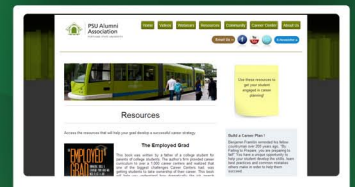
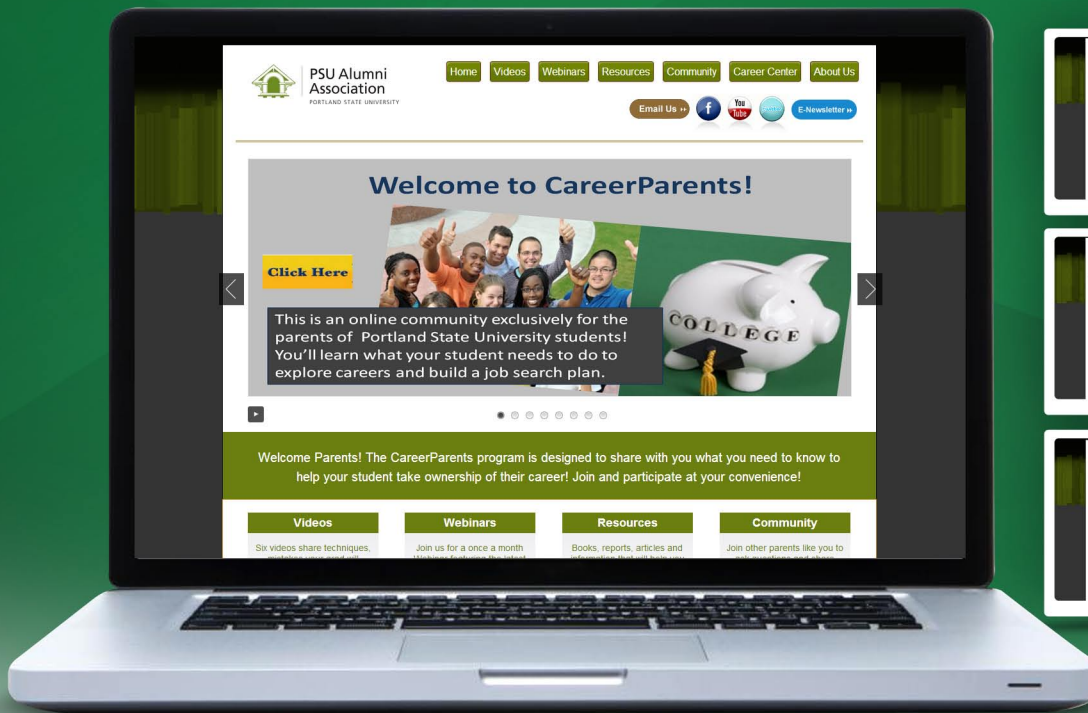


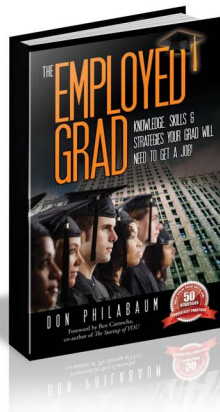
CareerParents Online Community

Increase visits to your Career Center!



CareerParents is a branded online portal for the parents of incoming freshmen that shares what career exploration and planning activities students should be doing during their freshmen years in order to increase their chances of getting internships and jobs by graduation day.

Your CareerParents program will show parents the risks their students face if they don't take ownership of their careers the moment they step foot on campus. Parents receive a copy of the e-book, *The Employed Grad*, along with workbooks, and career quizzes. They are also invited to participate in monthly webinars featuring hiring managers, career coaches and career authors.



CareerParents is ENTIRELY coordinated by the TalentMarks team. Call or email for details about how to engage your students' parents today!

CareerParents includes:

1. Branded portal
2. Videos
3. Webinars
4. Workbooks
5. Quizzes
6. Resources
7. Automated reminders
8. Social Media
9. Analytics
10. Data capture

College Benefits:

- More visits to Career Center
- Students take ownership of their careers
- More grads with jobs
- Great recruiting story!