How It Works [1]

Program Highlights

Connect program features are reviewed periodically. Changes are continuously updated here.

The Connect Program:

- Supports a top ranked academic department that is a technology powerhouse supporting the regional business economy
- Allows partners to designate a percentage of their partnership contribution to areas of choice and/or to areas of greatest ECE educational mission need. Options include:
  - Scholarships or fellowships benefitting individual students
  - Student programs such as Study Abroad or labs
  - STEM programs such as the Edison Lecture Series and the Solar Car program
  - Student organizations such as Women in UT ECE and the IEEE scholarship endowment
  - At-risk student initiatives such as the Solar Car program, summer bridge program, Move Forward program, and the tutoring program

Program Features

A carefully crafted combination of features ensures effective brand building, visibility and strategic connections to meet the common interests of industry and Texas ECE. This win-win partnership offers five ways to achieve recruiting results:

Competitive Advantage

- Enhanced recruiting navigation and support
- Priority bookings on a first come/first serve basis
- Inside track to faculty, students and programs

Collaboration

- Annual strategy meetings to develop a customized strategy
- Work with faculty to develop recruiting relationships, classroom presence and subject matter experts speakers list
- B2B networking with other Connect partners
- Priority sponsor of approved Senior Design Projects

Convenience
• Assigned Texas ECE Liaison
• Cross disciplinary navigation of campus processes and contacts for leveraged resource efficiency
• One stop private web portal to demographic, salary and other Texas ECE related data
• Annual contribution cycle adjusted to fit budget cycle
• Annual tax deduction acknowledgement letter
• Academic facility booking and usage at no charge
• Complimentary lunch when visiting Texas ECE
• Paid parking when visiting Texas ECE

Connection & Community

• Assistance with engineering career office services
• Continuing education facilitation
• Event support and publicity
• Invitations to College events such as scholarship awards, undergraduate research events, Evening with Industry
• Early option to sponsor student awards and events
• Student organization facilitation and introductions
• Texas ECE and UT branded gifts

Communication

• Branding campaign: web profile and company profile sheets student spaces
- Texas ECE Partner Showcase including special events, increased publicity, dedicated corporate display case in lobby and student spaces, meetings with key people in areas of interest
- Subscription, on request, to campus publications (@Texas, Research Alert, etc.)
- Subscription to ECE publications, including newsletters
- Invitation to contribute a column for consideration in the Texas ECE newsletter
- Showcase ad space in Texas ECE publications
- Recognition of company support in publications, web and print
- Extensive and exclusive publicity of events, programs, opportunities: plasmas, weekly student newsletter, email, flyers/posters and web site
- Post short video or photo gallery to your web profile with email push to students and faculty
- Priority sponsor of Texas ECE web banner on Texas ECE web pages