Roadmap of Engagement

FALL 2019
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<tr>
<th>Fall 2019</th>
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| Fall Engineering Career Fair Prep Sessions | All engineering majors | -Build brand  
- Educational partnership | -Career development resources | Sept. 6 & 13 - Fridays leading up to career fair | |
| Career Development Panels & Workshops-resumes, interviews | Various engineering majors | -Targeted majors  
- Networking with faculty & staff  
- No registration fees  
- Build brand | -Career development resources | Sept.- TBD | |
| ASU Fall Internship Fair-Sept. 10, 2019 | All majors invited, including supply chain and business | -High visibility  
- High volume of students | -Good experiential learning opportunity  
- Employed interns or full-time graduates  
- Showcases high-profile industry partnerships | Mid-Sept. | |
| Career Services Event (not specific to Engr) | All majors invited, including supply chain and business | -High visibility  
- High volume of students | -Good experiential learning opportunity  
- Employed interns or full-time graduates  
- Showcases high-profile industry partnerships | Mid-Sept. | |
| ASU Fall University-Wide Career Fair-Sept. 24-26, 2019 | All majors invited, including supply chain and business | -High visibility  
- High volume of students | -Good experiential learning opportunity  
- Employed interns or full-time graduates  
- Showcases high-profile industry partnerships | Mid-Sept. | |
| Career Services Event (not specific to Engr) | All engineering majors, and by targeted areas | -Fulton Signature Event  
- High visibility  
- High volume of engineers  
- Combine with interview day | -Good experiential learning opportunity  
- Employed interns or full-time graduates  
- Showcases high-caliber industry partnerships | Mid-Sept./first week in Oct. | |
| Fall Fulton Engineering Career Fair at Tempe-Sept. 17-18, 2019 | All engineering majors, and by targeted areas | -Fulton Signature event  
- High volume of Polytechnic students | -Good experiential learning opportunity  
- Employed interns or full-time graduates  
- Showcases high-profile industry partnerships | Mid-Sept./first week in Oct. | |
| Fall Fulton Engineering Career Fair at Poly – Sept. 19, 2019 | All engineering majors, and by targeted areas | -Fulton Signature event  
- High volume of Polytechnic students | -Good experiential learning opportunity  
- Employed interns or full-time graduates  
- Showcases high-profile industry partnerships | Mid-Sept./first week in Oct. | |
| Fall Engineering On-Campus Interview Days-Sept. 19 at Tempe and Sept. 20 at Poly | All engineering majors, and by targeted areas | -High volume of engineers  
- Ease of interviews  
- High volume of interviews | -Good experiential learning opportunity  
- Employed interns or full-time graduates | Mid-Sept./first week in Oct. | |
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| ASU STEM Virtual Career Fair-Oct. 4, 2019                                  | All ASU STEM majors                               | -High volume of on-line and campus-based engineering students  
- Easy screening interview opportunity                                                   | -Good cross-disciplinary student engagement resource  
- Employed interns or full-time graduates                                               | Sept./Oct.                              |                                                                     |
- Build brand  
- High visibility  
- Educational partnership                                                        | -Retention-focused activity  
- Career planning  
- Experiential education opportunity  
- Career development                                                             | Oct.           |                                                                     |

**Ongoing**

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| Post available jobs and internships, search resumes in Handshake          | Target posting by major across ASU               | - No cost  
- Manage remotely  
- Build brand  
- Self-service option when desired                                                | - Employed interns or full-time graduates  
- Customer service on-demand  
| Company presentations or Information Sessions                            | All engineering majors                            | - High visibility in Fulton calendar, Inner Circle, and on monitors  
- Min. to no cost (varies by location)  
- Build brand                                                                       | - Showcasing key ASU relationship attractive to students  
| Co-operative Education                                                    | Rising sophomores, juniors, and 4+1 seniors       | - Steady talent pipeline  
- Workforce benefits  
- Cost effective labor  
- Higher retention or conversion rates  
- Shorter learning curve for full-time ROI/effectiveness                      | - In-depth co-curricular learning  
- Retention  
- Professional industry knowledge  
- Student financial benefits                                                     | 6-8 months employment cycles. Starts in Jan., May, and Aug.                      |                                                                      |
| Company Industry Day                                                       | All engineering majors, and by targeted areas     | - Targeted Branding in several events throughout a day-long event  
- Interact with targeted populations  
- Student organization introductions                                              | - Showcasing key ASU relationship attractive to students  
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<td>Sponsor senior-design capstone 2 semester project</td>
<td>-Seniors only -By targeted majors</td>
<td>-Interact with targeted populations semesters before graduation -Examine technical performance in applied settings -In-depth company exposure to student group of 4-5 and capstone class</td>
<td>-Students develops hands-on experience -Students exposed to a ‘sampling’ of company work -Students present technical projects for review and feedback -Formal and informal interactions</td>
<td>Sponsoring project: July-Aug. deadline Aug.-students select projects 1st semester - scope definition 2nd semester-project execution and presentation</td>
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<tr>
<td>Student Organization Specific-Guest Lecture or Tech Talk Ask Alumni Ambassadors to present</td>
<td>EXAMPLES</td>
<td>-Build brand in diverse communities -Interact with targeted populations semesters before graduation</td>
<td>-Career development and planning -Formal and informal interactions</td>
<td>Ongoing</td>
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<td>Corporate Affiliates Partners Program (CAP)</td>
<td>All engineering majors, and by targeted areas</td>
<td>-High visibility in FSE -Build brand -Ongoing benefits &amp; enhanced services</td>
<td>-Showcasing key ASU relationship attractive to students -Educate students about industry and company</td>
<td>Throughout Semester</td>
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<td>Engineering Projects in Community Service (EPICS) Presentation Judge</td>
<td>-Freshmen to seniors -Social entrepreneurship focused</td>
<td>-Can select which night you want to participate based on group presentations -Opportunity to develop entrepreneurial thinking, social problem solving, leadership, public speaking</td>
<td>-Industry engagement in student development -Students exposed to industry leaders -Students apply learned skills</td>
<td>Per EPICS Schedule-End of Semester</td>
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<td>eProjects or Entrepreneurial project sponsorship</td>
<td>-Primarily Polytechnic campus majors currently -Multiple engagement levels -Consultation: <a href="mailto:timothy.beatty@asu.edu">timothy.beatty@asu.edu</a> (480) 727-5946</td>
<td>-Access to student creativity and expertise solving a real-world problem -Opportunity to assess potential intern and workforce candidates</td>
<td>-Industry engagement in student development -Students exposed to industry leaders -Students apply learned skills</td>
<td>Fall and Spring Semesters</td>
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<td>Global Outreach and Extended Education</td>
<td>-Corporate employees, including executives Office of Global Outreach and Extended Education -Consultation: <a href="mailto:Jose.Quiroga@asu.edu">Jose.Quiroga@asu.edu</a> (480) 727-4184</td>
<td>-Workforce development through advanced education and professional development -Customized programs and non-credit short courses -Online graduate degrees, executive programs and certificates</td>
<td>-Industry engagement in workforce and professional development within the local community and around the world</td>
<td>Ongoing</td>
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<td>Ira. A. Fulton Schools of Engineering Development Team - Whether you invest in students, faculty, research or innovative initiatives that make up the Fulton Difference, you are an integral part of our ability to build the engineering school of the future.</td>
<td>Margo Burdick Director of Development <a href="mailto:Margo.Burdick@asu.edu">Margo.Burdick@asu.edu</a> 480-727-7099</td>
<td>-Customized to Company needs</td>
<td>-Established point of contact and continuity</td>
<td>Ongoing</td>
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<td>President’s Club - The President’s Club is a group of men &amp; women committed to transforming public higher education through their support of the ASU president</td>
<td>President’s Club Director: <a href="mailto:Andrew.Carey@asu.edu">Andrew.Carey@asu.edu</a></td>
<td>-Direct Thought Leadership connections -Customized to company needs</td>
<td>-Advance mission and vision for higher education</td>
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