



# EMPLOYER PARTNERSHIP PROGRAM

# BE A PARTNER

## MAKE CAREERS HAPPEN

### What is Foster The Future

Foster The Future is an employer partnership program to establish a key presence on campus that showcases your organizations commitment to empowering students to succeed in their career journey.

### Why Get Involved

As a Foster The Future partner, you are investing in the most valuable asset for your organization — *talented people*. In turn, these students grasp the professionalism and career readiness competencies to become a valuable resource to the workforce and your organization.

### Benefits You Receive

In addition to the positive aspects of displaying industry leadership and good Corporate Social Responsibility (CSR) that many millennials value, the Career Center at Cal State Fullerton will advocate your initiatives, student engagement and increase your brand awareness on campus as a valued partner.

### Transparent Partnership

100. Percent. Transparency. Foster The Future partners can rest assure that 100 percent of the partnership funds directly contribute to initiatives that provide services to better prepare students for the workplace such as individual one-to-one advising, extended hours drive-thru advising, and a Student Ambassador Program to assess continued advancement of career center services to better prepare students for their career paths.

## PARTNERSHIP TESTIMONIALS

The Career Center is always willing to help guide me in our recruiting efforts and provided opportunities to meet qualified candidates. Their dedication to students and employers is unparalleled and we are thrilled that CSUF continues to be a top school to recruit from in Southern California.



**Kim Martin**  
Talent Acquisition Manager



**Julia Capizzi**  
Field-Based Diversity Recruiter

Being a sponsor at CSUF rather than just another employer has resulted in deeper professional relationships, thoughtful partnering from career staff to help reach my goals plus more access to students – it has allowed me to meet students where they're at more and tailor my approach for recruitment.

## CAREER CENTER UTILIZATION

**25,651**  
**LOGINS** Students logged into the Titan Connection jobs database in the 2019-20 academic year.

**5,900**  
**SESSIONS** Career counseling sessions of both drop-in sessions (3,325) and scheduled appointments (2,785).

**4,195**  
**STUDENTS** The total number of students that had utilized Career Center services.

# PARTNERSHIP PERKS

## HIGHLIGHT OF TOP BENEFITS

The Foster The Future employer partnership provides many added benefits for your participation in changing student lives. Below are some of the benefits your organization will receive by becoming a partner. Partnership levels and details are on the following page.



### BRANDING & VISIBILITY

Your organization's logo and messaging to appear on numerous print/digital collateral, digital displays and social media channels to emphasize your partnership and committed support to CSUF students.



### CAREER EXPO EXTRAS

Additional complimentary Career & Internship Expo registration, advance invitations to recruiting events and priority registration are some additional benefits. Take advantage if your organization already attends our events.



### OUTREACH OPPORTUNITIES

Promote your presence at the university during career expos through direct emails, social media, recorded webinars and access to a Titan Connection Resume Book.



### CAREER CENTER TAKEOVER

Have your organization occupy the Career Center. Present direct recruiting opportunities, workshops and networking opportunities all within a centralized space. It's your office and your day to showcase your organization.



### EMPLOYER SPOTLIGHT

The entire week will be about your organization. The Career Center promotes your organization through printed collateral, email blasts, newsletter and tabling opportunities in a strategic location.

**\$1,500  
(Virtual)/  
\$1,800  
(Hybrid)  
Non-Profit  
Partnership**

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**2** Virtual Career Fairs (can be switched out for customized events)

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**3** Email blasts

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**2** Customized Events (i.e. information session, workshop, tabling, etc.)

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**1** Instagram Live

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**1** Half-day Instagram Takeover

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**1** Titan Connection Web Advertisement for 2 months of your choice

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Partner Recognition on Career Center Website + additional email promotion during virtual career fair participation

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Partner highlight in Fall and Spring Calendars

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\*\*\*Additional services (information sessions, email blasts, social media branding) above allotted amount will be charged an a la carte fee

**\$2,000  
(Virtual)/  
\$2,500  
(Hybrid)  
Silver  
Partnership**

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**3** Virtual Career Fairs (fairs can be substituted for an additional info session or virtual tabling session)

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**4** Email blasts

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**3** Customized Events (i.e. information session, workshop, tabling, etc.)

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**1** Instagram Live

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**1** Half-day Instagram Takeover

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**1** Titan Connection Web Advertisement for 2 months of your choice both fall and spring semesters

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Partner Recognition on Career Center Website + additional email promotion during virtual career fair participation

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Partner highlight in Fall and Spring Calendars

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**\$3,500  
(Virtual)/  
\$5,000  
(Hybrid)  
Gold  
Partnership**

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**4** Virtual Career Fairs (fairs can be substituted for an additional info session or virtual tabling session)

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**5** Email blasts

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**2** Customized Events (i.e. information session, workshop, tabling, etc.)

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**2** Virtual Tabling Session

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**1** Titan Connection Web Advertisement for 2 months of your choice both fall and spring semesters

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Partner Recognition on Career Center Website + additional email promotion during virtual career fair participation

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Partner highlight in Fall and Spring Calendars

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\*Benefits are only valid for the time frame of the given partnership year and may not be rolled over to future partnership years.