

Santa Clara University Career Center



**Santa Clara  
University**

# HIRE SCU: A GUIDE FOR ALUMNI

*How to Hire a Bronco*



# ABOUT SANTA CLARA UNIVERSITY

Located in the heart of Silicon Valley, Santa Clara University blends high-tech innovation with a social consciousness grounded in the Jesuit educational tradition.

We are committed to leaving the world a better place. We pursue new technology, encourage creativity, engage with our communities, and share an entrepreneurial mindset. Our goal is to help shape the next generation of leaders and global thinkers.

Santa Clara's undergraduate and graduate programs span areas ranging from psychology to sustainable-energy engineering and from theater arts to business analytics.

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## By the Numbers ...

*10,000+ students.* Santa Clara University enrolls ~6,000 undergraduates and ~3,000 graduate students across 50+ majors, minors and programs.

*95% retention rate.* Santa Clara University boasts one of the highest student retention rates in all of higher education. Our high retention means that you can confidently invest in this brand building opportunity knowing that you will see a return on your investment.

*Proudly diverse.* Some of the demographics of our most recent incoming class: students of color – 55%; first generation – 15%; Pell eligible – 11%; and international – 7.5%.

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# ABOUT THE CAREER CENTER

The SCU Career Center is nationally recognized for success and thought leadership in the field of career services. As of 2022, it is ranked #19 on The Princeton Review's "Top 20 Best Career Placement List."<sup>1</sup>

The Career Center supports the career and professional development of 6,000+ undergraduate students across the Leavey School of Business, School of Engineering, and College of Arts and Sciences as well as 2,000+ graduate-level students in the School of Engineering and the School of Education and Counseling Psychology.

Graduate-level business students and law school students are served by separate career centers. Please let us know if you are interested in recruiting students in either of these programs and we will be pleased to make an introduction.

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<sup>1</sup> Source: <https://www.princetonreview.com/college-rankings?rankings=top-20-best-career-placement-private-schools>

# INTRODUCTION

- Are you searching for the **skills** and **Jesuit values** of a SCU student or graduate in a future hire?
- Are you looking to **give back** to SCU by offering a job or internship?

**Dear Alumni Partner,**

One great way to give back to SCU is through your opportunities! The Career Center is a partner helping you engage with and hire a candidate with the skills, experience, and values of an excellent Santa Clara education. If you're looking to hire a Bronco, consider these options:

**Post your opportunity on Handshake**

Post the position in [Handshake](#), Santa Clara's main career search platform

**Share your hiring needs and meet with an Employer Relations specialist**

Take this [1-minute survey](#) so that we can best meet your needs.

**Join a Career Fair**

We typically host 4-5 career fairs per year: 2 in the Fall quarter, 1-2 in Winter quarter, 1 in all majors career fair in the Spring quarter. All registrations are through Handshake.

**Host a Coffee Chat**

Coffee Chats are opportunities to table in college-specific, high-visibility and high-foot traffic areas. Coffee Chats foster casual, authentic conversations with students over coffee and pastries.

**Engage with student organizations**

We regularly interact with a number of our [student organizations](#), and we'd be happy to make an introduction to any we keep in touch with or you are welcome to reach out to them directly.

**Post a short-term project**

If you have short term projects (10-40 hours), please consider providing a micro-internship using the [Parker Dewey](#) platform.

**Consider becoming an Employer Partner**

If you are interested in elevated branding, complimentary career fair registrations, coffee chats, and priority invitations to boutique recruiting events, contact Melissa Thiriez about our Employer Partner Program.

Thank you,



Melissa Thiriez (she/her)  
Director, Employer Relations and Partnerships  
Career Center, Santa Clara University  
[mthiriez@scu.edu](mailto:mthiriez@scu.edu) | 408-551-3059

# EMPLOYER PARTNER LEVELS

## DIAMOND ... \$10,000 (2 sponsor limit)

- Presenting award sponsor of annual flagship event Diversity Works Expo & Awards
- All Gold level benefits

## GOLD ... \$5,000

- Employer logo on Career Center website
- Three complimentary Career Fair registrations (virtual and in-person options)
- Three complimentary Resume Books (publicly available resumes of Career Fair attendees)
- Two complimentary Coffee Chats (tabling opportunities in high-foot traffic areas)
- Three targeted student emails
- Unlimited recruiting consultation sessions with an Employer Relations expert
- Priority invitation and complimentary on-campus parking to applicable events

## PARTNER ... \$3,000

- Employer logo on Career Center website
- Two complimentary Career Fair registrations (virtual and in-person options)
- Two complimentary Resume Books (publicly available resumes of Career Fair attendees)
- One complimentary Coffee Chat (tabling opportunity in high-foot traffic area)
- Two targeted student emails
- Three recruiting consultation sessions with an Employer Relations expert
- Priority invitation and complimentary on-campus parking to applicable events

## NON-PROFIT / GOVERNMENT ... \$800

- Employer logo on Career Center website
- Two complimentary Career Fair registrations (virtual and in-person options)
- Two complimentary Resume Books (publicly available resumes of Career Fair attendees)
- One complimentary Coffee Chat (tabling opportunity in high-foot traffic area)
- One targeted student email
- Three recruiting consultation sessions with an Employer Relations expert
- Priority invitation and complimentary on-campus parking to applicable events

## Marketing and Branding

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### **Employer logo on Career Center website – *Brand visibility.***

Your logo will be displayed prominently on the Career Center website and you will be named as an official Employer Partner. We'll help you drive traffic to your site by hyperlinking to a company page of your choice.

#### Expected Engagement

- Average monthly unique landing page views: 1,369

### **Targeted student emails – *Cut through the noise.***

We will work with your team to identify your preferred target student population and email send dates. We will also collaborate with you in designing the look and content of the email to maximize open and click rates.

#### Expected Engagement\*

- Maximum reach: ~18K students and alumni
- Average open rate: 67 percent
- Average click rate: 3 percent
- Average number of unique clicks: 51

*\*based on 2022-2023 email performance metrics*

## Recruitment and Outreach

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### **Career Fairs – *Recruit at scale.***

Career Fairs are opportunities to introduce your organization to a large number of students in a short amount of time. For in-person fairs, employers are provided with one 6' table and 2 chairs. For virtual fairs, employers set up a customized schedule to meet with students 1:1 and/or in small groups.

#### Marketing Support:

- Fair listing on Career Center website and in Handshake
- Six all-student emails with your company highlighted as an Employer Partner
- Included in all school/college newsletters
- On rotating display on digital screens throughout campus
- Visibility boosts on Santa Clara's main Instagram page
- Shared with all academic department chairs and student groups

#### Expected Engagement:

- In 2022-2023, an average of 454 students checked in at each Career Fair.
- Mean: 454; Median: 332; Mode: N/A; Range: 672.

### **Resume Books – *Find the right candidate.***

With hundreds of students attending each fair, we know it's not possible to meet all of them in just a few hours. In fact, it can sometimes feel like finding a needle in a haystack. That's why we'll share with you the publicly available resumes of all students who attended, giving you an opportunity to follow up specifically with those who meet your desired qualifications.

### **Coffee Chats – *Casual and authentic.***

Coffee Chats are opportunities to table in college-specific, high-visibility and high-foot traffic areas. Coffee Chats foster casual, authentic conversations with students over coffee and pastries. Employers are provided

with one 6' table and 2 chairs as well as a dedicated staff member from the Employer Relations team.

Marketing your Coffee Chat:

- Event listing on Career Center website and in Handshake
- Two targeted emails
- Included in relevant school/college newsletters
- On rotating display on digital screens throughout campus
- Shared with select student groups

Expected Engagement:

- In 2022-2023, an average of 18 students checked in at each Coffee Chat.
- Mean: 18; Median: 13; Mode: 13; Range: 47

## Concierge Services

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**Recruiting consultation sessions – *Optimize your benefits.***

As an Employer Partner, you will be provided with a dedicated member of our Employer Relations team who has expertise in recruiting for your industry and job types. Together, we will help design a strategy that best leverages your Employer Partner benefits to achieve your brand building and recruitment goals.

**Priority invitation and complimentary on-campus parking – *Make it easy.***

All of our Employer Partners will receive priority invitations to all of our recruitment events, including the Career Fairs, Diversity Works Expo & Awards, and relevant Meet-Ups and Pop-Ins. In addition, Employer Partners will have the first choice of dates for Coffee Chats and targeted email send-dates. Lastly, you will enjoy complimentary parking for up to two cars at all on-campus recruitment events.

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## Ready to become an Employer Partner?

View the sample [Employer Partner Agreement Form](#).

Email **Melissa Thiriez**, Director, Employer Relations & Partnerships, at [mthiriez@scu.edu](mailto:mthiriez@scu.edu).

# 2024-2025 Career Fairs & Events

- All career fairs and events can be found on our [website](#).
- Registration for career fairs is through Handshake.

## Volunteer Your Time and Experience

Not hiring? Donate your time and expertise! Consider these ways to give back.

### **Mentor and Network with Students on Bronco Exchange**

Connect with other alumni and students on SCU's exclusive networking platform, [Bronco Exchange](#).

### **Volunteer at a Career Center Event**

By signing up for BroncoExchange, we will invite you to relevant opportunities as they come up, such as a resume review, mock interviews, or panel events.

### **Be an Executive-in-Residence**

Each quarter, the Career Center invites one executive-level professional (director-level or above) to host drop-in hours to share their experience with students and answer their questions.

### **Host Broncos at Your Workplace**

Do you work at an amazing organization and want students to experience your office? Host a career trek to your workplace!

*If you are interested in any of these recruitment or engagement opportunities, please reach out to **Melissa Thiriez**, Director of Employer Relations and Partnerships, at [mthiriez@scu.edu](mailto:mthiriez@scu.edu).*



Benson Memorial Center, West Wing

500 El Camino Real

Santa Clara, CA 95054

(408) 554-4421

<https://www.scu.edu/careercenter/>  
[careercenter@scu.edu](mailto:careercenter@scu.edu)