

# CREATING A WORKFORCE PIPELINE



How to Partner  
With a University  
to Hire Top Talent





# WHAT'S INSIDE

- 3** Introduction
- 4** Benefits of Partnering with Universities to Meet Hiring Needs
- 9** Ways to Partner with Universities and Build a Talent Pipeline
- 13** How to Get Started: Building Effective University Partnerships
- 15** Conclusion

# INTRODUCTION

In today's fast-evolving economy, organizations can face significant challenges related to employee shortages, skills mismatches and rapidly shifting industry demands. Many organizations report difficulty finding candidates who possess not only the required technical expertise but also the essential skills critical for success in today's workforce.

# 81%

*of employers believe better alignment between educational curricula and workforce needs could resolve skills mismatches faced by their organizations.*

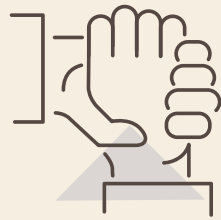
Addressing this issue requires a shift in focus from reactive hiring practices to building robust early career talent pipelines. Research by [Boston Consulting Group \(BCG\)](#) indicates that **81%** of employers believe better alignment between educational curricula and workforce needs could resolve skills mismatches faced by their organizations. Through collaboration with academic institutions, employers can contribute to the development of a pool of well-rounded, workforce-ready candidates.

A well-rounded employee encompasses more than technical know-how. Employers increasingly value individuals who combine hard skills with interpersonal competencies, such as communication, teamwork and problem-solving. While new graduates often face entry-level job requirements that demand prior experience, proactive collaboration with universities can bridge this gap, creating long-term solutions that benefit both employers and students.

According to Deloitte, organizations with strong university partnerships are more likely to achieve success in talent acquisition, demonstrating the critical role such collaborations play in addressing labor shortages and creating sustainable talent pipelines. These partnerships also help employers meet short-term labor needs by engaging college students early, developing their skills and integrating them into entry-level positions after graduation.



# BENEFITS OF PARTNERING WITH UNIVERSITIES TO MEET HIRING NEEDS



Talent Access

Skills Preparation and Academic Influence

Positive Brand Exposure

Deeper Collaboration Opportunities

# Talent Access

Partnering with universities allows organizations to tap into a dynamic pool of future professionals.

## KEY BENEFITS INCLUDE:

### DIRECT ACCESS TO EAGER LEARNERS

Students completing internships are motivated to perform and gain real-world experience.

### EARLY IDENTIFICATION OF TOP TALENT

Internships and co-op programs serve as extended job interviews, reducing hiring risks.

### BROAD STUDENT REPRESENTATION

Universities provide access to a wide-ranging spectrum of students from different majors, backgrounds and identities, allowing institutions to benefit from their strengths.

# Skills Preparation and Academic Influence

Early engagement with students allows organizations to train and shape their candidates and prioritize the skills they need while benefiting from the innovation and energy of early career talent.

## EXAMPLES INCLUDE:



### CURRICULUM ALIGNMENT

By collaborating with universities to align curricula with industry needs, organizations help students develop skills that align with the **NACE Career Readiness Competencies**, such as critical thinking, leadership and technical acumen.



### ACCESS TO CUTTING-EDGE RESOURCES

University partnerships bring opportunities for organizations to benefit from advanced technologies, research and student-driven projects in fields, such as generative AI and machine learning.



### LIFELONG LEARNING OPPORTUNITIES

Employees can continue skills development through university programs tailored for professional growth.

# Positive Brand Exposure

Early engagement fosters loyalty among future employees while showcasing the organization's commitment to workforce development.

## METHODS INCLUDE:



Mentorship programs that guide students toward career success.

Training and development initiatives that build long-term relationships with students.

Strong partnerships that elevate the organization's brand image and attract other top talent.

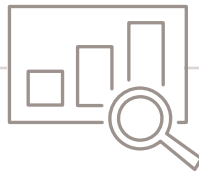
# Deeper Collaboration Opportunities

University partnerships extend beyond hiring pipelines, offering the potential for broader collaboration.



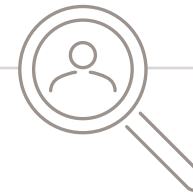
## **CURRICULUM DEVELOPMENT**

Shape future talent by collaborating on course content that aligns with evolving industry trends and needs.



## **RESEARCH COLLABORATIONS**

Combine resources with university experts on projects that solve real-world challenges.



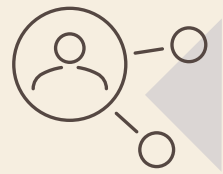
## **WORK-INTEGRATED LEARNING**

Participate in initiatives such as capstone projects and case competitions that provide students with practical experience.





# WAYS TO PARTNER WITH UNIVERSITIES AND BUILD A TALENT PIPELINE



Connecting with Students

Nurturing Talent Development

Building a Positive Employer Brand

# Connecting with Students

Engaging directly with students is critical for building early relationships.

## PROVEN METHODS INCLUDE:

- Hosting or participating in career fairs, networking events and other on-campus recruiting programs.
- Offering internships and co-ops, which allow students to gain experience while contributing to your mission.
- Establishing mentorship programs to guide students along in their career paths.



70.7%

*Percent of responding employers who favor recruiting interns in person.*

*Source: [National Association of Colleges and Employers 2024 Internship & Co-op Report](#)*

# Nurturing Talent Development

Deepening collaboration with universities ensures students are well-prepared for evolving workforce demands.



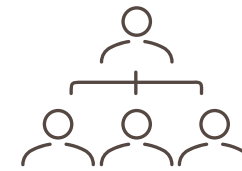
**COLLABORATING**  
with professors to design coursework that aligns with industry needs.

**SPONSORING**  
hackathons, case competitions and other student-led events to showcase innovation and creativity.

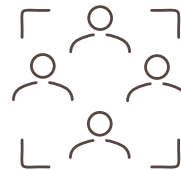
**ENCOURAGING**  
students to conduct research or complete capstone projects that solve specific challenges.

# Building a Positive Employer Brand

Institutions can enhance their visibility and reputation on campus by engaging with student talent in a variety of ways.



**GUEST LECTURING**  
and participation in  
academic panels.



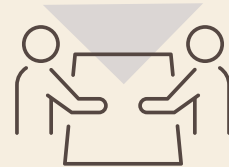
**SPONSORING**  
student organizations  
and initiatives.



**HOSTING ON-SITE VISITS**  
or career treks to your  
facility that expose  
students to real-world  
workplace environments.



# HOW TO GET STARTED: BUILDING EFFECTIVE UNIVERSITY PARTNERSHIPS



# Collaboration

A successful collaboration with a university requires thoughtful planning and execution.

## PRACTICAL STEPS TO GET STARTED:

“

Deloitte’s ongoing relationship with Chapman University has been instrumental in attracting top-tier talent, whose innovative contributions continue to drive our success and growth.

—Sean Peasley, Partner

### Define Your Goals

Clarify whether you’re focused on talent acquisition, curriculum influence or both.

### Assign a Point Person

Dedicate a team member to manage the partnership and act as a liaison between your organization and the university.

### Engage Career Services

University career centers are the ideal first point of contact for establishing meaningful collaborations.


### Think Long-Term

Building a reliable workforce pipeline is an investment; focus on strategies that offer sustainable benefits for years to come.



# Conclusion

By partnering with universities, employers can proactively address skills mismatches, develop well-rounded employees and create sustainable talent pipelines. Whether through internships, curriculum development or collaborative research, these partnerships empower organizations to stay competitive while supporting the next generation of talent. With careful planning and commitment, university collaborations can transform workforce challenges into opportunities for growth and innovation.





# BECOME A PREMIER EMPLOYER WITH CHAPMAN UNIVERSITY

**The Premier Employer Partner Program (PEPP)** at Chapman University offers recruiters the ability to attract top talent through customized marketing, engagement and enhanced connections on Chapman's two campuses. Institutions partner with Chapman's Office of Career and Professional Development to develop unique recruitment strategies and gain targeted, early access to career-ready students with hands-on experience.



Access a pool of highly qualified students through targeted emails, student organization events, social media spotlights and more.



Get priority participation in career fairs, networking events, on-campus interviews, coffee chats and site visits.



Receive tailored strategies to engage students and campus partners in line with your organization's needs.



Enhance brand recognition among an even wider talent pool of students, alumni and the entire Chapman community.



# ABOUT CHAPMAN UNIVERSITY

---

Founded in 1861, Chapman University is a nationally ranked private university in Orange, California, about 30 miles south of Los Angeles. Chapman serves nearly 10,000 undergraduate and graduate students, with a **12:1 student-to-faculty ratio**. Students can choose from over 100 areas of study within 11 colleges for a personalized education. Chapman is categorized by the Carnegie Classification as an R2 “high research activity” institution. Students at Chapman learn directly from distinguished world-class faculty, including Nobel Prize winners, MacArthur fellows, published authors and Academy Award winners. The campus has produced a Rhodes Scholar, been named a top producer of Fulbright Scholars and hosts a chapter of Phi Beta Kappa, the nation’s oldest and most prestigious honor society. Chapman also includes the Harry and Diane Rinker Health Science Campus in Irvine.

Learn more: [Chapman.edu](https://www.chapman.edu)