Internal Industry Partner Assessment Tool

Assess Your Current Industry Partners

General Questions
- How many industry partner contacts do you currently have in your database?   - How many organizations are in your database?
Industry Partners Involvement
- What are the top reasons that organizations are engaging with your program?   - What is the value to them?   - Why does your program need employer partners?
Industry Partner Contact Profile by Job Title
- Who (job title) are you directly engaging with to create WIL placements?   - What is the percentage breakdown of your contacts by job title (Managers, CEO's/Founders/Owners, Administrators, Directors, HR staff, recruiters)?   **Consideration**: Who provides the most value? What problems are you solving for this person? What value are you offering?

Employer Type

- How many employer contacts do you have in these groups - private business, non-profit, provincial government, federal government, provincial agency, municipal government?
- What is the percentage breakdown?

Consideration: Where are the opportunities? Are there gaps?

Employer Contact by Organization Size

- What size of organization are your employer contacts from - 1-20, 21-50, 51-100, 101-500, 500+?
- What is the percentage breakdown?

Consideration: Where are the opportunities? Are there gaps? Do certain sized organizations typically hire from specific program portfolios? Is there an opportunity to support small to mid-sized organizations with understanding how to engage with WIL?

Employer Contacts by Location

- Where are your industry partners from - province, city, region?
- What is the percentage breakdown?

Consideration: Are there opportunities to expand your reach?

Job Posting Trends

- How many job postings are for Co-op, Internship, Research Projects, Career?
- What is the percentage breakdown of job postings by program cluster - accounting, marketing, engineering, humanities, IT?
- How many contacts do you have that have posted and never hired a student?

Consideration: Do some program clusters need more support in employer engagement than others?

Job Postings by Organization

- Which organizations post the most opportunities for your students?
- Who are your top 10 job posters?
- How many postings have they created in the past 3 - 4 years?

Consideration: What makes them an ideal industry partner? Are there opportunities to increase engagement with them? Do these organizations have internal structures in place to onboard and hire students?

Profiling the Ideal Industry Partner Contact

- Which contact posts the most opportunities for your students?
- What is their name, job title, organization type?
- What positions have they posted? Do they post a wide range of opportunities (across multiple programs)?
- How often are they posting and hiring?

Consideration: What makes them an ideal industry partner? Are there opportunities to increase engagement with them? In what ways can you support increased involvement with contacts in your database that are not involved?