



College of Business  
Peter M. & Paula Green Johnson  
Student Success Center



# BUSINESS ENGAGEMENT GUIDE

ENGAGE. ENHANCE. EMPLOY.

WONDER UNWAVERING INTEGRITY UNBENDABLE OPTIMISM  
RELENTLESS CURIOSITY FEARLESS AUTHENTICITY  
OUTSIDE THINKERS  
INSPIRED CREATIVITY  
ADVENTUROUS SPIRIT  
UNBENDABLE OPTIMISM  
AUTHENTIC VOICES  
UNSHAKABLE DETERMINATION  
FEARLESS WONDER  
INDEPENDENCE  
UNYIELDING COURAGE  
UNWAVERING INTEGRITY

**BUILDING  
RELATIONSHIPS**

The best education we can provide is developed in collaboration with experts from the business community like yourself. In order to build the strongest relationship we can with our business partners, we focus on understanding what it takes for this relationship to be successful for you. We are proud that you have chosen the University of Wyoming College of Business as a partner and we look forward to working together to develop students who graduate ready to make an immediate impact for your organization.

# THE CONCIERGE MODEL

Most leaders agree that the ultimate strategy for success is hiring the right people, and it has become one of the most challenging problems the business world faces. At the University of Wyoming College of Business, we treat this problem as seriously as you do.

We utilize a concierge approach with our employer partners to ensure that we deeply understand your needs and provide customized solutions to support you. Through our Peter M. & Paula Green Johnson Student Success Center we commit to being a one stop shop for everything from understanding how to offer an internship to providing a talent pipeline strategy for large-scale full-time hiring needs.

## OUR APPROACH CONSISTS OF THREE CORE ELEMENTS:

- 1. Provide one point of contact.** Universities are confusing to navigate and you need answers fast. We want to be the go-to for all your talent needs.
- 2. Create personal connections** between you and our students. A resume and cover letter do not cut it anymore to determine who is the best fit for your organization. Our inclusive processes ensure that every student we put in contact with you is interested and prepared for your opportunity.
- 3. Develop deep long-term relationships** as a key performance metric to ensure that this approach continues to be effective. We encourage employer partners to become engaged in more ways than one and we organize engagement opportunities that compliment your recruiting strategy.

Whether this is the first time you are engaging with our college or you find yourself on campus frequently, we encourage you to take advantage of this concierge model. Success is hiring the right people and we want to be part of your success.





# WHO OUR STUDENTS ARE

## TOUGH

Resilient in the face of uncertainty and accustomed to dealing with complex problems. They display an aptitude for innovative and dynamic solutions and resolve and overcome challenges of any scale.



## IMPACTFUL

Aware of their potential to shape the world around them and carry an inherent understanding of their unique value. They are driven by a powerful desire to 'make a difference' and positively influence their environments.

## ACCOUNTABLE

They expect their peers, professors, and employers will uphold their commitments. Actions resonate powerfully, and serve as demonstration of integrity and responsibility.



Whereas we rely on company partners to help us maintain relevancy and emphasize experience in our curricula, they are absolutely essential to student learning in the College of Business at the University of Wyoming. We rely on them to know what current trends and practices to emphasize in the classroom. We rely on them for student project ideas. In return, our graduates are better prepared upon graduation to make an immediate impact as their employees.

- Chase Thiel, Ph. D., Department Head Management & Marketing





## ALIGNING PROGRAMS WITH INDUSTRY NEEDS

Students within the College of Business have flexible curriculum requirements to purposefully encourage them to focus on interdisciplinary work; however, below is a sample of some of the classes our students take as a part of our core business programs.

### UNDERGRADUATE PROGRAMS

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- Accounting
- Business Economics
- Economics
- Entrepreneurship
- Finance
- Management
- Professional Selling
- Marketing

### GRADUATE DEGREES

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- Master of Science in Accounting
- Master of Science in Economics
- Master of Science in Finance
- Master of Business Administration
- Venture Master of Business Administration

# BUSINESS PARTNERS RECOGNITION PROGRAM

IF YOU'RE INTERESTED  
IN RECRUITING  
STUDENTS, GET  
INVOLVED TO EARN  
MORE RECOGNITION  
BENEFITS



HOW THE POINTS ADD UP:

On-campus engagement	
POINTS	CRITERIA
3	5+ engagements
2	3-4 engagements
1	1-2 engagements
TOTAL:	

Off-campus engagement	
POINTS	CRITERIA
3	5+ engagements
2	3-4 engagements
1	1-2 engagements
TOTAL:	

Hiring business majors	
POINTS	CRITERIA
3	Hiring multiple interns and multiple full-time
2	Either more than 1 intern or more than 1 full-time
1	Either 1 intern or 1 full-time
TOTAL:	

Investment	
POINTS	CRITERIA
3	\$25,000+
2	\$10,000-\$24,999
1	\$1,000-\$9,999
TOTAL:	

## LEVELS OF RECOGNITION

BENEFITS	FRIENDS	BRONZE	SILVER	GOLD
Company Logo on College of Business Website	✓	✓	✓	✓
Access to Post Internships & Jobs on Handshake and Alumni Newsletter	✓	✓	✓	✓
Invitation to College of Business Career Fair	✓	✓	✓	✓
Invitation to Participate in Classes (guest lecturing, case studies, consulting project, etc.)*		✓	✓	✓
LinkedIn & Weekly Student Newsletter Partner Highlight		✓	✓	✓
Dedicated Employer Success Staff Member Check-in		✓	✓	✓
Company Logo Displayed Within Student Success Center		✓	✓	✓
Leadership Lunch		✓	✓	✓
Annual Company Day on Campus			✓	✓
Invitation to Host Student-Interviews on Campus			✓	✓
Partnership Emphasized at Career Fair			✓	✓
Bi-annual Recruitment with Employer Success Staff Check-in			✓	✓
Access to Applicable Resumes			✓	✓
Invitation and Announcement at Recognition Dinner			✓	✓
Site Visit			✓	✓
Individualized/Customized Opportunity to Sponsor a Competition				✓
Priority Job Listing on Student & Alumni Newsletters				✓
Invitation to attend VIP events				✓

### RECOGNITION POINT LEVELS:

**Friend:** 1-3 points **Bronze:** 4-6 points **Silver:** 7-9 points **Gold:** 10-12 points

\*Based on availability

# INTERNSHIP PROGRAM PROCESS



## WHILE STUDENTS ENJOY THE BENEFITS OF EXPERIENTIAL LEARNING, THE EMPLOYER BENEFITS INCLUDE:

- Opportunity to train future employees
- Accessible source of highly motivated pre-professionals
- Increased intellectual capital when students bring ideas/technology from the classroom
- Opportunity for mid-level staff to manage a team
- Increased visibility on campus



## INTERNSHIPS TYPICALLY:

- Are paid - Have a duration of 3-9 months and are eligible for academic credit. If you would like an intern to tackle a short-term project, you may consider offering a 1-10 week microinternship.
- Are a part-time commitment during the school year and could extend up to a full-time commitment during the summer



## ACADEMIC CREDIT FOR INTERNSHIPS:

- The decision to receive academic credit resides with the College of Business and is determined through an application completed by the student.
- The supervisor will be asked to provide key information to determine if credit can be awarded. Our staff is happy to assist or review internships in advance of posting.
- The number of free-elective credit hours received correlates with the number of hours worked. A 3-credit internship requires 180 hours of work.
- The work must align with the content of a business degree in order to be considered for credit.



My internship at MHP was an incredibly positive experience. From the very start, it was clear that MHP takes their interns seriously and values them as important investments. They understand that the more time and effort they put into training and guiding us, the better we will perform. The training and support I received at MHP was excellent, and it gave me the confidence I needed to be effective in my work. One of the things I appreciated most about MHP was their open-door policy. I felt comfortable approaching anyone, including the partners, with any questions or concerns, and I always received prompt attention. Overall, my experience at MHP has left me feeling valued and appreciated, and I would be excited to accept a job offer and become part of such a fantastic culture.

- Thomas Finch, MHP Intern





“ At ATBS we are passionate about hiring students from the University of Wyoming College of Business because they embody a unique blend of grit, kindness, and integrity. By implementing the valuable knowledge they have learned in the classroom, they provide exceptional service to our clients and drive our company forward.

- Doug Roehrkasse, ATBS

## ENGAGEMENT OPPORTUNITIES



### ON-CAMPUS ENGAGEMENT EXAMPLES

- Attend or host College of Business networking event
- Attend a College of Business career fair
- Be a subject-matter expert speaker in a class\*
- Be a mentor to one of our students
- Engage in career prep events - Interested in sponsoring or providing expertise during one of these sessions? Contact Us.
- Be engaged in a consulting project with a class\*



### OFF-CAMPUS ENGAGEMENT EXAMPLES

- Post internship and/or full-time opportunities for College of Business students via Handshake/alumni newsletter
- Organize student trips to company offices (Silver & Gold only)
- Be a part of a location-based student trip
- Engage with the college as a College of Business alumni
- Host a trip for career services staff or faculty to company offices
- Sit on an advisory board at the college or departmental level (Invitation only)
- Refer another employer

# CONSULTING PROJECTS

Take advantage of the opportunity to tap into the talent and knowledge of College of Business students as they provide a fresh set of eyes on your existing challenges and utilize their expertise to provide solution-based deliverables with a project.

## PROJECT PROPOSAL PROCESS

### PROBLEM OR OPPORTUNITY STATEMENT

- What is the problem you have identified?
- What data do you have to support this problem?
- When was this problem identified? Is this a newly recognized problem, or have you been experiencing it for a long period of time?

### PROJECT OBJECTIVES

- What do you want to happen as a result of the project?
- How will you measure project success? What key performance indicators will you use? What targets will you set?

### PROJECT SCOPE

- Topics in scope: Areas that the project is expected to cover
- Topics outside scope: Areas that the project is not expected to cover

### CHALLENGES, RISKS, AND ISSUES

- What do you see as the major challenges that the team will face in developing this project?
- Are there any other organizational issues that could impact this project?

### PROJECT ORGANIZATION & DETAILS

#### PROJECT TIMELINE:

The project must be defined and agreed upon between the faculty member and the organization's point of contact between 1-3 months ahead of the project beginning.

#### COMPANY RESOURCE REQUIREMENTS:

The most important requirement is a dedicated point of contact within the organization that students can directly communicate with. All companies are encouraged to support our college and our students through donations, but no monetary amount is required for the execution of this project unless otherwise agreed upon due to student travel or data gathering methodologies.

#### NONDISCLOSURE AGREEMENTS (NDA):

If you desire students or faculty to sign a nondisclosure agreement to protect your company's proprietary data, please send your proposed NDA to the College of Business for approval right away.

**TO SUBMIT A PROJECT PROPOSAL, GO TO:  
[WWW.UWYO.EDU/BUSINESS/SUCCESS/FOR\\_EMPLOYERS/](http://WWW.UWYO.EDU/BUSINESS/SUCCESS/FOR_EMPLOYERS/)**

# FAST FACTS



**1,376**  
TOTAL ENROLLMENT

**885**

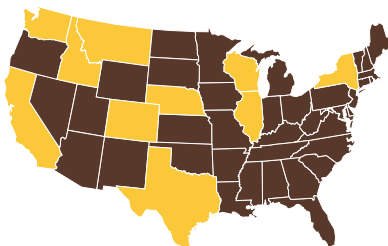
WYOMING  
RESIDENT

**490**

NON-  
RESIDENT

## TOP STATES

- |               |              |
|---------------|--------------|
| 1. COLORADO   | 6. NEW YORK  |
| 2. CALIFORNIA | 7. MINNESOTA |
| 3. TEXAS      | 8. ILLINOIS  |
| 4. NEBRASKA   | 9. MONTANA   |
| 5. WASHINGTON | 10. IDAHO    |



UNDERGRADUATE  
CLASS ENROLLMENT

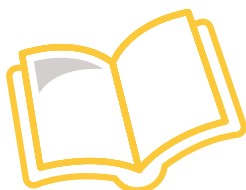
**1,071**

FEMALE: 415  
MALE: 656

GRADUATE CLASS  
ENROLLMENT

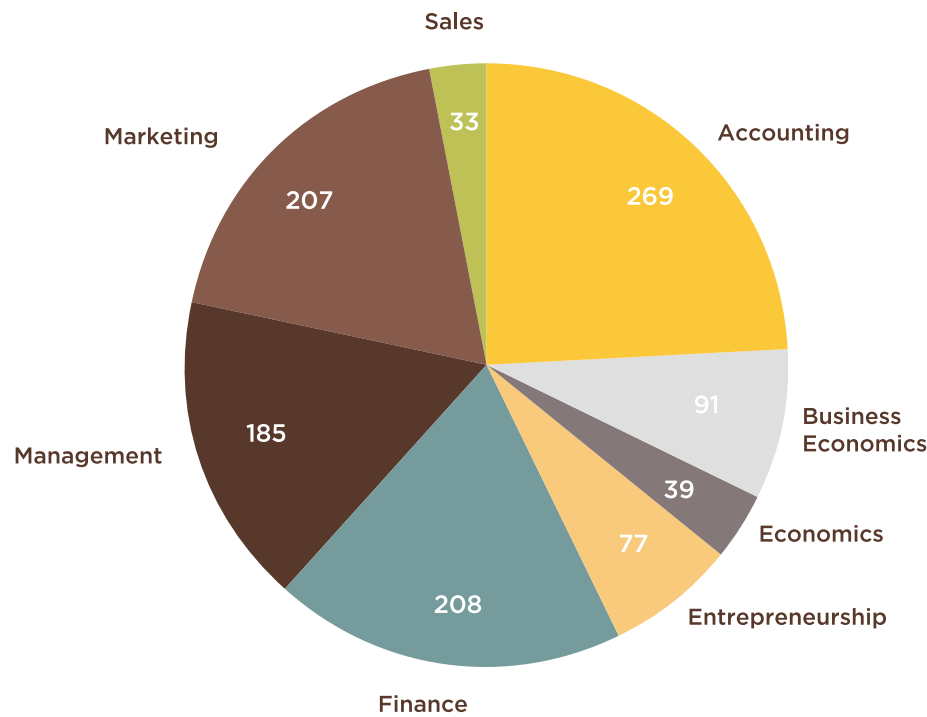
**305**

FEMALE: 130  
MALE: 175



**170+** STUDENTS MINORING  
IN BUSINESS

## STUDENTS STUDYING



**564**

DEGREES AWARDED  
IN 2022



**61%**

STUDENTS WHO  
PLANNED ON STAYING  
IN WYOMING AFTER  
GRADUATING



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Laramie, WY 82071

[uwyo.edu/business](http://uwyo.edu/business)  
(307) 766-UBIZ (8249)

[cob.engagement@uwyo.edu](mailto:cob.engagement@uwyo.edu)



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