Viterbi Partner Program

Program Definitions & Conditions

Below are definitions of each activity and offering in the Viterbi Partner Program. Some conditions may apply to certain activities, and activities are always subject to change. The Partner Program is designed to be flexible and work around the unique needs of the Partner organization. The listed activities below can include certain adaptations as long as they meet the needs of the students, Viterbi Career Connections (VCC), and do not conflict with the program Terms and Conditions. For details on how to build programming not specified here, contact Maggie Cutler at maggiecu@usc.edu with your request.

Priority Registration for On Campus Recruitment Activities
Partner Program members receive access to recruitment dates in advance, 2-weeks prior to open registration for the fall and spring semesters. Access to early registration will be communicated via email invitation from Viterbi Career Connections once the priority registration window opens. It is the responsibility of the Partner Program contact to respond in a timely manner to gain access. After the 2-week priority registration window ends, all reservations are first-come first-served.

Salary & Placement Statistics
Aggregate statistics for Viterbi students are provided upon request. Requests may include data from the previous one to five years. Statistics are subject to knowledge rates* and are collected on an annual basis from graduating undergraduate, masters and doctoral students up to six months post-graduation. Statistics can be used in combination with the National Association of Colleges and Employers (NACE) surveys for salary and placement information. Customizable statistics based on degree level and major may be available upon request.

*The term “knowledge rate” defines the percent of graduates for which the institution has reasonable and verifiable information concerning the graduates’ post-graduation career activities.

Personalized Recruiting Strategy Sessions with VCC Staff
Partners receive a personalized recruiting strategy session to leverage VCC staff expertise. This session will be used to create a detailed recruitment schedule for the academic year and ensure a strong talent pipeline to your organization. VCC will connect you to key campus contacts, help you select event types, dates, times, and locations to meet your hiring cycles and engage with the next generation of employees. During this session, you may reserve your priority activity dates and preferred spaces. Dates and spaces are subject to availability.

Invitation to Annual Recruiting Round Table Discussion
Partner Program members are invited to participate in a virtual round table with other Partners and VCC leadership to discuss recruiting best practices, industry trends and challenges faced in the current university recruiting climate. Participation is optional, and VCC moderates the discussion with comments, questions and feedback from students and other university stakeholders. Round table discussions are conducted virtually at the end of the fall and/or spring semesters.
**Company Logo & Hyperlink Displayed on Website**
Partner Program members will have a hyperlinked company logo placed on the VCC website and the landing page of Viterbi Career Gateway for the duration of their Partner Program membership.

**One Viterbi Careers Blog & Social Media Company Highlight**
Partner Program members receive one dedicated blog post, one Facebook post, one Twitter post, and one Instagram post to highlight their company to Viterbi students. The blog post and social media highlights will be shared within the academic year that the organization is a Partner Program member. The date of the blog post and social media highlights will be set during the recruiting strategy session with the Partner Program member. VCC reserves the right to make all final decisions on the posting date(s). The posting date(s) will take place either in the fall or spring semester, whichever is most advantageous to the Partner’s recruitment efforts.

Options for content include: A showcase of the company culture, tips on how to succeed in the recruitment process, a “Day in the Life,” or a special event/job notification. Content must be created by Partner Program contact and shared with VCC at least 3 days prior to the blog post or social media highlight date(s). If the Partner is unable to share content with VCC, the highlight will be postponed to a later date and shall not conflict with any other Partner Program members’ highlighted week. All highlights must take place in the same academic year in which the organization is a member of the Partner Program.

**One Direct Email to Market Open Positions or Your Organization**
VCC will send one direct email on behalf of the Partner Program member to Viterbi students through Viterbi Career Gateway. The direct email may include a highlight of a specific program, position(s), or highlight of the Partner organization as a whole. Customizable direct emails based on degree level and major may be available upon request. Requests for direct email marketing can not be customized based on any of the students’ protected classes, such as race, nationality, or religion. Direct emails are subject to availability in line with VCC’s general communication plan to all Viterbi students. It is recommended that direct email requests for students be more than 48 hours prior to the deadline for best results. Direct email requests may be denied if submitted less than 24 hours in advance of any deadlines.

**One Social Media Shout Out (Instagram or Facebook only)**
Partners can gain visibility and manage their campus brand by incorporating branded content through VCC’s Instagram or Facebook accounts. Partners may introduce the people behind the organization by creating a profile of an up-and-coming engineer, show community outreach, discuss how the organization’s mission statement is integrated into the work they do, or another topic of choice. Partners may also incorporate the CEO, CTO or an engineer by taking a few photos and sending captions of what they do at work on a day-to-day basis. Content must be created by the Partner and shared with VCC at least 3 days prior to the Instagram or Facebook post. If the Partner is unable to provide content to VCC, the shout out will be postponed to a later date that shall not conflict with any other Partner...
Program members’ highlighted week. All shout outs must take place in the same academic year in which the organization is a member of the Partner Program.

The date of the social media shoutout will be set during the recruiting strategy session with the Partner Program member. Post(s) will take place during either the fall or spring semester, whichever is most advantageous to the Partner’s recruitment efforts. VCC reserves the right to make all final decisions on the posting date(s).

**Naming of One VCC Interview Room for Duration of the Academic Year**
Partner Program members at the Platinum level will have their organization’s name and logo prominently displayed on one of four interview rooms located in the VCC suite. Interview rooms will be named on a first-come, first-served basis and based upon the selected location of the Partner. Naming of an interview room is subject to availability.

**Host a Professional Development Workshop**
Partners may present one of Viterbi’s professional development workshops as scheduled in the VCC calendar, or work with VCC staff to create their own engagement event. Events must be held during the academic year of membership in the Partner Program with a budget not to exceed $850 of Partnership funds. Amounts exceeding the $850 cap will be the responsibility of the Partner Program member.

**Host Diversity & Inclusion Coffee Chat or Study Break**
Partners may host a specific Diversity & Inclusion event, chat, or study break with students by partnering with VCC and the Center for Engineering Diversity (CED). Diversity-focused events are typically casual, drop-in style events centered on traditionally underrepresented populations in engineering (African-American, Hispanic, LGBTQ, and Women). Some examples of these events are “Diversity in Tech Coffee Chats,” “Women in Engineering Study Break with Snacks,” or “The Do’s and Donuts of Recruiting.” The date and time of the event is determined by VCC, CED and the Partner, and student participation in diversity events is not guaranteed. The event must be held during the academic year of Partnership with a budget not exceeding $1000 of Partnership funds. Amounts exceeding the $1000 cap will be the responsibility of the Partner Program member.

**Host Diversity & Inclusion Professional Development Workshop**
Partners may host a professional development workshop centered on a specific Diversity & Inclusion initiative by partnering with VCC and the Center for Engineering Diversity (CED). A diversity-focused workshop is in a more traditional format, centered on traditionally underrepresented populations in engineering. The date and time of the event is determined by VCC, CED and the Partner, and student participation in diversity events is not guaranteed. The event must be held during the academic year of Partnership with a budget not exceeding $850 of Partnership funds. Amounts exceeding the $850 cap will be the responsibility of the Partner Program member.

**Sponsor a How to Get Hired Series Professional Development Day**
Partners sponsoring a day for the annual How to Get Hired Series in September have the opportunity to engage with students through professional development and build brand awareness prior to the Career & Internship Expo. Sponsorship includes being named as a Day Sponsor with prominent company logo on marketing and materials, both print and electronic, which may include: invitations, brochure, poster, and website. Sponsors will be invited to host one major professional development activity on the day of their choice. Activities are based on availability and must reflect the theme of the day chosen to sponsor. Sponsorship also includes a complimentary resume book of student participants from the day they sponsor. Resume books are sent to sponsoring companies one week after the day they choose to sponsor.

**Sponsor a Viterbi Mock Interview Day**
Partners sponsoring a Viterbi Mock Interview Day get the opportunity to engage students in mock interviews, provide professional development, and build their brand awareness. Sponsorship includes being named a Mock Interview Day Sponsor with prominent company logo on day marketing and materials, both print and electronic, which may include: invitations, brochure, poster, and website. Sponsoring companies may bring as many interviewers as they would like. Mock Interview Days are hosted in fall or spring, depending on the VCC calendar of events for that academic year.

**Host a Student Luncheon or Dinner**
Host a luncheon or dinner to get to know a student population and engage with a particular group in an intimate setting. Incorporate a catered meal as casual as pizza and ice cream, or a more upscale networking evening with hors d'oeuvres. Examples include “Celebration Luncheon for New Hires” “Company Lunch & Learn,” or “Dinner with an Engineer”. Events may not exceed 50 student attendees and must be held during the academic year of Partnership. Luncheon or dinner events must stay within a budget not exceeding $1020 of Partnership funds. Amounts exceeding the $1020 cap will be the responsibility of the Partner Program member.

**Host a Viterbi Trek Site Visit**
Engage and recruit students simultaneously by hosting a visit to your local facility. Offer a tour, product demo, panel discussion, or networking event on location with company employees and Viterbi alumni to build your company brand and create a pipeline of talent for your recruiting season. Treks should last between 1 and 3 hours, and locations must be within a 2-hour driving range of the University of Southern California’s University Park Campus. Treks should not exceed 20 student attendees, and must be held during the academic year of Partnership. Stars spent on this activity cover student transportation and one meal (breakfast or lunch) depending on time of day of trip. Trek dates vary and must be planned at least 3 weeks in advance of visit for adequate outreach and transportation booking by VCC.

**Complimentary Parking Permits**
Each member of the Partner Program receives 10 parking permits per academic year. The permits are to be used for Viterbi Career Connections On-Campus Recruiting purposes only. Permits cannot be requested for events unrelated to Viterbi Career Connections activities. After the 10 complimentary permits are exhausted, the Partner is responsible for paying the daily USC parking permit fee of $14.
Parking for VCC signature events (How to get Hired Series, Mock Interview Day, Career Expo) are included in the event registration and will not be deducted from the ten complimentary permits. Permits and parking locations are subject to availability.

**Host a Company Tabling Session in The Epstein Family Plaza**
By tabling on campus, Partner members have the benefit of broad student outreach while generating awareness. Get maximum exposure to student foot traffic in the center of the Engineering School. You may use tabling as an engagement or recruiting technique to answer questions, collect resumes, and engage students with games and prizes. VCC will provide one table and two chairs. Partner members are encouraged to bring their own handouts, company swag, etc. Tabling can be reserved anytime between 10 am and 4 pm.

**Host an On-Campus Trojan Talk**
A Trojan Talk is the USC term for an information session, but Partners can utilize a Trojan Talk for more than just relaying information. Trojan Talks can occur in the afternoon Monday - Friday or evening Monday - Thursday. Partners may use Trojan Talks to present on their company, host a panel, invite alumni engineers to speak with students, or cover a topic of their choice. Trojan Talks usually last between 1 and 3 hours. Spaces vary on availability and usually include projector and VGA/HDMI, but Partners should bring their own adapters. Reservations are first-come first-served, and VCC reserves the right to decline double booking of Trojan Talks targeting similar student populations.

**One Electronic Resume Book**
Partner Program members can enjoy the ease of connecting with candidates with a targeted, position-specific e-resume book. Resume books can be collected based on a particular position, program, group, or for the organization in general. Partners may specify student class level, major, and sponsorship requirement for resume book. Must allow 2 weeks for resume collection and vetting per resume book requested.

**Viterbi Networking Event Registration and Sponsorship**
Partners can sponsor a VCC networking event to receive increased branding and student awareness of available opportunities. Networking events occur twice per academic year and may be in-person or virtual, with a focus on undergraduates, graduates, or both. Sponsorship includes being named as an Event Sponsor with prominent logo on event marketing and materials, both print and electronic, which may include: invitations, brochure, poster, and website. Sponsors will be recognized by the Director of VCC during the event welcome address and closing.

**Viterbi Career & Internship Expo Registration Plus Sponsor Recognition**
Partners can sponsor VCC’s bi-annual Career & Internship Expo to receive increased branding and student awareness of their openings while they recruit. Sponsors will be recognized by incorporating a company logo on the Viterbi Career Expo App in addition to all email, printed flyers, social media and blog posts featuring the Viterbi Engineering Career & Internship Expo. Additionally, sponsors receive one complimentary table for next-day interviews.

**Host a Company Day On-Campus (2 formats)**
Company Days are coordinated to maximize campus visibility and brand awareness of Partner Program members. A Company Day may fall into 2 formats:

Spaces are reserved based on availability and mutual agreement between the Partner and VCC. Catering is provided for one of the 3 activities in a company day and may not exceed $1275. Any remaining catering costs must be covered by the Partner.

**Host an Engineering Major Mixer**

Partners may create their own networking mixer to engage and recruit for a particular major or group of majors within the Engineering school. Bring a group of recruiters and/or hiring managers from each department to meet with Viterbi students, collect resumes, schedule interviews, and answer questions. Mixers can last from 1 to 4 hours, and may be divided by major or degree level. Scale of major mixers varies based on major(s) of interest, time of year, and space available. The Major Mixer may not exceed a budget of $1530. Amounts exceeding the $1530 cap will be the responsibility of the Partner.