organization's brand virtually and on the UMBC campus as well as make meaningful connections with students, faculty, and staff. Due to the uncertainty surrounding in-person events, we have reduced the cost of each partnership level temporarily for the 2020-2021 academic year.

Partnership Duration: August 2020-July 2021	GOLD \$6,000	SILVER \$2,500	BRONZE \$1,500
EVENTS			
Free event registrations (Fall Career & Internship Fair, Spring Career & Internship Fair, and the Diversity Recruitment Event)	•	•	•
- High visibility booth placement at career fairs	•	•	
- Pre-event messaging featuring employer message prior to fair	•	•	
Support scheduling virtual student interviews	•	•	•
Invitation to participate in Life after College program	•	•	•
Custom Diversity & Inclusion Recruitment Activity	•		
Assign student ambassadors to promote and participate in information sessions coordinated with Career Center	•		
UMBC Connects Visibility Day	•	•	
Partner Prime Time - Early admission to virtual career fairs	•	•	
Get-To-Know you session with Corporate Relations Team Member	•	•	
BRANDING			
Career Guide Advertisement (web)	Full-Page	Half-Page	Quarter-Page
Organization's materials shared electronically to targeted student populations	•	•	•
Logo featured on Career Center website and available campus electronic media screens	•	•	•
Logo showcased on UMBCworks (online job portal for students and alumni)	•	•	•
Social Media Featured Employer of the Week	•		
Logo prominently displayed at all large scale career events	•	•	
Company profile available to students for one year on Career Center Website	•	•	
Logos included in the Career Center's major specific e-newsletters	•	•	
SERVICES			
Targeted email blasts to students highlighting job postings and campus/virtual visits	•	•	•
Priority scheduling for recruitment dates (interviewing, information session, etc.)	•	•	
Invitations to participate in student programs (presentations, resume critiques, coffee chats, etc.)	•	•	
Direct priority pipeline to employer relations team	•	•	
- Assistance creating customized resume books			
- Assistance with scheduling meetings with targeted student organizations			
Bi-Weekly review of the company's website to identify internship and full-time postings relevant to students and recent alumni. These opportunities will be posted in UMBCworks.	•	•	

Please note, the activities within each level may be customized to fit your recruiting needs. To get involved or for additional information, please contact Sue Plitt, Associate Director, 410-455-2340, plitt@umbc.edu

Below is an overview of 2020-2021 events:

Fall 2020 UMBC Connects Visibility Days	9 Select Wednesdays
Fall Career & Internship Fair (Virtual)	September 23, 2020
Diversity Recruitment Event (Virtual)	October 22, 2020
Spring Career & Internship Fair (may be Virtual)	February 2021 (Snow Date TBD)
Spring 2021 UMBC Connects Visibility Days	6 Select Wednesdays