Questions for Your Organization to Ask

- What are your goals with this College or University?
  - Post positions only?
  - Hire alumni?
  - Hire new grads into entry level positions?
  - Hire interns?
- Does the University offer programs and majors that match your hiring needs (ie engineering programs or business schools)?
- What will be your metrics for success?
  - # of events held
  - # of contacts made with students
  - # of applications from that school
  - # of hires?
- What is your time commitment per year to this University?
- Will you be on-campus hiring or branding?
- What do you want your brand to be and what are you willing to commit with both time and resources to build this brand?
- Within what timeframe are you expecting to yield results?
- Are you willing to try several avenues within the University to build your brand? If not, what is your #1 target?
- Does your organization have alumni from this University who would be willing to help build connections?

Questions to Ask Campus Career Services

- What are the demographics of your student body?
- Tell me about the student organizations on campus?
  - Organizations, activities, clubs, Greek life, athletics?
- How would I begin to build a connection to the student leaders in these activities and organizations?
- What percentage of your students are on campus verses commuting or virtual?
- What percentage of your student body engages through the Career Center?
- How is career services structured at your University? Centralized, De-Centralized? Coordinated?
- Do you offer career fairs, info sessions, on-campus interviews, job posting systems? What are the fees?
- What is the average turn-out for your career fairs?
- How are your fairs structured? General, school specific or industry specific?
- What are the opportunities over time to build a deeper partnership?
- Do you offer any sponsorship opportunities? If so, what are they and what are the sponsorship levels?