PARKER DEWEY

Partner Checklist: Annual Must Do's

The steps on this checklist must be confirmed annually before basic-level partners can request their student engagement data. They are also highly recommended for Parker Dewey+ level partners.

Keep Track of Your Progress:

Copy All Partner Checklists in Google Drive

Incorporate into Existing Resources

For Employers

Share this intro & your link in the following places:

- **Career Services Employer Web Page**
  Examples: Case Western Reserve University, WSU - Voiland College, Augusta University
- **Exchanges w/ Recruiters**
  Include in recruiting menus, email signature, & conversations (employer conversation guide).
- **Presentations about Recruiting Options**
  Customize and add this single slide.
- **Get Creative**
  Include anywhere else you highlight recruiting resources to employers and alumni.

For Students

Share this intro & your link in the following places:

- **Career Services Student Web Pages**
  Examples: University of Wisconsin-Parkside, Meredith College, Long Beach City College
- **Career Platforms, Intranets, and LMSs**
  Examples include Handshake resources, Symplicity, 12Twenty, Canvas, Blackboard, etc.
- **Presentations about Career Resources**
  Customize and add this single slide.
- **Get Creative**
  Include anywhere else you share career-related resources with students and recent graduates.

Share with Colleagues

- **Review with Career Services**
  Make sure student and employer-facing colleagues alike are aware of your landing pages and this checklist.
- **Share with Faculty, Deans, Advisors, Coaches, and Other Institutional Staff**
  Use our email template to build awareness, highlight resources, and invite them to an overview webinar.

Proactively Encourage Engagement with Parker Dewey

Employer-Facing Efforts

- **Understand Which Employers to Engage**
  Review signs that indicate a good fit.
- **Refer Employers to Parker Dewey**
  Review our referral options and resources.
  Only one is required annually, but multiple efforts throughout the year are encouraged.
- **Show How PD Leads to Better Hires**
  Customize and share this flyer during employer-facing events.
- **Tag Employers on LinkedIn**
  You can create your own post, or tag employers in the comments of a Parker Dewey LinkedIn post.

Student-Facing Efforts

- **Invite Students to Parker Dewey Events**
  Use content from our Marketing Toolkit to highlight all three:
  - Career Launcher FAQ Webinars (monthly)
  - Student Office Hours (monthly)
  - Creating Your Own Opportunities with Micro-Internships (quarterly)
- **Post Flyers and Include Reminders in Student Newsletters**
  Customize our flyer template and share monthly student newsletter content.
- **Share Reminders on Social Media**
  Use our post templates, or share our Instagram / Career Launchers LinkedIn page content.