



**A SUCCESSFUL
CAREER RIGHT
HERE.**

CAMPUSCT

ADVANCECT



GOVERNOR'S
WORKFORCE
COUNCIL
CONNECTICUT



UpperCampus

SUPPORTING OUR STUDENTS: INTRODUCING **CAMPUSCT**

AdvanceCT and the Governor's Workforce Council have partnered with UpperCampus, a leading technology company in career readiness software, to design CampusCT, a mobile experience built exclusively for Connecticut students.

SHOWING CONNECTICUT UNDERGRADS THEY DON'T HAVE TO LEAVE TO SUCCEED

With CampusCT, students are given a personal experience where they can scroll through daily content related to:

- company and career opportunities in our great state,
- various lifestyle activities, professional networking, and all the happenings in our communities,
- and the connections and relationships needed to put down roots in Connecticut.

AN EXCLUSIVE OPPORTUNITY FOR CT EMPLOYERS

CampusCT employer partners have the opportunity to engage over 55,000 students in the Hartford region, accessible through our partnerships with the region's 15 colleges and universities in Connecticut, by providing a look into your company's mission, culture, diversity and inclusion initiatives, and the careers you offer.

We made it seamless for every employer, from global Fortune 500 companies to local small businesses and non-profits, to have visibility with our students and help drive your employer branding and talent acquisition strategies in new ways.

Alongside the mobile experience, CampusCT will host several live events throughout the year to complement the app and allow students to truly experience all that the Hartford region offers professionally and personally.



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FREQUENTLY ASKED QUESTIONS

WHAT IS THE UPPERCAMPUS + CAMPUSCT PARTNERSHIP?

The Connecticut Governor's Workforce Council has partnered with AdvanceCT to provide the CampusCT mobile experience through UpperCampus to create a destination for Connecticut students to gain exposure to all of the incredible companies and career opportunities that exist in the state of Connecticut, with accompanying professional development and lifestyle curated content to connect the student to the community.

WHAT WILL THE CONNECTICUT STUDENT EXPERIENCE BE LIKE?

Connecticut students preparing to enter the workforce will have special access to the CampusCT section of the UpperCampus Explore app. Designed to look and feel like popular social media apps, students can scroll through an expansive library of career, lifestyle and company related content that will help them envision a successful career right here in Connecticut.

HOW IS UPPERCAMPUS DIFFERENT FROM OTHER STUDENT RECRUITING TOOLS?

There are some great tools in the student recruiting ecosystem that you might already utilize. We are fans of them and view them as complementary resources for your talent acquisition initiatives. As one university partner put it, student job boards are the final 5 yards in helping a student apply for an open job and the UpperCampus platform is the 95 yard drive to march them down the field to get there. Where other products might offer a point solution for mock interviews, career fair management, or job boards, UpperCampus is designed to inspire students to discover insights about the possible career path for their future long before they're applying for jobs.

Our goal is to give students access to the employee experience– a comprehensive look into your company's culture, diversity and inclusion initiatives, mission, the careers you offer, and the opportunities to grow– so that when the time comes to search for job openings, they're searching for a specific role at your company.

WHO IS THE UPPERCAMPUS TEAM?

UpperCampus was founded by executives from Facebook, Google and Oracle who saw a gap in the student's journey from the classroom to the workforce. Collectively, we have started and built multiple companies from the ground up as well as run divisions of some of the largest companies in the world. As our kids went through school and were given access to a variety of "career tools", we knew that there was a better and more engaging way for students to learn about every career path, every company, and every combination of the two. Since inception, we've hired over 400 student interns to help build the UpperCampus platform.



EMPLOYER PRICING & GETTING STARTED

WHAT'S INCLUDED:

- A brand page complete with your logo & company overview, address/contact info, corporate website link, & company social media links
- 5 (five) employer starter stories for launch (includes "About us", mission, corporate culture, diversity & inclusion)
- •4 (four) additional employer stories per month (includes employee spotlights, internship program information, microcampaigns to create a narrative of who you are)

PRICING: (ANNUALLY)

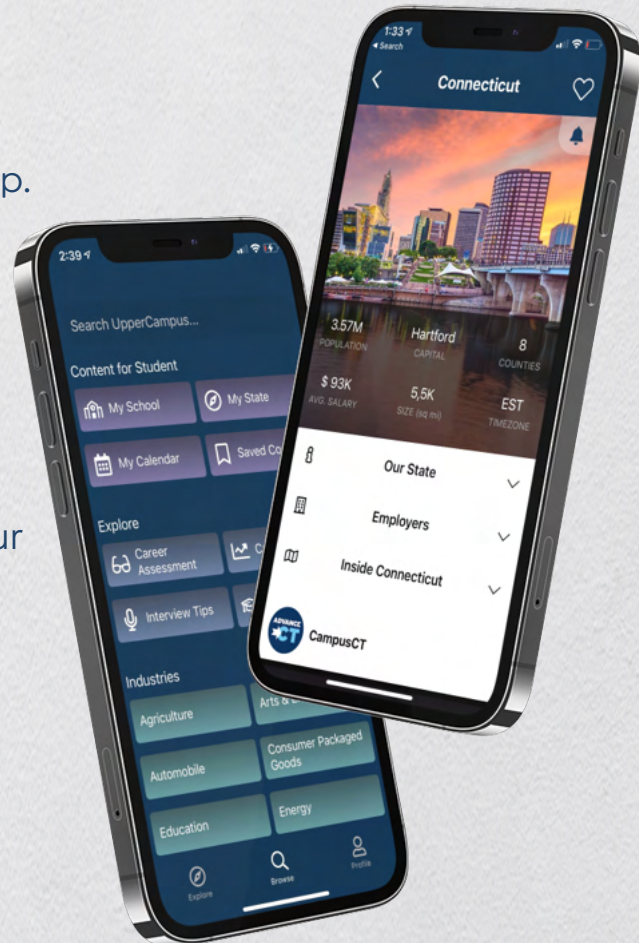
UpperCampus Pro (251+ employees): \$5,000

UpperCampus for Small Business (under 250 Employees): \$1,500

UpperCampus for Non-Profit: \$500

NEXT STEPS:

1. Email campusct@uppercampus.com to sign up.
2. UpperCampus Professional Services will conduct a content audit, analyzing the voice, creative, and engagement across all of your company platforms. Please give access to assets such as:
 - Creative: company logos, stock images, and videos
 - Any web pages & blogs affiliated with your company that you'd like students to see
 - Diversity and inclusion initiatives, mission statements, employment programs, recruiting roadmaps, etc.
 - Other content that may resonate with students.
3. UpperCampus Professional Services will work with your team to create and publish your custom stories.



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