

UNIVERSITY OF WISCONSIN-LA CROSSE  
COLLEGE OF BUSINESS ADMINISTRATION

TALENT CONNECTION NETWORK (TCN)



[www.uwlax.edu/cba](http://www.uwlax.edu/cba)

Foster Academic Excellence,  
Career Success, and Community  
Engagement through Enriching,  
Interactive Experiences

It is very competitive for organizations to attract the best talent. The University of Wisconsin-La Crosse College of Business Administration (CBA) recognizes our role in supporting a talent pipeline and is committed to helping organizations such as yours to attract that talent.

## WHY use UWL CBA for your talent acquisitions?

By providing access to our faculty, staff and students in casual and professional settings, the intention is to mitigate your cost of losing employees, making the wrong hires, hiring people who are not the best fit, and the costs of after-hire training.

## HOW does the Talent Connection Network (TCN) help?

TCN is a brand-equity building and mutual investment initiative to forge closer institution-to-institution bonds between University of Wisconsin-La Crosse College of Business Administration and our Partners. Partners may be private sector, public sector, for-profit or non-profit. What all organizations **must** have in common to participate in the TCN is a desire to focus on students and provide the best collegiate professional development experience possible. How do we accomplish that? Initially, by remembering that relationships take time, and we are all working over time to build a sustainable future together. The TCN is ideal for those companies hiring multiple employees over time.



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There are three best practices to follow to increase brand equity and to succeed in this relationship.

**Getting to Know Faculty** = Access to the best and brightest

Our talented faculty are the lifeblood of our organization. They are the ones engaging students in theoretical and practical business applications. Students and faculty members forge strong and trusting relationships. By building a relationship with our faculty, your company will build relationships with your future interns and employees. If you want greater access to the best students we have to offer, you need to get to know our faculty.

**Internships** = A win for your company and a win for our students

For many companies, interns are crucially important in their efforts to recruit and retain quality employees. Internships can be considered a low-cost opportunity to “try out” a potential employee. With an internship that is structured to meet your company’s needs and the career development needs of our students, your intern may become your next employee. Even if your company isn’t looking to turn the intern into an employee, our interns will benefit your company by providing a different perspective in to your business practices, completing “backburner” or “frontburner” projects, and be an advocate for your company’s brand.

**Supporting future business leaders** = A Win, Win, Win

Beyond gaining access to the best and brightest students our College of Business Administration has to offer, the TCN will help brand your company enabling to build a bigger presence on the UWL campus and to have a societal impact developing a pipeline of future leaders. Your financial contribution for joining the TCN will enable us to create more career enrichment opportunities for our students and more faculty development opportunities. The TCN will help in development of your company, help our students grow professionally and help support faculty success! Join today!



### Gray Level Benefits:

- >> Company logo recognition on TCN CBA website
- >> Recognition as sponsor of student-oriented events
- >> Invitation to be a client for one of our Student Consulting Projects
- >> Invitation to be a club speaker
- >> Invitation to host a field trip to your organization (at location or virtual tour)
- >> Invitation to faculty meet and greet

### Maroon Level Benefits

- >> All of the Gray Level Benefits
- >> Invitation to be a guest speaker for two classes
- >> Invitation to have a video vignette of you and/or your company representative on UWL’s CBA website

### Your sponsorship supports one or more of the following:

- >> Students attending national association meetings
- >> Students traveling abroad
- >> Student field trips
- >> Student competitions
- >> Short-term pay opportunities for CBA students for CBA projects
- >> Student development opportunities
- >> Student club support
- >> Student *Wall Street Journal* and *Financial Times* subscriptions
- >> Specialized databases and software (e.g., CRSP/Compustat)
- >> Faculty development opportunities and research
- >> CBA events and promotions

### Sponsorship Levels per academic year

Gray	\$3,000
Maroon	\$5,000