**Communicating with Industry about Your Organization**

*Information provided courtesy of Lauren Majure, Coordinator Senior of Engineering Career Center*

Your organization needs industry connections for financial support, networking, career development and more. How do you find industry members? How do you talk with them about your organization? How do you build a relationship that’s beneficial for both of you?

**#1 Think about your organization’s brand and why a company would want to get involved with your organization.**

* What do you have to offer industry? How will supporting your organization benefit them?

**#2 Give them what they want.**

* Provide them with a packet of information and/or clear directions to your web site.
	+ Demonstrate your information visually. Don’t be boring.
	+ Put your logo on pre-assembled folders and communication.
	+ Have a general non-changing monitored email address that won’t change from semester to semester. It’s much easier to contact student org leaders that way!
	+ Maintain a single-page contact sheet (or web site page) of your officers. Include your web site, LinkedIn page, and any other relevant resources. Note: they will not be able to access OrgSync web sites.
	+ Provide a brief history of your organization.
	+ Share your mission and goals.
	+ Share the stats, aka the demographics, such as honors students, GPA, majors, women/minorities/US Veterans, etc.
	+ Give them a packet of resumes from members seeking internships and new grad careers. *Be sure they’ve been reviewed by Engineering Career Services!*
* Talk about what you do! Industry leaders want to know that you’re doing something.
	+ Share your calendar of events.
	+ If you work with other clubs or organizations (aka collaborate), tell them. If you’re inter- or cross-disciplinary, share that, too!
	+ Share what projects you have done, are doing, or are planning.
	+ Discuss the outreach/tutoring/community service you’re doing. Employers often want to help build the pipeline of future engineers and increase name recognition as well.
	+ Share the your org’s accomplishments, such as winning a competition, going to nationals, solving world peace, etc.
	+ Show photos and poster boards of your group in action.

**#3 Know what you’re asking for: what do you want from companies and what is in it for them?**

* **What do your projects need?** Time: how many projects over what period of time? What type of expertise? Sponsorship? Are there levels of sponsorship? What do they get? Naming rights for so long? Logo on official shirts, thank you in printed materials, etc.?
* **Do you need assistance in attending** **conferences and competitions**? What is the purpose of the event? When are they? Provide links to the event’s web site. How much do you need? Break it down between registration, travel and other, because usually companies have certain restrictions on what they can do. Is it just for officers or others?
* **Do you want to visit their site? Do you want to** **host them for information sessions** (along with ECC)? Do you need speakers or representatives at mixers? Can you offer them special advertising of internship and career opportunities as a supplement to the ECC’s Sun Devil CareerLink?

**#4 Event Management and Follow-Up To-Do’s**

* Collect business cards.
* Encourage all who come by your booth to sign a well-designed pre-made form with their name, company, title, email and phone.
* Share with the Engineering Career Center your sign-in sheet!
* Send thank you notes after the event to everyone. Include a summary of project support requests and an electronic organization packet if possible.
* As you have milestones, email an update to everyone (even if they didn’t sponsor your group) with your progress. *It shows how their investment is going and how you understand the feedback loop and long-term relationship building.*

Repeat 1-4 on a regular basis throughout the semester, year and future semesters.

**Seeking more assistance? Contact…**

**Engineering Career Center** (Works with students and industry)

<http://more.engineering.asu.edu/career/>

engineering.careers@asu.edu

480-965-2966

660 S. Mill Ave, Suite 107, Tempe, AZ 85281

**Undergraduate Student Engagement** (Works with Fulton Student Organizations)

<http://studentorgs.engineering.asu.edu/>

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