



College of Letters & Science
UNIVERSITY OF WISCONSIN-MADISON

A Hiring Pool of 18,000 + Undergraduates

The College of Letters & Science (L&S) is home to the largest and most diverse student body at UW-Madison

3,500+

graduating students

45%

of total UW-Madison enrollment

12,000+

students participating in career programs & active on Handshake

65

undergraduate majors

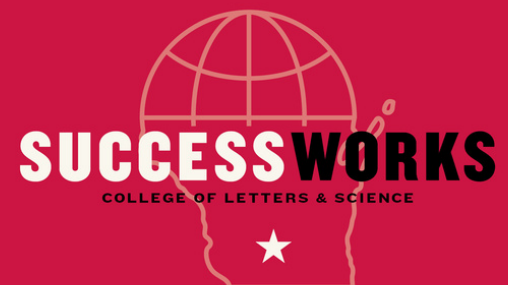
Students Ready to Launch Careers

Nearly 40% of all L&S students engaged in career development programs in Fall '21

55% of L&S students complete an internship

1,057 L&S students participated in Experiential Career Education in '21-'22

SuccessWorks partners with employers to build a roadmap for ROI-driven recruitment of L&S students. Work with us to create meaningful student engagement opportunities, and to elevate your brand through targeted student marketing.



SUCCESSWORKS EMPLOYER PARTNERSHIP



Elevate your brand and build a long-lasting, ROI-driven recruiting relationship with the largest, most diverse school at UW-Madison.

Classroom Visits

GOLD

Present to classrooms of highly-engaged students focusing on career development. Visit virtually or in-person up to twice per semester, to discuss topics like industry trends & your organization.

Diversity-Focused Recruiting

GOLD, SILVER

SuccessWorks staff have the knowledge and campus connections to help you build a hiring operation that reaches students from diverse backgrounds.

Recruitment Strategy & Pipeline Development

GOLD, SILVER, BRONZE

We collaborate closely with Partners to develop outcomes-driven strategies to fulfill your hiring needs, from internships to full-time positions.

Elevated Brand & Campus Visibility

GOLD, SILVER, BRONZE

Get unprecedented brand visibility online (225,000 visits/year), in email marketing (18,000+ students reached), and in high-traffic spaces on campus like Career Fairs & Prep Nights.

PARTNERSHIP LEVELS:

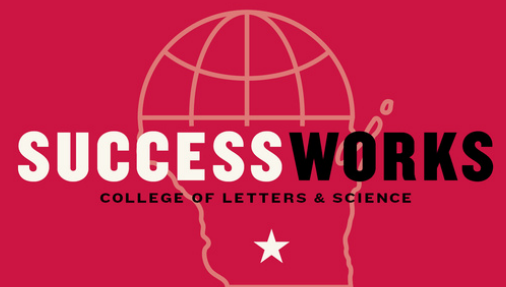
GOLD: \$10,000 per year

SILVER: \$5,000 per year

BRONZE: \$2,500 per year

CONTACT US TO GET STARTED:

EMILY POMYKALSKI, Employer Relations Coordinator
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GOLD

EMPLOYER PARTNERSHIP - \$10,000



Classroom Visits

Meet students where they are: **On campus.** Gold-level partners get unparalleled access to early-level, highly motivated students in three career-development courses (700 students enrolled/year).

Visit courses virtually or in-person up to twice per semester, to discuss topics like industry trends, career development, your organization's future, and more.

Elevated Brand & Campus Visibility

COMMUNICATIONS

Consult with the SuccessWorks Marketing Team up to two times per year to build a custom messaging strategy through SuccessWorks email, web & social media:

- “Featured Employer” logos and messaging included online (225,000 impressions/year), in the SuccessWorks lobby (4,500 impressions/year), and at high-traffic networking and diversity events
- Feature article spotlighting your organization tailored for student audience & sent to all 18,000+ students
- Specific jobs, internships, events/programs from employer shared with students via email up to four times per semester

CAREER FAIRS

Partners get priority placement at all-campus Career & Internship Fairs, plus recognition at high-engagement Career Fair Prep Night events, where employer review student resumes and elevator pitches in a more casual setting. Your organization will receive Featured Employer recognition through event promotions, event branding and opportunities for your organization to share swag giveaways at the event.

Diversity-Focused Recruiting

Effective outreach and engagement of students from diverse backgrounds requires an intentional approach. Gold-level Employer Partners benefit from custom consultation on building a recruitment strategy to reach students from diverse backgrounds. Additional benefits include featured employer status at SuccessWorks programs that specifically serve students from diverse backgrounds, including the UW Madison Equity and Inclusion Career & Internship Fair, diversity networking events, panels & Job Shadows.

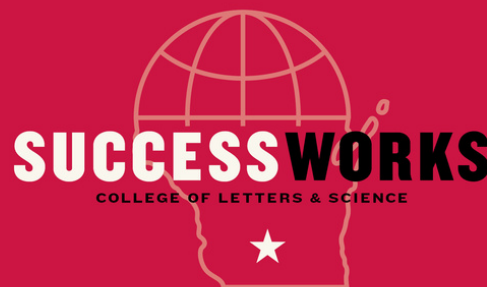
Recruitment Strategy & Pipeline Development

SuccessWorks has a proven track record of increasing student engagement in career development activities. Gold-level partners benefit from regular consultations with expert SuccessWorks staff to build, hone, and adjust your recruitment strategies:

- Summer strategy session
- Mid-fall semester check-in
- End-of-year recap & prep for spring
- Mid-spring semester check-in
- Additional consultations available as needed

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SILVER

EMPLOYER PARTNERSHIP - \$5,000



Elevated Brand & Campus Visibility

COMMUNICATIONS

Share specific opportunities with 18,000+ students through SuccessWorks email, web & social media:

- “Featured Employer” logos and messaging included online (225,000 impressions/year), in the SuccessWorks lobby (4,500 impressions/year), and at high-traffic networking and diversity events
- Specific jobs, internships, events/programs from employer shared with students via email up to two times per semester

CAREER FAIRS

Partners get priority placement at all-campus Career & Internship Fairs, plus recognition at high-engagement Career Fair Prep Night events. Prep Nights help you get to know students before the Fair by reviewing their resumes and elevator pitches in a more casual setting. Your organization will receive Featured Employer recognition through event promotions, event branding and opportunities for your organization to share swag giveaways at the event.

Diversity-Focused Recruiting

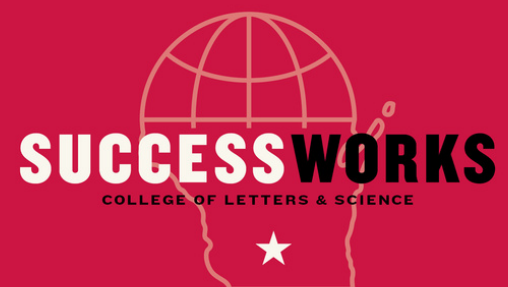
Effective outreach and engagement of students from diverse backgrounds requires an intentional approach. Silver-level Employer Partners benefit from custom consultation on building a recruitment strategy to reach students from diverse backgrounds. Additional benefits include featured employer status at SuccessWorks programs that specifically serve students from diverse backgrounds, including the UW Madison Equity and Inclusion Career & Internship Fair, diversity networking events, panels & Job Shadows.

Recruitment Strategy & Pipeline Development

SuccessWorks has a proven track record of increasing student engagement in career development activities. Silver-level partners benefit from regular consultations with expert SuccessWorks staff to build, hone, and adjust your recruitment strategies

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BRONZE

EMPLOYER PARTNERSHIP - \$2,500



Elevated Brand & Campus Visibility

COMMUNICATIONS

Share specific opportunities with 18,000+ students through SuccessWorks email, web & social media:

- “Featured Employer” logos and messaging included online (225,000 impressions/year), in the SuccessWorks lobby (4,500 impressions/year), and at high-traffic networking and diversity events
- Specific jobs, internships, events/programs from employer shared with students via email up to one time per semester

CAREER FAIRS

Partners get priority placement at all-campus Career & Internship Fairs, plus recognition at high-engagement Career Fair Prep Night events. Prep Nights help you get to know students before the Fair by reviewing their resumes and elevator pitches in a more casual setting. Your organization will receive Featured Employer recognition through event promotions, event branding and opportunities for your organization to share swag giveaways at the event.

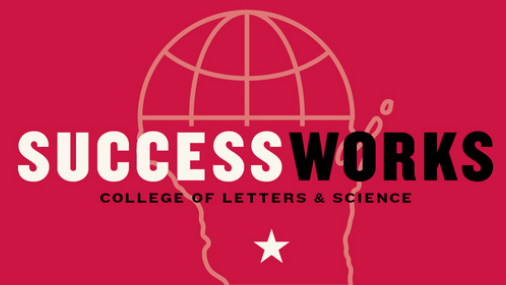
Recruitment Strategy & Pipeline Development

SuccessWorks has a proven track record of increasing student engagement in career development activities. Bronze-level partners benefit from regular consultations with expert SuccessWorks staff to build, hone, and adjust your recruitment strategies.



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SPONSORSHIP OPPORTUNITIES



New Student Welcome Event Sponsor - \$250

Maximize your brand exposure with over 500 of first-year students as they make their first impressions of the UW-Madison campus. The SuccessWorks New Student Welcome Event kicks off the fall semester for first-year students with fun activities and giveaways in the SuccessWorks suite on the third floor of the University Book Store, in the heart of campus.

Sponsorship recognition language & brand/logo in:

- Promotional emails & event listings to all first-year UW-Madison students
- SuccessWorks digital lobby screens during event with 500+ attendees

Additional benefits:

- Sponsor swag distributed at event
- Potential for Employer Representatives to be present at event (please consult with SuccessWorks team)

Online Career Course Sponsor - \$2,000

Make an impression with UW-Madison's most popular online career development tool for students. Our signature non-credit online course, *Jobs, Internships & How to Get Them*, is a go-to resource for thousands of UW-Madison students. Sponsorship opportunities put your organization in the mix as students from first year to senior year get their careers moving. 4,400+ students completed the course in fall 2021, & engagement continues to be strong.

Sponsorship recognition language & brand/logo in:

- All promotional materials, including emails to 18,000+ students
- Follow-up emails to students completing the course, and reminders to those who have started
- Canvas online course platform & SuccessWorks website

Career Closet Sponsor - \$2,000

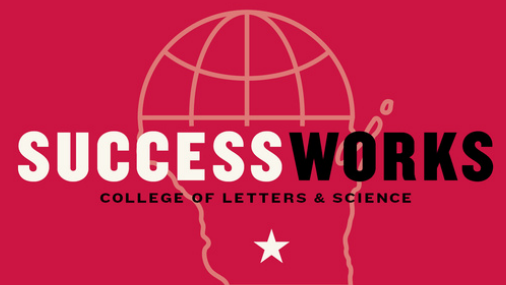
Show students with financial need that your organization supports their career success. Throughout the year, the SuccessWorks Career Closet gives students with financial need free professional and business casual attire for interviews, career fairs and the workplace. Every spring, SuccessWorks hosts a large-scale "shopping spree" event for 150+ students to come to stock up on clothing items they may need for that first job or summer internship.

Sponsorship recognition language & brand/logo in:

- Career Closet space at SuccessWorks, on the third floor of the University Book Store
- SuccessWorks lobby signage screens (during annual Shopping Spree event: 150+ students attend)
- All promotional materials, including emails to all 18,000+ students
- Targeted communications to 2,600+ students with financial need

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SUCCESSWORKS at the College of Letters & Science

SuccessWorks inspires students in the College of Letters & Science to imagine and realize their own dreams for career success—both during their time at UW-Madison and beyond.

Advising & Career Communities

SuccessWorks is built around Career Communities—clusters of occupations that help students explore widely, then dive deep in areas that inspire them.

Alumni Networking

SuccessWorks connected 1,500+ students to alumni for 630 networking engagements in '21-'22.

Connections to Employers

SuccessWorks builds relationships with employers, connecting students for networking & jobs.

Experience-Based Exploration

SuccessWorks programs inspire students to broaden their horizons & get a head-start on launching their careers.

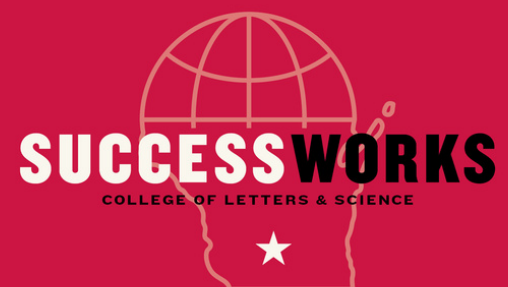
SuccessWorks is committed to **creating inclusive & equitable career development for L&S students** through:

- Creating an inclusive environment within SuccessWorks
- Improving underrepresented student experiences in career development
- Engaging with Pell Grant and first-generation students through specialized career resources, advising, networking and connections to employers

16,739 unique students served in '21-'22



59% first-year & second-year students



CURRENT PARTNERS



DISCOVER | CAMPUS



sucessworks.wisc.edu/employers

