



OFFICE OF CAREER AND PROFESSIONAL DEVELOPMENT  
**CORPORATE PARTNERS PROGRAM**

*Reaching Beyond Recruitment*



# CLARK ATLANTA UNIVERSITY VISION STATEMENT

Clark Atlanta University will be recognized internationally as a leading research institution of higher education and learning. The University will impact society through global innovation, transformative educational experiences, and high-value engagement.

## CLARK ATLANTA UNIVERSITY WAS FORMED

with the consolidation of Atlanta University and Clark College, both of which hold unique places in the annals of African-American history. Atlanta University, established in 1865 by the American Missionary Association, was the nation's first institution to award graduate degrees to African-Americans. Clark College, established four years later in 1869, was the nation's first four-year liberal arts college to serve a primarily African-American student population. Today, with nearly 4,000 students, CAU is the largest of the four institutions (CAU, Morehouse College, Spelman College and Morehouse School of Medicine) that comprise the Atlanta University Center Consortium. It is also the largest of the 37-member UNCF institutions.

## CLARK ATLANTA UNIVERSITY MISSION STATEMENT

Building on its social justice history and heritage, Clark Atlanta University is a culturally diverse, research-intensive, liberal arts institution that prepares and transforms the lives of students. CAU is located in the heart of Atlanta which is the epicenter of the Civil Rights Movement and modern center of emerging technologies and innovation. Ignited by its history, CAU is committed to delivering education that is accessible, relevant, and transformative.



The Clark Atlanta University (CAU) Office of Career and Professional Development cordially invites you to join us as a corporate sponsor for the upcoming academic year. Your partnership will help us prepare the best students possible for your recruiting needs! The CAU Corporate Sponsor Program is an opportunity to enhance your company's presence, and engage our in our career management center programs (i.e. networking events, resume reviews, interview preparation sessions, and more).

The Corporate Sponsor Program is specifically designed to strengthen your company's brand awareness across campus and specifically within the School of Arts and Sciences, School of Business, School of Education, and School of Social Work . Your participation will include a number of benefits, such as priority on-campus interviews, recognition at CAU events, company visibility , social media posts highlighting your recruiting efforts, and much more! Please see the enclosed details for all the benefits received at each sponsorship level.

The CAU Office of Career and Professional Development is committed to providing students and alumni with career development tools that will prepare them for lifetime of professional success. We look forward to our partnership with you! If you are interested in participating, or have any questions about the program, please feel free to reach out to me at the contact information below and I will be happy to assist you!

Thank you,

*Tiara Arnold*

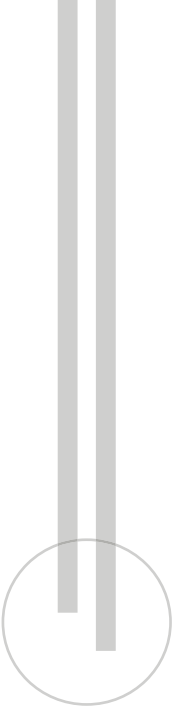
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Director of Career and Professional Development

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When you think about establishing a partnership between your business and CAU/CPD, the primary objective might be focused solely on **talent sourcing**. However, partnering can go well beyond talent acquisition and truly provide opportunities to **propel students forward** in their careers. The role of CPD is to engage, prepare and connect students to opportunities that will have a **high impact** on their professional lives. A true and **mutually beneficial partnership** with your organization is just the start. Please see the information below as we explore our **NEW Corporate Partners Program**.

*We are so excited to partner with you!*

### **CAREER AND PROFESSIONAL DEVELOPMENT MISSION**

To provide the professional training, career oriented programming and industry exposure that guides Clark Atlanta University students toward aspiring career and graduate opportunities

### **CAREER AND PROFESSIONAL DEVELOPMENT VISION**

To advance the careers and post-secondary education of Clark Atlanta University students in an effort to develop them as the next future leaders in a diverse and competitive global economy.

### **CAREER AND PROFESSIONAL DEVELOPMENT MOTTO**

People. Passion. Profession. Pride



# CAU *at a GLANCE*

# \$38,154

## TOTAL COST OF ATTENDANCE

*Includes housing, book and supplies, and other fees*

# 4,055



## STUDENT ENROLLMENT

**37%**  
*in state*

**62%**  
*out of state*

**MAJOR  
AREAS  
OF STUDY**

*Graduate & Undergraduate*

**= 40**



Biology



Mass Media  
Arts



Business  
Administration



Psychology



Criminal  
Justice

*(\*As of Fall 2022)*

# CORPORATE PARTNER PROGRAMMING OPPORTUNITIES

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## **“CORPORATE CAMPUS TAKEOVER DAY/WEEK”**

Your company can be featured on our campus and have access to industry specific classrooms, electronic displays, banner displays, promenade décor, student center traffic, etc. to enhance the professional development of our students. Your company will have an opportunity to engage with students in majors specific to your organization. Plan fun, creative and stand out events or sponsor an already planned campus event for strategic placement and exposure.

## **CAREER AND PROFESSIONAL DEVELOPMENT “CAREER WEEK”/”INDUSTRY WEEK”**

One week prior to the Career Fair, students, staff and faculty engage in a week-long series of events including resume reviews, mock interviews, various panel discussions, and networking events. Sponsors of this week have full access and priority scheduling. CAU will promote opportunities as well as the brand of sponsors on campus, via email and social media.

## **CAREER AND PROFESSIONAL DEVELOPMENT CAREER READY PROGRAM**

In an effort to support student population and allow them to be exposed to opportunities, CPD has developed the CAREER READY program providing unrestricted support for career-related professional development opportunities (conferences, memberships, certifications, etc.) to offset the cost and expand career access.



*Coming Soon:*

## MORE OPPORTUNITIES TO COLLABORATE

**CPD EXPERIENTIAL LEARNING PROGRAM:** Designed to support students in various job shadowing, group “field trips”, international / study abroad programs, etc.

**SUMMER CORPORATE INTERN HOUSING PROGRAM:** Provides students and corporations from around the world with comfortable living accommodations. Staying at CAU provides a convenient location, an unforgettable experience and access to all that Atlanta has to offer historically and culturally. We welcome your organization interns to stay with us throughout their summer of learning and networking.



# CPD BRAND AMBASSADORS

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## THERE'S NO SUBSTITUTE FOR PEER PRESENCE ON CAMPUS 24/7!

Word-of-mouth is everything. This grows increasingly true with each generation. The best way to drive loyalty and adoption with current college students is by hearing it from friends and/or people they know & trust. CPD Brand Ambassadors build loyalty by eliminating the noise of the internet and making genuine connections with potential new audiences. We'll find your brand's biggest fans, build them into our own network of enthusiastic, high-impact brand super fans, you give them the right tools and training and **BOOM** - they are **READY TO GO**.

### BENEFITS:

- « Pre-selected candidate pool of Ambassadors with complete electronic profiles
- « Brand Presence at a variety of campus events and on CAU website
- « Increase candidate pool for current job / internship opportunities
- « Promotion of events, info sessions, job / internship postings
- « Eliminates unnecessary travel by full time employees
- « Expanded reach / bandwidth
- « Discount on Market Thursday events
- « Day to Day Management / Hours Approved
- « Social Media Involvement – increased followers, page “takeovers”, campaigns, etc.

### CANDIDATE ELIGIBILITY:

- « Sophomore +
- « 2.5 G.P.A. +
- « No major requirements – we will try to match area of study to the brand/expectations
- « Cannot be in a Full time SGA or Royal Court Role on campus
- « In good academic and conduct standings at University
- « Other requirements as deemed necessary by CPD or Brand / Company

### COMPANY PROVIDES:

- « Training (Initial and Ongoing)
- « All “SWAG” / Paraphernalia / Technology needed for successful event set up

Brand Ambassadors are paid stipends by the company and are dedicated to your brand for a minimum of 1 semester (approx. \$1,500/semester \$3,000/ year to be paid biweekly or as stipend at mid point and end of term)

**“Being a campus brand ambassador helped me tremendously with my marketing, leadership, communication and social media skills! Plus, I can honestly say that I helped a company reach thousands of new people and gain new supporters. I’m so glad I joined this program.”**

**– Stephanie, Student Brand Ambassador, 2018**

## PLATINUM \$100,000

- « Full access to all career fair events (Both Sep & Feb)
- « Priority booth placement at career fairs
- « Logo/Branding on all Career Week/Industry Week event promotions as premier sponsor
- « Designated spot on all panel events for Career Week/Industry Week (virtual or in-person)
- « (8) scheduled engagement sessions/events per year
- « (3) speaking opportunities for industry executives (classroom or multifunction space)
- « Executive Presence/Branding Activations across campus (Student Center and High Traffic Campus Buildings) – sponsored corporate partner week
- « (10) “Office Hour” opportunities to connect with industry specific student talent (based on criteria)
- « Corporate partnership event specific media mentions on all CAU approved social media platforms
- « Access to aligned Chartered Campus Organizations
- « Hyperlink on CAU “Partners in Education” page with link to 1 minute corporate responsibility message from corporate partner
- « (4) campus brand ambassadors for the year\*
- « Full approval on Handshake with dedicated promotion of events and opportunities to qualified students
- « (2) CAU Scholars per year — paid scholarships with internship delegations
- « Strategic Front Banner brand placement on Virtual Career Center website for a year — activated for Fall 2023
- « Dedicated Scholarship Fund granted to students meeting strategic criteria

## GOLD \$50,000

- « Full access to all career fair events (Both Sep & Feb)
- « Priority booth placement at career fairs
- « Logo/Branding on all Career Week/Industry Week event promotions as premier sponsor
- « Designated spot on all panel events for Career Week/Industry Week (virtual or in-person)
- « (8) scheduled engagement sessions/events per year
- « (3) speaking opportunities for industry executives (classroom or virtual)
- « Executive Presence/Branding Activations across campus (Student Center and High Traffic Campus Buildings) – sponsored corporate partner week
- « (8) “Office Hour” opportunities to connect with industry specific student talent (based on criteria)
- « Corporate partnership event specific media mentions on all CAU approved social media platforms
- « Access to aligned Chartered Campus Organizations
- « Hyperlink on CAU “Partners in Education” page with link to 1 minute corporate responsibility message from corporate partner
- « (3) campus brand ambassadors for the year\*
- « Full approval on Handshake with dedicated promotion of events and opportunities to qualified students
- « (2) CAU Scholars per year — paid scholarships with internship delegations
- « Strategic brand placement on Virtual Career Center website for a year — activated for Fall 2023

\* See Corporate Partner for a Day/Week section

\*\* See Brand Ambassadors section

\*\*\* (Select link for more info — start @ 12:04 for sponsorship info)

SILVER \$25,000

- « Full access to all career fairs (Both Sept & Feb)
- « Priority booth placement at career fairs
- « (5) scheduled info sessions / events per year
- « (1) speaking opportunities for industry executives (classroom or virtual)
- « Branding activations across campus (Student Center and High Traffic Campus Buildings) – sponsored corporate partner week
- « 5 “Office Hour” opportunities to connect with industry specific student talent (based on criteria)
- « Corporate partnership event specific media mentions on all CAU approved social media platforms
- « Access to chartered campus organizations
- « Hyperlink on CAU “Partners in Education” page
- « 1 campus brand Ambassador for the year\*
- « Full approval on Handshake
- « Support career ready scholarship program

BRONZE \$10,000

- « Full access to career fair – Spring only
- « Priority booth placement at career fair
- « (3) scheduled / promoted info sessions
- « 2 scheduled classroom visits per year (classroom or virtual)
- « Digital branding activations across campus
- « 2 “Office Hour” opportunities to connect with industry specific student talent
- « Corporate partnership event specific media mentions on all CAU approved social media platforms
- « Access to chartered campus organizations
- « Hyperlink on CAU “Partners in Education” page
- « A la carte opportunities available\*

*Introducing*

**OUR NEW VIRTUAL CAREER CENTER**

The new Virtual Career Center for the Office of Career and Professional Development offers resources and information for current and prospective students, parents, alumni, faculty and staff to help navigate specific career opportunities and pathways, graduate and professional school options, and more. In this space, there are many opportunities for employers to brand their organization and make your presence known to all internal and external stakeholders.

Cost varies based upon desired placement on site • *For more information please contact the Office of Career and Professional Development*



# Building Future Leaders

## WITHIN YOUR ORGANIZATION SPONSORSHIP AND INTERNSHIP

The Corporate Sponsors Program is a distinctive, two-year program that provides financial support as well as automatic internship placement to upperclass undergraduate/1<sup>st</sup> year graduate students at Clark Atlanta University. The Clark Atlanta University scholars program can offer leadership development opportunities through seminars, networking events, and a one-on-one mentoring programs facilitated by Clark Atlanta University employees/volunteers globally, as well as an alumni network that will help current scholars keep connected with past, current, and future scholars where applicable.

The students selected are those who demonstrate exemplary academic achievement and leadership potential relevant to organizations culture, industry alignment, and interests. We believe these students will become leaders in industries and fields that may have an impact on businesses in the future.

CAU will support in the promotion of scholarship opportunity, vetting of qualified students and support of the program throughout.

Benefit of the program also include higher retention rate when hiring student for full time and internship opportunities.

***Only available at \$100,000 Tier with plans to renew for future academic years.***





**Thank you for considering a partnership with Clark Atlanta University's  
Office of Career and Professional Development**

**Tiara Arnold**

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**[www.cau.edu](http://www.cau.edu)**

**<https://cpd.cau.edu>**

** @Hire\_A\_Panther**