

HOW TO APPROACH NEW EMPLOYERS

A GUIDE FOR STUDENTS TO APPROACH EMPLOYERS THAT ARE NEW TO WENTWORTH'S CO-OP PROGRAM

Students seek co-op opportunities aside from positions posted on WITworks. These employers may have hired co-ops in the past, but choose not to post on WITworks OR they may not know about Wentworth's co-op program. This is a guide on how to approach these employers and information which students may need to provide for them.

The CO-OPS + CAREERS Office encourages students to connect with target companies that do not have positions posted on WITworks. Before initial contact, it may be important to know if a student has worked there in the past or if that employer has posted with Wentworth before; search the employer directory on WITworks or ask your Co-op + Career Advisor if the employer has a relationship with Wentworth in anyway.

Contact the Employer

Already have a contact at the company? Skip to the next section on information to provide to a new co-op employer.

Contacting a company for the first time? First, be sure they don't have positions posted on WITworks or their own website. Then read the tips below.

- Search the company's website for Human Resources email or phone number. General contact information might work, too.
- Follow the company on social media to see if they recommend ways to be in touch.
- Search LinkedIn for HR contacts or Alumni working at the company.

Reach out. Craft an email to the employer inquiring about opportunities and introducing yourself. Phone calls are ok, too! Similarly, plan what to say over the phone; you can ask who the best person to talk to would be.

Use the "How to Write a Professional E-mail" [guide here. https://wit.edu/sites/default/files/coops-careers](https://wit.edu/sites/default/files/coops-careers)

Educating Employers & Providing Co-op Requirement Info

Wentworth has a reputation as a co-op school, but the employer might not know the range of majors or parameters of the co-op program. Modify and tailor the information below as needed:

- Co-op is a full semester, 30+ hour/week employment experience.
- Co-op must be related to the Wentworth major and supervised by an expert in the field.
- Co-op must be completed within the academic semester (First day of classes to last day of finals)
*Provide the employer with these exact dates found on the Wentworth academic calendar.
- Wentworth welcomes employers and opportunities for students at new sites and in new locations! If an employer has additional questions, they should contact our External Relations Specialist, Chris McIntyre at 617.989.4188 or mcintyre@wit.edu.
- All students are required to complete 2 mandatory co-op semesters before graduation from Wentworth.