

Viterbi Partner Program

Program Definitions & Conditions

Below are definitions for each activity and offering within the Viterbi Partner Program. Certain activities may be subject to specific conditions and are always subject to change. The program is designed to remain flexible and adapt to the unique needs of each partner organization. Viterbi Career Connections may modify the listed activities as needed, provided changes align with student needs and do not conflict with program Terms and Conditions. For details on how to build programming not specified here, contact Viterbi Career Connections at vcareers@usc.edu with your request.



Priority Registration for On-Campus Recruitment Activities

Partner Program members receive early access to recruitment dates, beginning two weeks prior to the opening of general registration for the fall and spring semesters. Priority registration access will be communicated via email from Viterbi Career Connections when the window opens. It is the responsibility of the designated Partner Program contact to respond promptly to secure preferred dates. After the two-week priority window closes, all remaining reservations will be available on a first-come, first-served basis with as much accommodation as possible given to requests by Partners.

Meeting to Discuss Student Population and Salary Statistics

Aggregate salary and enrollment for Viterbi students is available upon request, and a meeting can be set to share this information. Data is collected annually from graduating undergraduate, master's, and doctoral students, up to six months after graduation, and is subject to knowledge rates*. Statistics may be supplemented with data from the National Association of Colleges and Employers (NACE) for broader insights. Customized reports by degree level and major may also be available upon request. Enrollment information is provided through the American Society for Engineering Education (ASEE), available by degree level and degree and discipline name. General enrollment and demographic information are both available. **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 Viterbi Career Connections Staff

Partners receive a personalized recruiting strategy session designed to leverage the expertise of VCC staff. This session supports the development of a tailored recruitment plan for the academic year, helping to build a strong and sustainable talent pipeline. VCC will connect partners with key campus contacts and provide guidance on selecting event types, dates, times, and locations that align with hiring

cycles and recruiting goals. During this session, partners may also reserve priority activity dates and preferred spaces, subject to availability.

Complimentary Parking Permits

Each member of the Partner Program receives 8 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 complimentary permits are exhausted, the Partner is responsible for paying the daily USC parking permit fee of \$20.50. 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 complimentary permits. Permits and parking locations are subject to availability.



Branding and Reach

Company Logo & Hyperlink Displayed on Website

Partner Program members will have a hyperlinked company logo featured on the VCC website for the duration of their membership, providing ongoing visibility and brand presence among students and the broader campus community. Marketing includes being included on student landing pages for all signature events.

Dedicated mentions in Viterbi Careers Newsletter, Instagram and direct email for fall and spring semester

Partner Program members receive a coordinated promotional package that includes one dedicated blog post, one Instagram feature, and one direct email sent to all engineering students via Handshake. These communications highlight the partner as a premier employer for Viterbi students and link directly to the company's career site to increase awareness of opportunities. Promotional posts are distributed at the start of both the fall and spring semesters during the academic year in which the partner is actively enrolled.

One dedicated highlight in Viterbi graduate or undergraduate newsletter per year

Partner Program members receive an additional opportunity to connect with undergraduate and graduate engineering students by being featured as an employer of choice in dedicated newsletter posts. These highlights showcase the organization to the Viterbi student community and may be scheduled in either the fall or spring semester at the partner's discretion.

One Direct Email to Engineering Students

VCC will send one direct email on behalf of the Partner Program member to Viterbi students via Handshake. The email may highlight a specific program, position(s), or the partner organization more broadly. Customization by degree level and major may be available upon request. Direct email marketing requests may not be tailored based on students' protected characteristics, including race, nationality, or religion. All communications are subject to VCC's broader student

communication schedule and availability. To ensure optimal delivery, requests should be submitted at least 48 hours in advance of desired deadlines. Requests submitted less than 24 hours before a deadline may not be accommodated. Additional direct emails requested after the included number for each Partner will be deducted from the Partner's star values for the academic year - 1 star per email.

One Social Media Post:

Partners may enhance visibility and manage their campus brand through branded content featured on VCC's Instagram account. This provides an opportunity to showcase the people behind the organization, including:

- Profiles of emerging engineers, community engagement efforts, and how the organization's mission is reflected in day-to-day work.
- Partners may also highlight leadership or engineering staff, such as a CEO, CTO, or engineer, through photos and brief captions describing their daily responsibilities and impact.

All content must be created by the Partner and submitted to VCC at least three days prior to the scheduled Instagram or Facebook post. If content is not provided on time, the feature may be postponed to a later date that does not conflict with other Partner Program members' scheduled highlight weeks. All promotional posts must occur within the same academic year in which the organization is an active 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). Additional posts requested after the included number for each Partner will be deducted from the Partner's star values for the academic year - 1 star per post.

Talent Connections

Custom Engineering student resume book tailored to your recruiting needs

Partner Program members have access to targeted, position-specific engineering student e-resume books, making it easier to connect with qualified candidates. Resume books may be curated for a specific role, program, or the organization, and can include filters such as latest graduation date, class level, major, and sponsorship requirements. Please allow at least two weeks for resume collection and vetting per request. Additional resume books requested after the included number for each Partner will be deducted from the Partner's star values for the academic year - 2 stars per resume book.

Invitation to Viterbi Student Organization Mixer

Partner Program members are invited to attend the Viterbi Career Connections this annual event, hosted each fall semester, which connects employer partners with a wide range of Viterbi engineering student organizations. These include identity-based groups and design and competition teams, providing valuable opportunities for engagement and relationship-building.

Warm introduction to Viterbi engineering student organizations

Partner Program members receive Viterbi Career Connections support in connecting with relevant engineering student organizations aligned with their recruiting strategy, including identity-based organizations, design and competition teams, and academic and social groups. VCC will facilitate a warm email introduction and may help coordinate an initial conversation or meeting with the student organization. Engagement beyond the introduction is at the discretion of the student organization, and a partnership is not guaranteed.

1 marketing flyer sent to Viterbi Student Organization Presidents Council – Platinum Partners Only

Partner Program Platinum Members receive enhanced outreach and visibility through a custom marketing flyer dedicated to their organization. This flyer is distributed to the full network of Viterbi student organization presidents, reaching over 50 student leaders and expanding connections across the student organization community.

Student Engagement and Recruitment -

Host a Company Tabling Session in The Epstein Family Plaza – 2 stars

By tabling on campus, Partner Program members gain broad visibility and direct access to student foot traffic in the center of the engineering school. Tabling serves as an effective engagement and recruiting tool to answer questions, collect resumes, and interact with students through activities such as games and giveaways. VCC will provide one table and two chairs. Partners are encouraged to bring branded materials, handouts, and company swag to enhance their presence. Tabling is available for reservation between 10:00 a.m. and 4:00 p.m. Event covers up to \$500 in partnership funds.

Host an On - Campus Trojan Talk (Company Recruiting / Information Session) - 2 stars

A Trojan Talk is USC's term for an information session, but partners are encouraged to use this format for a variety of engagement opportunities beyond traditional presentations. Trojan Talks may be scheduled during the Fall and Spring semesters, on-campus or virtually, and timing varies, with most popular times being the lunch hour or afternoon (Monday–Friday) or lunch hour or evening (Monday–Thursday). Partners can use these sessions to present on their organization, host panels, invite alumni engineers to speak, or lead discussions on topics of their choice. Sessions typically last between one and three hours. Space availability may vary and generally includes basic AV support (projector with VGA/HDMI). Partners are encouraged to bring their own adapters as needed. Reservations are first-come, first-served, and VCC reserves the right to limit overlapping sessions targeting similar student populations. Event covers up to \$500 in partnership funds.

Host a Professional Development Workshop – 2 stars

Partners may deliver one of Viterbi's professional development workshops as scheduled in the VCC calendar or collaborate with VCC staff to design a customized engagement event. All events must take

place during the academic year of active Partner Program membership. Event covers up to \$500 in partnership funds.

Host Student Coffee Chat or Study Break - 2 stars

Partners may host coffee chats or study breaks in collaboration with VCC, offering a casual, drop-in environment focused on student engagement. These events provide an opportunity to connect with students in an informal setting and build brand awareness. Examples include “Culture Tech Coffee Chats,” “Women in Engineering Study Breaks,” or “The Do’s and Donuts of Recruiting.” Event timing and format are coordinated between VCC and the partner to maximize student attendance and engagement. Event covers up to \$500 in partnership funds.

Sponsor a How to Get Hired Series Professional Development Day – 2 stars

Partners who sponsor a day of the annual *How to Get Hired Series* hosted in the Fall semester in September gain valuable opportunities to engage with students through professional development while building brand awareness ahead of the Career & Internship Expo. Sponsorship includes recognition as a Day Sponsor, with prominent logo placement across marketing materials—both print and digital—including invitations, brochures, posters, and the website. Sponsors are also invited to host one featured professional development activity on their selected day, aligned with the theme of that session and subject to availability. In addition, sponsors receive a complimentary custom engineering student resume book aligned with their recruiting interest. Resume books are distributed one week following the event.

Sponsor a Viterbi Mock Interview Day – 2 stars

Partners who sponsor a Viterbi Mock Interview Day can engage directly with students through mock interviews, provide meaningful professional development, and strengthen brand awareness. Sponsorship includes recognition as a Mock Interview Day Sponsor, with prominent logo placement across event marketing and materials—both print and digital—including invitations, brochures, posters, and the website. Sponsoring organizations may bring multiple interviewers to participate. Mock Interview Days are offered in the fall and/or spring, depending on the VCC academic calendar.

Viterbi Networking Event Registration and Sponsorship - 2 stars

Partners may sponsor the VCC networking event to enhance brand visibility and increase awareness of available opportunities among students. The Viterbi Networking event is held in the fall semester, with audiences including undergraduate, graduate, or combined student populations. Sponsorship includes recognition as an Event Sponsor, with prominent logo placement across event marketing and materials—both print and digital—including invitations, brochures, posters, and the website. Sponsors are also acknowledged by the Senior Director of VCC during the event’s welcome and closing remarks.

Host a Student Luncheon or Dinner – 3 stars

Partners may host a luncheon or dinner to engage with a targeted student population in a more intimate setting. Events may range from casual catered meals, such as pizza and ice cream, to more formal networking dinners featuring hors d'oeuvres. Examples include “Celebration Luncheon for New Hires,” “Company Lunch & Learn,” or “Dinner with an Engineer.” Events are limited to a maximum of 50 student attendees and must take place during the academic year of active Partnership. Luncheon and dinner events are supported by up to \$1,000 in Partnership funds.

Viterbi Career & Internship Expo Registration Plus Sponsor Recognition – 3 stars

Partners may sponsor VCC's bi-annual Career & Internship Expo to enhance brand visibility and increase student awareness of their opportunities during recruitment. Sponsorship includes prominent logo placement on the student-facing Career Expo page, as well as recognition across event marketing channels, including email communications, printed flyers, social media, and blog posts promoting the Expo. Additionally, sponsors receive one complimentary table for next-day interviews and a complimentary invitation to the Viterbi Engineering Student Organization mixer during the week of the Career Expo.

Host a Company Day On-Campus (2 formats) - 4 stars

Company Days are designed to maximize campus visibility and strengthen brand awareness for Partner Program members. Each Company Day may include a combination of engagement activities, typically structured in one of two formats:

- Morning coffee chats or meet-and-greets, a Lunch & Learn, and an evening Trojan Talk or Tech Talk
- Morning office hours, a tabling session, and an evening Trojan Talk or Tech Talk

Spaces are reserved based on availability and mutual agreement between the Partner and VCC. Catering is provided for one of the three activities within a Company Day and is capped at \$1,200. Any catering or space reservation costs exceeding this amount are the responsibility of the Partner.

Host a Viterbi Career Trek Site Visit – 4 stars

Partners may engage and recruit students by hosting an on-site visit to their local facility. These company treks provide opportunities for tours, product demonstrations, panel discussions, or networking sessions with employees and Viterbi alumni, helping to strengthen brand awareness and build a pipeline of talent for upcoming recruiting cycles. Trek experiences should last between one and three hours and take place at locations within a two-hour driving distance of the University of Southern California's University Park Campus. Attendance is limited to 30 students, and events must occur during the academic year of active Partnership. Partnership funds cover student transportation and one meal (breakfast or lunch, depending on timing). Trek dates vary and must be scheduled for at least one month

in advance to allow sufficient time for outreach and transportation coordination by VCC. VCC requires all students attending Career Treks to sign an off-campus event waiver, and at least one VCC staff member must be present to manage transportation and student check-in for the Trek.