



COLLEGE OF  
INFORMATION

# CORPORATE PARTNERSHIP PROGRAM

Employers, organizations, and corporations who partner with the University of Maryland College of Information (INFO) through the college's Corporate Partnership Program receive a unique opportunity to connect with INFO faculty, students, and alumni.

INFO graduates are highly sought after for internships and jobs due to the unique education they receive combining theory, practical skills, and a changemaking mentality. They have gone on to revamp the New York Times UX, lead the American Library Association, run social media for the United Nations, and tackle the information infrastructure of Chicago.

The INFO Corporate Partnership Program goes beyond just creating a pipeline between employers and students for hire—it establishes an impactful relationship between corporate partners and the college's students, faculty, and leadership. Together, we partner in shaping the future of the information science industry.

One way we foster a deep relationship with our partners is through their ongoing involvement in our college events and programs. Please see the reverse page for information about these benefits to our corporate partners.

#### **For More Information**

To discuss this opportunity, please contact David Loshin, Director of Industrial Relations at the College of Information, [dloshin@umd.edu](mailto:dloshin@umd.edu).

2024-2025

## INFO corporate partners receive all of the following benefits:

Event	Description and Features
INFO Welcome Back Event	INFO students, faculty, and staff gather at the annual INFO Welcome Back Event, held on-campus the first week of the fall semester. <b>Corporate partners are provided with table space at this festival-style event to meet and greet, promote recruiting, and share branded materials.</b>
INFO Homecoming and Rebrand Launch Event	INFO announced its new name, "College of Information," and will go live fall 2024. This will be celebrated with a rebrand launch event during UMD's Homecoming Week in October with faculty, students, alumni, and distinguished guests. <b>Corporate partners are provided with table space at this major event to meet and greet, promote recruiting, share branded materials, and network.</b>
INFO Challenge Event	INFO hosts the annual UMD Info Challenge, where students from across UMD and the State of Maryland come together to solve real-world information challenges and win prizes during a week-long challenge. <b>Corporate partners are acknowledged as sponsors with logo placement on pre- and week-of- event print, digital, and social assets. Partners may submit a challenge project and mentor a student team (optional).</b>
iConsultancy Program	INFO's iConsultancy program partners INFO student teams with organizations to support them in solving their information challenges—such as web redesign, user experience audits, new app design, and database development. Simultaneously, students receive invaluable real-world experience. <b>Corporate partners have the unique opportunity to benefit from being assigned a student team through the iConsultancy for a one-semester project, guided by a faculty member.</b>
In-Person Recruiting Event	During the academic year, INFO hosts organizations on-campus as part of the college's Industry Presentation & Recruiting Event Series. Popular with INFO students, organizations provide a talk about their organization, including hiring and career tips, followed by a Q&A and reception with food. A virtual program is an option as well. <b>Corporate partners receive the opportunity to host an in-person recruiting event with INFO students. INFO will organize all event logistics, advertising, and catering. Corporate partners may distribute branded materials to students, and will receive registrant data.</b>
INFO Night Event	At the annual INFO Night Event, INFO faculty present on the latest information science research—from AI to cybersecurity. They also discuss current trends in information science higher education. Held in the early evening and catered, this exclusive event is an opportunity for select industry partners to learn about information research and education trends. <b>Corporate partners are invited to meet and greet INFO faculty at the annual INFO Night Event, discuss their organizations' driving issues, and explore opportunities to work together.</b>

### Customizations/Additions

INFO has identified additional areas of potential interest to corporate partners that can augment the basic partnership package. Please reach out to discuss these or other potential opportunities.

### Partnership Levels

The starting level for corporate partnership is \$25,000 and includes all the items in the Table. Each individual item is a sponsorship of \$5,000.

