



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



BUSINESS ENGAGEMENT GUIDE



BUILDING RELATIONSHIPS

At the University of Wyoming College of Business, we know that the best educational experiences are built with the business community, not apart from it. Strong partnerships with employers enrich our classrooms, shape our programs, and connect students to real-world opportunities. That's why we focus on building authentic, long-term relationships that support your goals as much as they support ours.

We are proud that you have chosen to collaborate with us, and we are committed to ensuring that our students graduate ready to make an immediate, positive impact on your organization.

Hiring the right people remains one of the most important and challenging priorities facing today's business leaders. We take that challenge as seriously as you do. Our approach centers on deeply understanding your needs so we can develop tailored, effective solutions that support your workforce and talent-pipeline goals.

Through the Peter M. & Paula Green Johnson Student Success Center, we offer a concierge-style experience for our employer partners. Whether you're exploring how to structure an internship, connecting with faculty for classroom engagement, or building a comprehensive hiring strategy, our team serves as your one-stop resource for every stage of your connection with the College of Business.

Together, we can create meaningful experiences for students and meaningful results for your organization.

OUR APPROACH CONSISTS OF THREE CORE ELEMENTS:

1. **Provide one point of contact.**
2. **Create personal connections.**
3. **Develop deep, long-term relationships.**

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, dynamic solutions 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 & responsibility.



BUSINESS PARTNERS RECOGNITION PROGRAM



HOW THE POINTS ADD UP

Hiring Business Majors	
Points	Criteria
3	Hiring multiple interns and/or full-time
2	Hiring more than one intern and/or full-time
1	Hiring one intern or full-time employee

Investment	
Points	Criteria
3	\$20,000+
2	\$10,000-\$19,999
1	\$1,000-\$9,999

On & Off Campus Engagements*	
Points	Criteria
6	11+ engagements
5	9-10 engagements
4	7-8 engagements
3	5-6 engagements
2	3-4 engagements
1	1-2 engagements

Total Points	
Points	Categories
	Hiring Business Majors
	Investment
	On & Off Campus Engagements*
	Grand Total

**Must have at least one on and off campus engagement to receive full 6 points.*

LEVEL OF RECOGNITION

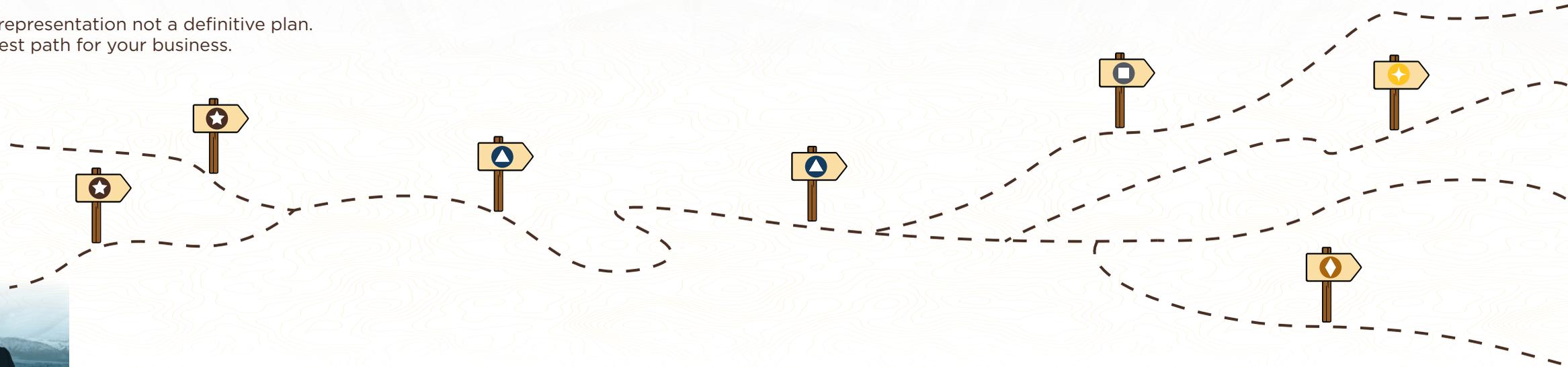
BENEFITS	Friends	Bronze	Silver	Gold
Company name on college's website	×	×	×	×
Invitation to engage with college's student organizations	×	×	×	×
Invitation to participate in classes (guest lecturing, case studies, consulting projects, etc. based on availability)	×	×	×	×
LinkedIn partner highlight		×	×	×
Student newsletter partner highlight		×	×	×
Annual debrief with employer success staff		×	×	×
Company logo displayed on college's website and within our student success center		×	×	×
Invitation to Leadership Lunch		×	×	×
Priority table placement at college's career fair		×	×	×
Access to host student-interviews on campus (outside of the career fair)		×	×	×
Partnership emphasized at college's career fair			×	×
Bi-annual recruitment call with employer success staff			×	×
Private roundtable with deans, students, and faculty			×	×
Four tickets to the college's annual Recognition Dinner			×	×
Dedicated site visit			×	×
Annual College of Business Company Day on campus				×
Individualized/customized opportunity to sponsor a student experiential learning project				×
Priority job listing on student newsletters				×
Invitation to attend VIP events				×

Recognition Point Levels:

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

TRAIL GUIDE TO SUCCESS

This is a visual representation not a definitive plan.
Let's find the best path for your business.



Our partnership with the University of Wyoming College of Business is one of my favorite parts of what we do at PMCH. Building our presence has taken time and a lot of showing up, but it's been completely worth it. Through Meet the Firms, Saddle Up, and the Career Trek, we've built real relationships with driven students and that investment continues to pay off.

- Cindy Kretzer, CPA
Shareholder, PMCH

BEGINNER*

- Custom recruiting plans/ partnership map
- 📍 Invitation to college's career fairs
- Opportunity to post jobs/internships on Handshake & virtual career center
- Access to table in college once a semester**
- 📍 Invitation to participate in a career trek
- Submit request for consulting project

*open to all, regardless of employer level)

**as available/must schedule one month in advance

MODERATE

- 📍 Plan next semester's activities with college's staff
 - Attend Leadership Lunch
- 📍 Host interview after career fair, leads to more exposure, and a potential intern
- Priority table placement at college's career fair leads to more interactions

INTERMEDIATE

- Plan next semester's activities with college's staff
- 📍 Attend Leadership Lunch
- Host interview after career fair, leads to more exposure, and a potential intern
- Priority table placement at college's career fair leads to more interactions

EXPERIENCED

- Private roundtable with students leads to an increased awareness of opportunities students are looking for
- Dedicated site visit brings college's staff in to learn more about your organization
- 📍 Attending the college's Recognition Dinner connects you with outstanding students
- Hosting interviews outside of the career fair allows time with students in-person during a campus visit

ADVANCED

- 📍 Annual College of Business Company Day on campus
- Sponsor a student competition to increase brand awareness
- Invitation to attend a VIP reception as part of the Dean's Speaker Series
- Invest \$5,000 in student success

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 three to nine months, and are eligible for academic credit. If you would like an intern to tackle a short-term project, you may consider offering a one to ten week micro-internship
- Are a full-time commitment during the summer and could extend to part-time during the school year.

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 credit hours received correlates with the number of hours worked. A 3-credit internship requires 180 hours of work during the school year and 240 work hours during the summer.
- The work must align with the content of a business degree in order to be considered for credit.



My Junior Fellowship at the Common Sense Institute Colorado was one of the most rewarding and professionally shaping experiences of my undergraduate career. I had the chance to work on meaningful policy research, contribute to real projects, and develop a deeper understanding of how data, ethics, and public policy intersect in an environment that encouraged me to think critically, ask questions, and take ownership of my work. Throughout the summer, I built both technical and professional skills by learning how to analyze complex issues, synthesize information, and communicate findings in a way that supports real decision-making. I also want to highlight how essential the College of Business Career Center was in helping me secure this opportunity through targeted resume support, interview preparation, and one-on-one guidance. Overall, this experience exceeded my expectations and made me a stronger researcher, a more confident communicator, and more intentional about the direction I want to take in public service.

- Owen Fink,
Finance, Economics, & Management Major
Common Sense Institute Colorado | Junior Fellow

ALIGNING PROGRAMS WITH INDUSTRY NEEDS

Students within the College of Business have flexible curriculum requirements to purposefully encourage them to focus on interdisciplinary work.

UNDERGRADUATE AREAS OF STUDY

- Accounting
- Banking and Financial Services
- Blockchain
- Business Economics
- Data Analytics
- Digital Marketing
- Entrepreneurship
- Environment and Natural Resource Economics
- Finance
- General Economics
- General Management
- General Marketing
- Hospitality Management
- Human Resources
- Leadership
- Professional Selling
- Quantitative Analytics Economics
- Real Estate
- Supply-Chain Management

GRADUATE DEGREES

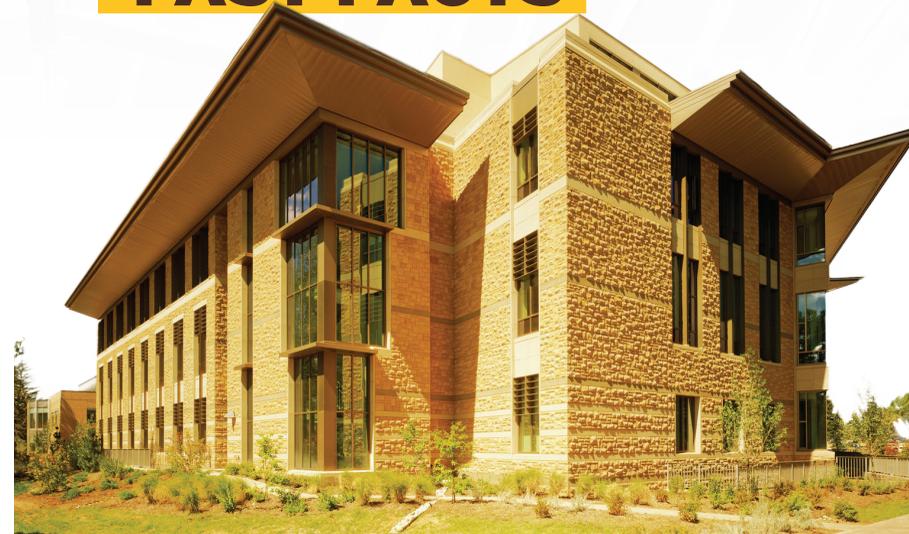
- Master of Science in Accounting
- Master of Science in Economics
- Master of Science in Finance
- Master of Business Administration
- Venture Master of Business Administration
- Certified Financial Planner



Our employer partners are a vital part of the student experience. Students benefit greatly from interacting with employers on campus. These interactions help students explore career paths, build professional connections, and understand how their education translates beyond the classroom. This engagement is critical for preparing students for their careers and informing the roles they pursue during their training and after graduation.

- **Natasha Bernhardt**,
Assistant Professor of Accounting
Accounting and Finance Department

FAST FACTS

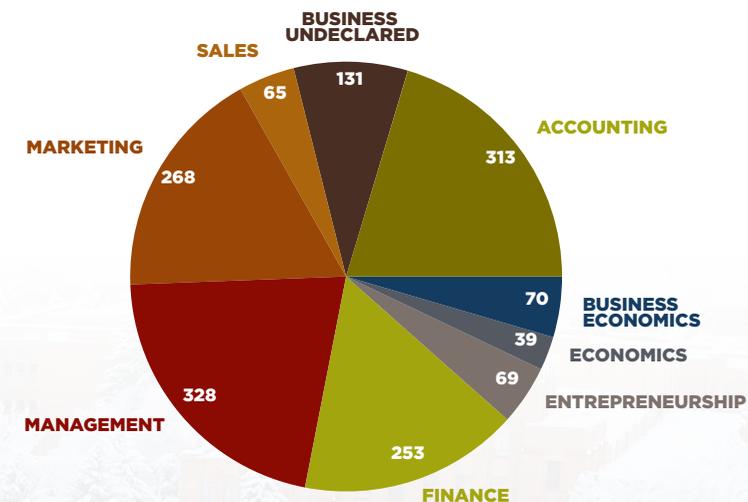


439
DEGREES AWARDED
IN 2025

IN STATE STUDENTS
1072

240+ STUDENTS
MINORING IN BUSINESS

STUDENTS STUDYING



1556
BUSINESS STUDENTS

ANNUAL JOB
PLACEMENT RATE
82.3%



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