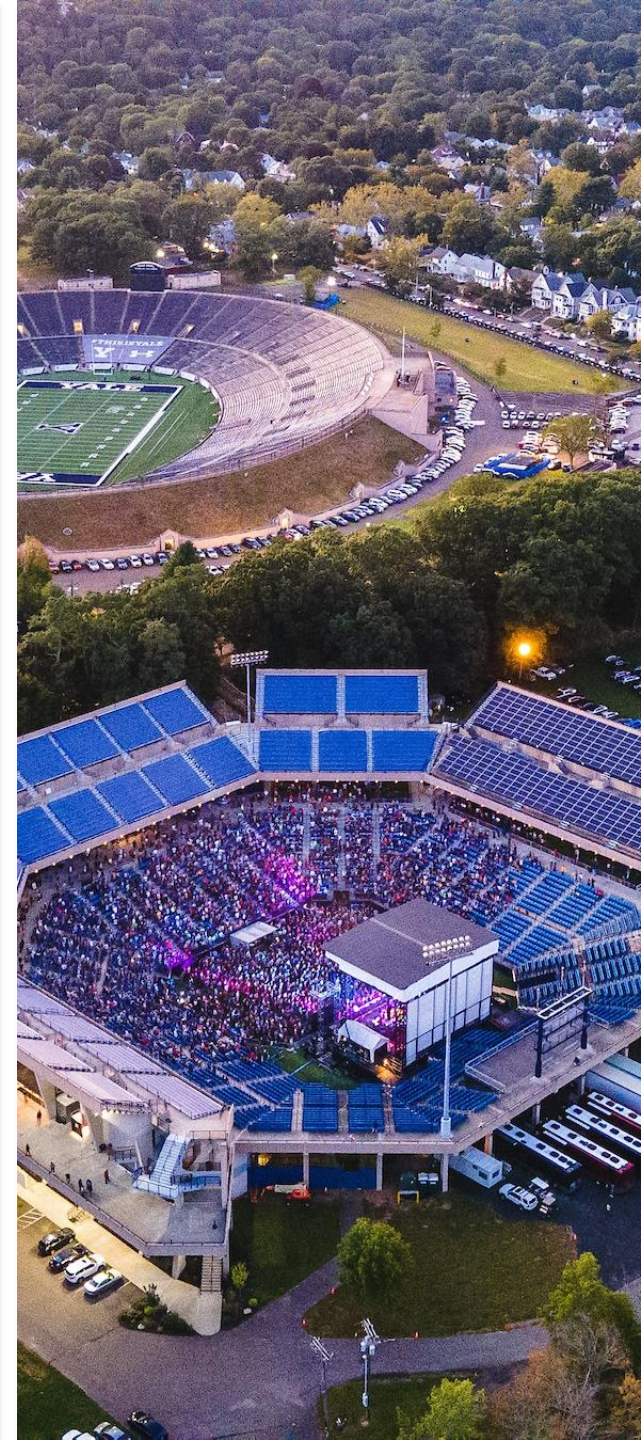


CampusCT

Life is Better in Connecticut



What is CampusCT?

CampusCT is an initiative of the Governor's Workforce Council (GWC) and led by AdvanceCT dedicated to:

- ✓ Growing Connecticut's talent pool by providing students with more meaningful experiences in their college years and;
- ✓ Highlighting the rich, diverse quality of life in the state.



Why was CampusCT created?

Connecticut's higher education system is comprised of 42 colleges and universities. Of these, 19 are public institutions, 19 are nonprofit private schools, and four are for-profit private institutions. **Each year, over 150,000 students attend these institutions. But we are producing graduates who too often leave the state upon graduation.**

In 2017, 34% of Connecticut's four-year college graduates remained in state one year after graduation, compared to 42% in Massachusetts and 53% in New York. Graduates remaining in Connecticut benefit from staying connected to family, the high quality of life, attractive job opportunities, and career pathways.



What does CampusCT do?



Career

We've partnered with Connecticut's top employers to connect you with meaningful jobs and internships - right here in our state. You'll also get a sneak peek into these employers' corporate culture and career paths through our Employer Profiles page. Take a look and the next step on your professional journey.



Lifestyle

Life is better in Connecticut. Take advantage of what our great state has to offer. From world-class restaurants and bustling cities to national parks, beaches and concerts - there's something for everyone. And don't forget to follow us on social media!



Events

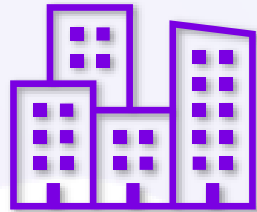
Join our in-person and virtual events to build your local network and gain direct insights on professional development topics with our career advisor and hiring manager partners.

Who is our audience?



Students

Gateway to meaningful career opportunities and all the fun, excitement, and adventure that our state has to offer.



Employers

A unique opportunity to offer Connecticut college students an inside glimpse into their company - highlighting corporate mission, culture, DEI and sustainability initiatives, and available career paths.



Higher Education

A personalized career and lifestyle resource for students, curating high quality, entry-level job and internship opportunities.

Who are our partners?

EMPLOYER PARTNERS



HIGHER ED PARTNERS



CampusCT Sponsorship Packages

	Employer Benefits	Advocate \$1,000	Champion \$2,500
Branding	Logo recognition on CampusCT main page	✓	✓
	Dedicated employer brand page on CampusCT website	✓	✓
	Featured stories on dedicated brand page	10	10
	Logo featured (36) on CampusCT's weekly newsletter	✗	✓
	Employer spotlight (1) in CampusCT email during the academic year	✓	✓
	Custom social media posts around your employer spotlight	1	4
	Custom social media sharing package	✓	✓
	Invitations to participate in CampusCT virtual career panels	✓	✓
Talent	Logo featured on career home page	✗	✓
	Premier Job Postings	10	Unlimited
Metrics	Analytics review and semester report	✓	✓

Post individual jobs and internships directly to our career portal. *Internships are free!**

Non-Sponsorship Opportunities

	Premier	Basic	Internship
	\$100	\$25	\$0
	Add to cart	Add to cart	ADD TO CART
Online Job Posting	✓ 240 days	✓ 120 days	✓ 120 Days
Featured Company Stand out with your company's logo on the career center homepage	✓		
Spotlight Job Your highlighted job is shown at the top of search results and appears on the job seeker home page	✓		

CampusCT Fast Facts



+50,000
student emails

Unparalleled Exposure

As a result of our partnerships with institutes of higher education, **CampusCT emails +50,000 students weekly** through our newsletter – providing unparalleled exposure for our partners



+180,000
students within
reach

Deep Partnerships

CampusCT partners with every institute of higher education in the state, meaning **CampusCT can reach the majority of Connecticut's +150,000 college students**. This is accomplished through our newsletter, exposure on university career pages, career fair attendance, and other professional development events.



+500
entry-level roles
in Connecticut

Curated Career Portal

Students can browse **+500 entry-level jobs and internships on CampusCT's Career Portal**. As new employer partners are onboarded, additional job postings will be added – meaning the opportunities never end!



Life is Better in Connecticut

CampusCT is your gateway to meaningful career opportunities and all the fun, excitement, and adventure that our state has to offer. **Don't just live in Connecticut - thrive here!**

[Explore Companies](#)[Discover CT](#)

Introduction



Program Manager



Program Associate



CAMPUSCT

Careers. Lifestyle. Events.



How is CampusCT different from other career platforms?

CampusCT is not in competition with other career service and job platforms (ie, Handshake, LinkedIn, Indeed), but rather a complement to an employer's omnichannel approach to talent acquisition. In contrast, CampusCT is exclusively dedicated to:

- ✓ Entry-level jobs and internships in Connecticut;
- ✓ Promoting Connecticut as a place to live, work and play;
- ✓ Providing a more intimate insight into Connecticut employers.

Additionally, CampusCT hosts in-person and virtual events to create a direct relationship between company representatives and students. Coupled with attending career fairs throughout the state to drive user traffic, CampusCT is uniquely positioned to serve as a supplemental 'boots on the ground' for its employer partners.

Lastly, CampusCT's lifestyle marketing and promotion of things to do in Connecticut also serves as another driving force for students to engage with the program, meaning more consistent and long-term engagement.