Viterbi Partner Program

Program Definitions & Conditions

Below are definitions of each offering and activity in the Viterbi Partner Program provided through the Viterbi Career Connections (VCC) office. VCC designed the Partner Program to be flexible and work around the unique needs of the Partner organization. Activities may be subject to change based on evolving circumstances on campus and in the interest of public health. The listed activities below can include particular 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 building 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 with 2-week early registration for the fall and spring semester. Access to early registration will be communicated via email invitation from Viterbi Career Connections once the priority registration window opens. It is the Partner's responsibility to respond promptly to take advantage of priority booking. After the 2-week priority registration window ends, all reservations are first-come-first-served.

Salary & Placement Statistics
Statistics are provided upon request and will be of Viterbi students only, based on the previous year, three years, or five years. Statistics are subject to knowledge rates and are collected annually for graduating undergraduates, master's, and doctoral candidates from August-May. Partners can use statistics combined with the National Association of Colleges and Employers (NACE) surveys of salary and placement. Customizable statistics based on degree level and major may be available.

Personalized Recruiting Strategy Sessions with VCC Staff
Partners receive access to leverage VCC staff expertise in a personalized recruiting strategy session at the start of the Partner Program term. Sessions are intended to assist Partners in creating a detailed recruitment strategy for the entire academic year to ensure a robust talent pipeline for their organizations. During this session, identify key campus contacts, select event types, dates, times, and locations that best meet your hiring cycles, and learn how to best engage with the next generation of employees. Event dates and spaces 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' company logos will be featured and hyperlinked on the student section of the VCC website and on the landing page of Viterbi Career Gateway for the duration of their Partner Program membership. Additional logo visibility is promoted through logo placement on the Partner Program webpage.

One Viterbi Careers Blog & Social Media Company Highlight
Partner Program members receive one dedicated blog post and one Instagram post to highlight their organization to Viterbi students. Both the blog post and social media highlight will be shared the same week as mutually agreed upon during the recruitment strategy session. Highlights must be during the academic year that the organization is a Partner Program member, with options for either the fall or spring semester.

Content must be created by Partner Program contact and shared with VCC at least three days before blog post & social media highlight date. If Partner fails 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. Double booking will not be allowed, and highlights cannot roll over to a later academic year. *Options for content include:* Showcase company culture, give tips on how to succeed in the recruitment process, a "Day in the Life," or create a unique event/job notification.

One Direct Email to Market Open Positions or Your Organization
VCC will send one direct email on the Partner Program member's behalf to Viterbi students through Viterbi Career Gateway, Viterbi's recruiting platform. The direct email can be either 1.) a highlight of a specific program, position, or group of job posts, or 2.) a highlight of the Partner organization as a whole. Customizable direct emails based on degree level and major may be available. Partners cannot direct email marketing campaigns toward specific students' race, nationality, religion, or veteran status. Direct emails are subject to availability in line with VCC's general communication plan to all Viterbi students. Direct email requests may be denied if the timeline for students to RSVP/attend/apply is less than 24 hours in advance.

One Social Media Shout Out/Take Over (Instagram or Facebook)
Partners can gain visibility and manage their campus brand by incorporating their branded content through VCC's Instagram or Facebook account. Partners can let students get to know the people behind the company brand by profiling an up-and-coming engineer in the company, showcasing community outreach, or discussing how their mission statement is apparent in the type of work they do. They can also have the CEO, CTO, or an engineer snap a few photos and send captions of what happens on a day-to-day basis. Content must be created by Partner Program contact and shared with VCC at least three days before the Instagram or Facebook post. If Partner fails to share content with VCC, the shout-out will be postponed to a later date and shall not conflict with any other Partner Program members scheduled shout-out. Double booking will not be allowed and cannot roll over to a later academic year.

The 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 office. Interview rooms will be named on a first-come, first-served basis and based upon the selected location of the Partner. The naming of an interview room is subject to availability.

Virtual Events:
Viterbi Career Connections is offering both On-Campus and virtual options for Partners to host events. If a Partner chooses to host an event virtually, it will be hosted on a Viterbi Career Connections platform. If utilizing Zoom, the partner may choose between a Meeting or a Webinar:

- **Zoom Meeting:** Partners can host meetings with up to 300 participants. Attendees can join with video and audio and unmute themselves to interact with the presenter. The Chatbox feature allows for text interactions. Recording and breakout room features for small groups or speed networking are available.
- **Zoom Webinar:** Partners can host webinars for up to 500 view-only attendees. Attendees cannot show their video or audio and can only view the presenter. The Question and Answer feature allows attendees to submit typed questions for presenters to answer live or typed responses that attendees can view. The Chatbox feature allows for text interactions, and recording is available.

Host a Professional Development Workshop
Partners can present one of Viterbi's professional development workshops as scheduled or work with VCC staff to create an engagement event. Events 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 Coffee Chat or Study Break
Partners can host a casual chat or a study break with students to meet Diversity & Inclusion initiatives by partnering with VCC and the Center for Engineering Diversity (CED). These events are more social and can have an open schedule or a "drop-in" style of event participation. Some examples of these events are "diversity in tech coffee chats," "women in engineering study break with snacks," and "the do's and donuts of recruiting."

Diversity-focused events include traditionally underrepresented populations in engineering (Women, Hispanic professionals, African-American professionals, and LGBTQ). Participation in diversity events is not guaranteed, and the date and time of the event are determined by VCC, CED, and the Partner. During the academic year of Partnership, the event must be held with a budget not exceeding $1000 of Partnership funds. Amounts exceeding the $1000 cap will be the responsibility of the Partner Program member.

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Sponsor a How to Get Hired Series Professional Development Day (September)

Partners sponsoring a day for the annual How to Get Hired Series, held in September, get the opportunity to engage with students through professional development and build brand awareness for their organization. Sponsorship includes being named a Day Sponsor with the company logo prominently displayed on marketing and materials, both print and electronic, including invitations, brochures, posters, and a website. Sponsors run one major professional development activity on the day of their sponsorship. Activities are based on availability and must reflect the theme of the day chosen. VCC will send a complimentary resume book of student participants from the day to sponsoring companies one week after the day of the event.

Sponsor a Viterbi Mock Interview Day

Partners sponsoring a Viterbi Mock Interview Day have the opportunity to engage students in mock interviews, provide professional development, and build their brand awareness on campus. Sponsorship includes being named a Mock Interview Day Sponsor with a company logo prominently displayed on marketing and materials, both print and electronic, including invitations, brochures, posters, and a website. Sponsoring companies may bring as many organization representatives to conduct mock interviews as they would like. Mock Interview Day is 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 meet with students in a more engaging 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." The event must not exceed 50 student attendees, must be held during the academic year of the Partnership, and with a budget not exceeding $1200 of Partnership funds. Amounts exceeding the $1200 cap will be the responsibility of the Partner Program member.

Host a Company Trek to Your Offices

Engage and recruit simultaneously by hosting a visit to your local office or work site. Offer a tour, product demo, panel discussion, or networking event on location with company employees and Viterbi Alumni.

Company treks usually last between 1 and 3 hours. Locations must be within a 2-hour driving range of the University of Southern California's University Park Campus. The event should not exceed 20 student attendees and must be held during the academic year of Partnership. The star value covers student transportation and one meal, breakfast, or lunch, depending on the time of day of the trip. Company trek dates vary and must be planned at least three weeks before a visit for adequate outreach and transportation booking by VCC.

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- **Zoom Meeting:** Partners can host meetings with up to 300 participants. Attendees can join with video and audio and unmute themselves to interact with the presenter. The Chatbox feature allows for text interactions. Recording and breakout room features for small groups or speed networking are available.
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Complimentary Parking Permits
Each member of the Partner Program receives ten 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 hosted with student organizations, other career offices, game days, or other events unrelated to Viterbi Career Connections activities.

After the ten complimentary permits are exhausted, the Partner is responsible for paying the regular USC parking permit fee. Parking for VCC signature events (examples: How to get Hired Series, Mock Interview Day, Career Expo) are included in the event registration and will not be deducted from the total per Partner. Permits are subject to availability.

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

Host an On-Campus Trojan Talk
A Trojan Talk, or company information session, can be utilized for more than just relaying information. Presentations may include company information, intern panel discussions, Viterbi Alumni speakers, open positions, or other topics. Trojan Talks typically last between 1 and 3 hours. Event spaces usually include a projector with VGA/HDMI connections, and Partner contacts are encouraged to bring their adapters. Spaces vary on availability and capacity, with the largest room holding 163 students. Reservations are first-come-first-served, and VCC reserves the right to decline a double booking of Trojan Talks similar in the target student population. Trojan Talks can occur in the afternoon or evening, Monday-Friday.

One Electronic Resume Book

Partner Program members can connect with candidates through the use of an e-resume book. VCC can collect resume books based on a particular position, program, major, class level, or sponsorship requirement. Resumes will go through a vetting process to ensure that candidates meet the Partner's minimum requirements and are specifically interested in working for your company. Must allow two weeks for resume collection and vetting per resume book requested.

Viterbi Networking Event Registration and Sponsorship

Partner Program members can attend and sponsor a VCC networking event to recruit and receive increased branding and student awareness of their openings. Networking events occur each academic semester and may be in-person or virtual. Sponsorship includes being named an Event Sponsor with a company logo prominently displayed on event marketing and materials, both print and electronic, including invitations, brochures, posters, and a website. The Director of VCC will recognize sponsors during the event welcome address and closing. Sponsors run one major professional development activity on the day of their choice.

Viterbi Career & Internship Expo Registration Plus Sponsor Recognition

Partner Program members can attend and sponsor VCC's bi-annual Career & Internship Expo to recruit and receive increased branding and student awareness of their openings. Registration is valid during the academic year in which you are a Partner Program member. Sponsors will be recognized by incorporating a company logo on the Viterbi Career Expo App in addition to all marketing emails, printed flyers, social media, and blog posts featuring the Viterbi Engineering Career Expo. Additionally, sponsors receive one complimentary table for Expo On-Campus 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 two formats:

1. Morning coffee chats or meet-n-greets/ Lunch & Learn/ Trojan Talk
2. Morning office hours/ Tabling session/ Trojan Talk

Time of events and spaces are reserved based on availability and mutual agreement between the Partner and VCC. Catering is provided for one of the three activities on a Company Day, and the Partner will cover any remaining catering expenses. The Company Day will have a budget not exceeding $1500 of Partnership funds. Amounts exceeding the $1500 cap will be the responsibility of the Partner.

Host an Engineering Major Mixer

Partners can create a 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 you recruit, and host an open networking hour with Viterbi students. Collect resumes, schedule interviews, and answer student questions. Mixers can last from one to four hours and may be divided by major or degree level. The scale of major mixers varies based on major(s) of interest, time of year, and space available. The Major Mixer will have a budget not exceeding $1800 of Partnership funds. Amounts exceeding the $1800 cap will be the responsibility of the Partner.