

Dear Business Partner,

We have very exciting news to share! To meet employers' needs for more brand awareness and advertisement of jobs, internship, and events, the Career Development Office (CDO) has created a comprehensive marketing subscription! This opportunity will provide high-impact exposure to all the diverse student populations within the W.A Franke College of Business through multiple communication mediums.

For reference, our social media platforms and current following are as follows:

- [Facebook](#) – 1,200 followers
- [LinkedIn](#)-W.A. Franke College of Business page – 10,023 followers
- [Instagram](#) – 375 followers

**How your company and opportunities will be marketed by our office with this subscription:**

- **“Mark it Monday”**- Events will be shared weekly on our social media platforms, as well as with faculty and staff to be shared in classrooms.
- **Email Invitations**- Students will receive an email invitation for your event at least one week in advance through Handshake.
- **“Find a Job Friday”**-Jobs and Internships will be shared weekly on our social media platforms, as well as with faculty and staff to be shared in classrooms.
- **Stall Wall**- Weekly newsletter in every restroom stall within the college to advertise events, jobs, and internships.
- **Weekly Faculty, Staff, and Student Newsletter (3,200 circulation)**- will share events, jobs, and internships within the college, but also with the following student groups:
  - [First Generation Office](#)
  - [IMQ](#) – The Office of Inclusion: Multicultural & LGBTQIA Student Services
  - [Student Organizations at the College of Business](#)
- Our diversity numbers can be viewed at: <https://in.nau.edu/institutional-research/quick-facts/>
- **No current openings or events?** No problem! Your company logo will still appear every week in “Mark it Monday”, “Find a Job Friday”, and the weekly newsletter to increase brand awareness!

**How to get started:**

1. 2 ways to register!
  - a. **Add on to your Registration for the Career Fair and pay all on 1 invoice**
  - b. Visit Handshake and register under the events tab – we can send you a link.

If you are having issues with the above, contact Wendy Tappan at [Wendy.Tappan@nau.edu](mailto:Wendy.Tappan@nau.edu) to book your subscript

2. Post your event, job, and/or internship in Handshake. **This step is required** and will also allow for you to reach students outside of the business college.
3. Email Wendy Tappan to notify her of the event, job, and/or internship and send any marketing materials you may have.

**NOTE:** Events must be submitted 2-4 weeks in advance, so we have time to schedule posts and encourage the attendance your company desires. You can add an “outside of Handshake” link for your event if you are not using the Handshake platform.

Then, just leave the rest up to us to market your company's opportunities as outlined above!

Should you choose not to take advantage this subscription, **your company can continue to utilize free marketing by posting your opportunities in Handshake.** Students are aware that this is the main channel for connections with employers.

As always, please reach out with any questions. We look forward to registering your company for this amazing subscription opportunity!