



# 'Canes Corporate Partnership Model

## 'CANES CORPORATE PARTNERSHIP MODEL

The 'Canes Corporate Partnership model is an innovative, multifaceted campus-wide partnership between the University of Miami Schools and Colleges, the Toppel Career Center, the UM Alumni Association, and other university constituents.

The 'Canes Corporate Partnership model leverages the school's relationship with leading organizations to connect exceptional students with an outstanding employer and its employees who are recent UM graduates.

### **Methodology & Strategy**

The departments of undergraduate business education, career planning and placement, and alumni relations collaborate with our corporate partners. Together, we develop a wide array of events and channels to engage students. These include:

- Information sessions and related recruiting events delivered twice a year
- Networking opportunities with Miami Herbert Business School alumni who work at the company
- Diversity Luncheons
- Bringing company executives to speak to classes and student organizations
- Career fairs
- Multiple programs enhancing the partnership beyond core recruiting
- Partnership with the Toppel Career Center to enhance student readiness for employment
- Workshops for students which help students prepare for interviews

### **Resources & Cost Analysis**

The University of Miami does not fund any portion of the 'Canes Corporate Partnership program. The company hosts and covers costs associated with these initiatives through its business operations. Citi collaborates with UM professors and career development individuals to plan and execute on joint programs to enhance student awareness and readiness regarding internships and careers in Financial Services.

### **Outcome**

The 'Canes Corporate Partnership initiative serves as a model for organizations who want to initiate, rebrand, or expand their recruiting efforts at the University of Miami. Their comprehensive approach to serving as a true partner to the Toppel Career Center, our schools and colleges, campus clubs and organizations, UM Alumni Association and other constituents has resulted in positive hiring outcomes and impact on students who may not be hired, but gain invaluable knowledge from the workshops and educational activities led by the company's recruiting team.

For additional information on developing a corporate partnership with the University of Miami, please contact David Lecon, Education for Life Director at [davidlecon@miami.edu](mailto:davidlecon@miami.edu).