



## EVANGELIZED

Employers look to UC Irvine students first to fill their jobs and internships. They sponsor the UC Irvine Career Center's major events and are members of the Corporate Alliance Group - granting them the opportunity to be featured on the Career Center's social media sites and marketing materials. They take part in the Job Shadow Program yearly and welcome the opportunity for return Employer Engagement Initiative visits. They are invited to participate in special events and opportunities.

## ENGAGED

Employers increase their presence at UC Irvine by taking part in the Career Center's multiple career fairs, on-campus interviews, listing their jobs and internships on ZotLink (UC Irvine's job listing board), participating in the Job Shadow Program and speaking at info sessions or panels. They may also be chosen for special events, like the Practice Career Fair.

## INVOLVED

Employers take part in smaller on-campus opportunities such as info sessions, info booths, or purchasing ads in career fair guides. They may choose to list a job or internship on ZotLink (UC Irvine's job listing board).

## INTERESTED

Employers may post to the Career Center's social media sites or reach out to the Employer Relations Team. They may choose to speak with the Career Center's Internship Coordinator about ways to develop their internship opportunity ideas, or with the Employer Outreach Specialist to learn about the opportunities available to employers.

## AWARE

Employers have browsed the UC Irvine Career Center's website or social media sites. They have likely heard of UC Irvine, but may not know much about the Career Center.

UC IRVINE CAREER CENTER  
EMPLOYER ENGAGEMENT INITIATIVE  
LADDER OF ENGAGEMENT

