

# Learn how to build effective partnerships with industry!

*Find case studies, proven practices, and much more in the Employer Engagement Toolkit!*

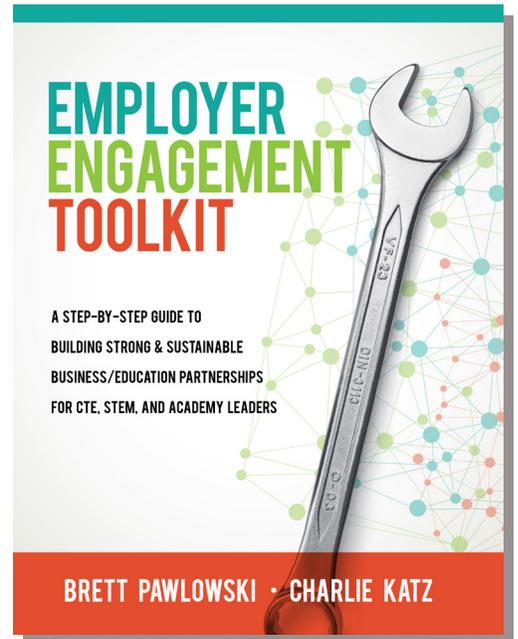
If you're interested in building strong and sustainable relationships with your industry partners – relationships that produce real benefits for students, staff, and partners – you'll want a copy of the **Employer Engagement Toolkit**, a new hands-on workbook from the National Center for College and Career Transitions (NC3T).

Written by Brett Pawlowski of NC3T and Charlie Katz of Charlie Katz consulting, the **Employer Engagement Toolkit** is a complete guide to finding and engaging the business community.

Sections include:

- **Essentials of Partnerships** – Foundational information on partnerships, including what are partnerships; how students, staff, and businesses benefit; and how to identify the assets needed to fuel partnerships
- **How to Work with Partners** – An introduction to the nine different models you can consider when building relationships with your partners
- **How to Recruit Partners** – How to find the partners you need, how to connect with them, and how to engage them in your program
- **Measuring Partnership Outcomes** – Design an effective measurement/evaluation model to track outcomes for your partnerships
- **Engaging Partners for the Long Haul** – Your best partners are those who come back year after year; find out how to boost long-term involvement
- **Deep Dive: Advisory Boards** – An in-depth review covering how to set up and run an effective advisory board
- **EET Case Studies** – Fifteen case studies showcasing different partnership models in action

The **Employer Engagement Toolkit** is \$39.95 per copy; bulk pricing is available when ordering 20 or more copies. To order the Toolkit online, visit the link below; to order multiple copies, or to pay with a purchase order, contact Kandice Dickover at 410-740-2006 or [Kandice@NC3T.com](mailto:Kandice@NC3T.com).



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