



CAREER SERVICES

THE UNIVERSITY OF ALABAMA IN HUNTSVILLE

2018 – 2019



EMPLOYER
ENGAGEMENT



EMPLOYER ENGAGEMENT

i4 EMPLOYER ENGAGEMENT PLAN

The mission of i4 is to purposefully match students with employer partners that view these students as potential employees. It provides an in-depth introduction to the organization and allows the employer partner to engage with students on a deeper level than offered by traditional recruiting strategies. The following overview is from the perspective of the student lifecycle. After three years, the employer will have participated in one full cycle of the program, with a different student cohort in each of the phases.

YEAR 1: "INTRODUCE"

The purpose of Year 1 is to introduce your brand to first-year students and educate them about the opportunities within your organization. The requirements for Year 1 are as follows:

1. Participate in at least two of the following programs:
 - a. Career Panels
 - i. Audience: 120 freshmen
 - ii. Usually scheduled in June/July and held in late-September
 - iii. Time commitment: 1 hour 20 minutes
 - b. Month of Externships (MOE)
 - i. Formal job-shadowing program
 - ii. Employer registration between August and December
 - iii. Students are paired and scheduled in February
 - iv. Actual shadowing happens during the month of March
 - v. Time commitment depends on what works best for employers, e.g., a lunch meeting, a half day, a whole day, or a whole week
 - c. Mentor-A-Charger (MAC)
 - i. Formal one-on-one mentoring program
 - ii. Employers must register by July 31
 - iii. Employers are matched with students by September 15
 - iv. Time commitment comprises a minimum of five meetings between September and December
2. Attend one (or both) semi-annual UAH career fair(s)
 - a. Registration cost ranges between \$300 and \$350
 - b. Time commitment is a half-day
3. Sponsor Co-op Kickoff (scheduled for August 15, 2018)
 - a. Sponsorship ranges from \$250 to \$500
 - i. \$500 sponsorship includes employer logo on event t-shirt, which is given to student attendees
 - b. Time commitment is 2 to 3 hours



YEAR 2: "INSPIRE"

Year 2 involves group mentoring. Employers select the size of the group as determined by the number of intern/co-op vacancies that their organization will have in the next year and set selection criteria such as desired majors, GPA minimums, etc. Students are then placed by the university based on this criteria and an in-person interview with UAH's Career Services.

The group meets six times between August and December. The first four sessions consist of topics relevant to the employer partner and the student, but are determined by the employer partner (e.g., leadership, technology in the workplace, etc.). The fifth session is an on-site tour, which gives the students an understanding of the day-to-day operations of the organization. The last session is designed to be a "graduation" ceremony, to include interviews for internship/co-op positions for the upcoming summer or fall semester.

The dates for fall 2018 group mentoring are as follows:

- ▶ **AUGUST 13 @ UAH at 1:00 PM**
- ▶ **SEPTEMBER 14 @ UAH at 1:00 PM**
- ▶ **OCTOBER 11 @ UAH at 9:00 AM**
- ▶ **NOVEMBER 16 @ UAH at 1:00 PM**
- ▶ **NOVEMBER 28 (on-site facility tour at employer location) at 1:00 PM**
- ▶ **DECEMBER 6 at employer facility at 9:00 AM**

YEAR 3: "INTEGRATE"

Year 3 involves integrating the student into your workforce through a co-op or internship. The structure of the position is left up to the employer as long as it meets minimum university co-op and internship guidelines.

YEAR 4: "INVEST"

The final year is about investing in the potential employee. It is intended to allow employer partners to view students in team environments with real-life challenges. Students work collaboratively on a cross-disciplinary senior design project or case study/competition that the organization sponsors. At this stage, it is expected that the students will have a employer mentor and that the organization is considering the student for full-time employment upon graduation.

Organizations interested in sponsoring a senior design project are asked to notify the university by May, before the project is slated to start in August. Senior design sponsorship costs vary. The organization will need to be active in the process and remain in contact with the assigned faculty member. The goal of the project is to give students practical work experience, while working in an area of interest to the organization.

Case study/competitions are coordinated by UAH's Career Services. Students are given the project in August and are asked to present to organization representatives in January of the following year. The organization selects the winners, with Career Services coordinating all dates and room locations.





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