



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: [University of Alabama at Birmingham](#), [La Roche University](#), [St. Lawrence University](#)
-  **Canned Email Responses**
Make sure companies interested in recruiting from your institution are aware of our partnership
-  **Presentations about Recruiting Options**
Our [single side template](#) makes it easy to add
-  **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: [Meredith College](#), [Eckerd College](#), [Long Beach City College](#)
-  **Career Platforms, Intranets, and LMSs**
Examples include Handshake resources, Symplicity, 12Twenty, Canvas, Blackboard, etc.
-  **Presentations about Career Resources**
Our [single side template](#) makes it easy to add
-  **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](#)

Encourage All Audiences to Engage with Parker Dewey

Employer-Facing Efforts

-  **Tag Employers on LinkedIn**
You can [create your own post](#), or tag employers in the comments of a [Parker Dewey LinkedIn post](#)
-  **Explain Where Micro-Internships Fit**
Share [this flyer](#) during employer visits, career fairs, and any other events your employers attend
-  **Invite Employers to Connect with PD**
Do at least one of the below annually:
 - Host an institution-specific Parker Dewey webinar ([details](#))
 - Invite at least 50 employers to meet with the Parker Dewey team one-on-one ([template](#))
 - Invite employers to one of Parker Dewey's regularly scheduled webinars ([template](#))

Student-Facing Efforts

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