**Potential for the flyer? This page only.**

**Who is the College Industry Partnership Division (CIPD)?**

Our division truly embodies the mindset of fostering strong, long term and mutually beneficial university-industry connections and relationships.

**Our Goals:**

1. bring people together to create innovative ways to build a workforce that is fully engaged, skilled, and add excellent value
2. create opportunities for productive engagement, networking and connection between academia and industry
3. creates a value-added environment for conversations, discussions, and learning about the latest best practices in hiring and the future of work

**Who should consider CIPD**

**For our Industry Members:** Your investment in time and resources with CIPD translates directly into reduced hiring costs, better-prepared graduates, and stronger industry-academia partnerships that deliver immediate value to your organization's bottom line.

**For our Academic Members:** Learn about current data and trends impacting the workforce. Exchange ideas and best practices with other academic institutions and diverse industry representatives, to incorporate back into the classrooms and academic programs.

**Where and How we Connect and Collaborate**

* CIEC: (Conference for Industry and Education Collaboration) takes place in January/February of each year. Being smaller in scale, deeper connections can be made.
* Annual ASEE Conference every June, CIPD offers several sessions.
* At both conferences, we feature keynotes and/or presentations from industry and academic leaders and experts. Our interactive sessions and workshops offer insights into emerging trends, innovative hiring practices, and the evolving landscape of work.
* Free fall webinar (s) on current topics that affect industry and academia

Extra info NOT for the flyer/handout.

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For example:

* Immediate access to proven best practices that have saved other in recruitment and training costs
* Concrete solutions to bridge the industry-academia gap that can be implemented
* Direct influence on academic curriculum development to ensure graduates are industry-ready
* Reduce new graduate hiring cycle times through direct access to academic partners
* Better academia-industry alignment can lead to higher new hire retention.

**What We Offer:**

We are a very active division and offer several ways to share knowledge and engage through  free online webinars, CIPD website and our two signature events. These interactions are designed to develop partnerships and resources along with exchanging ideas and exploring collaborative opportunities that can drive mutual growth and success. While industry and academia may vary, our presentations and discussions can delve into timely topics that can be applied to all.

**During our two annual conferences:**

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Notes:

This type of "so what?" statement:

1. Focuses on tangible outcomes
2. Addresses the time/money concern explicitly
3. Provides specific, measurable benefits
4. Shows direct business impact
5. Makes the ROI clear for busy professionals

The key is to transform the features (events, networking, discussions) into concrete benefits that justify the time and financial investment required to participate.