



# Relationships. Recognition. Results.

The National HERC Corporate Partnership Program

## Mission of HERC

The mission of the National HERC is to facilitate national strategic initiatives that help the regional HERCs accomplish their goals and to promote HERC-wide visibility. The mission of the regional HERCs is to advance the efforts of their member institutions to recruit and retain outstanding and diverse faculty and staff and to assist dual-career couples.

*The National HERC is a project of the Tides Center*

## Why Partner With HERC?

Based on comprehensive interviews with industry leaders, the National HERC developed a partnership program that offers more of what businesses want. More relationships. More recognition. More results. The National HERC seeks to partner with businesses who share the National HERC's mission to support recruitment, diversity, and dual-career couples in higher education. The goal of the Corporate Partnership Program is to create a forum for the National HERC and businesses to help one another further their missions.

HERC is uniquely positioned as a member-governed organization with a large membership base and both a regional and national presence. With more than 500 member institutions, HERC has cultivated personal relationships with thousands of higher education leaders.

Corporate Partners will have opportunities to present business solutions to industry leaders and show support for academic recruitment, diversity and dual-career couples. Corporate Partners are positioned to achieve greater success in meeting the needs of HERC member institutions.

11 HERC regions representing 17 U.S. states

500+ member institutions

Over 14,000 faculty, staff, and executive jobs

460,000 total average monthly website visitors

56,000 registered jobseekers

57% of registered jobseekers hold a Master's degree or higher

12% of registered jobseekers are relocating to be with a spouse/partner

## Regional HERC Websites

Greater Chicago  
[www.gcherc.org](http://www.gcherc.org)

Metro New York and  
Southern Connecticut  
[www.mnyscherc.org](http://www.mnyscherc.org)

Michigan  
[www.michiganherc.org](http://www.michiganherc.org)

Mid-Atlantic  
[www.midatlanticherc.org](http://www.midatlanticherc.org)

New England  
[www.newenglandherc.org](http://www.newenglandherc.org)

New Jersey/Eastern  
Pennsylvania/Delaware  
[www.njepadeherc.org](http://www.njepadeherc.org)

Northern California  
[www.norcalherc.org](http://www.norcalherc.org)

Southern California  
[www.socalherc.org](http://www.socalherc.org)

St. Louis Region  
[www.stlrherc.org](http://www.stlrherc.org)

Upper Midwest  
[www.uppermidwestherc.org](http://www.uppermidwestherc.org)

Upstate New York  
[www.unyherc.org](http://www.unyherc.org)

## Corporate Partner Benefits:

- Exposure to HERC members and jobseekers
- Invitations to provide content-rich speaking engagements at HERC events
- Opportunities to provide special products, pricing, and promotions
- Advertising and marketing savings compared to other methods of reaching sales targets
- Gatherings with other businesses and organizations that serve higher education to encourage strategic sales alliances
- Public association with an organization esteemed by leaders in higher education and a deeper understanding of the higher education marketplace
- Opportunities to get to know HERC leaders on a first name basis

## Partnership Funding Supports:

- Events
- Program activities
- Program evaluation
- Advertising & marketing

## Partnership Opportunities:

**Dean Level:** Become a Dean if your business has a limited partnership budget but still wants to have a presence with HERC members.

**President Level:** Become a President if your business would like more access to HERC members and is interested in a customized relationship with the National HERC.

**Trustee Level/Corporate Leadership Council (by invitation only):** Trustees are invited by the National HERC Advisory Board to sit on the Corporate Leadership Council. The Council serves as an advisory body to the National HERC and is charged with developing innovative ideas to help forge more significant relationships between industry and higher education institutions.

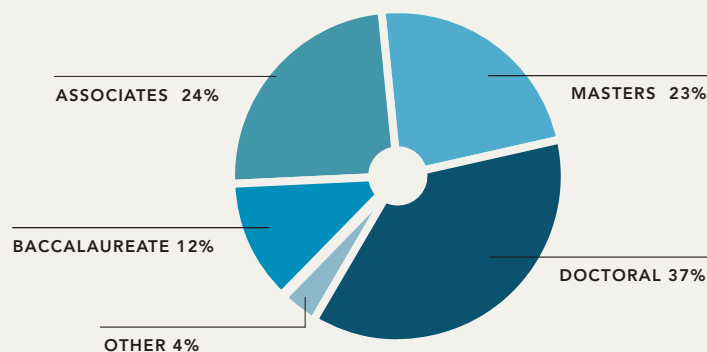
## Contact:

If your business would like to become a Corporate Partner or if you have a potential Partner to recommend, please contact:

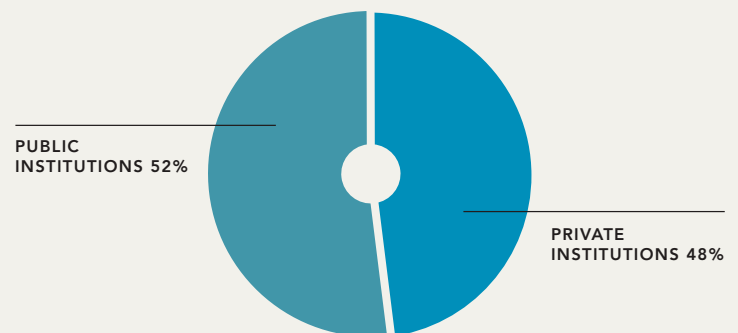
Jacqueline Hogan  
Director of Development & Communications  
808-885-1252  
[jackie@nationalherc.org](mailto:jackie@nationalherc.org)

## Profile of HERC-wide Member Institutions

### HERC Member Institutions



### HERC Colleges & Universities



## Benefits & Levels of Corporate Participation

Dean  
\$1,950

President  
\$3,950

Trustee  
\$6,950

Relationships	Dean	President	Trustee
Invitations to speak and distribute corporate branded items at National HERC and participating Regional HERCs meetings		•	•
Sponsorship of a National HERC and participating Regional HERCs meeting, event or meal, and acknowledgment on placards, agendas, and verbal acknowledgment by the chairperson		•	•
Invitations to offer webinars to HERC member institutions		•	•
Meetings with the National HERC Advisory Board at in-person meetings			•
Recognition	Dean	President	Trustee
Distribution of information about your sponsorship to the HERC membership	•	•	•
Exposure in the National HERC newsletter (over 1,200 subscribers)	•	•	•
Featured article in National HERC newsletter (over 1,200 subscribers)			•
Press release announcing company's support on National HERC letterhead for mailing to company's media list			•
Recognition on National HERC website and in annual report	•	•	•
Detailed recognition, photo, and bio on National HERC website and in annual report			•
Rights to use National HERC Partner logo on company's website and marketing materials (subject to approval)		•	•
Recruit other businesses, foundations, or organizations and receive a membership discount	•	•	•
Leadership & Special Initiatives	Dean	President	Trustee
Develop focus groups with higher education leaders			•
Provide content such as reports and white papers for publication on the National HERC website			•
Create and promote HERC-sponsored programs that relate to HERC's mission, trends in higher education, dual-career couples, advancements in technology and/or recruitment, retirement planning, or other areas of interest			•
Advanced notice of cross-promotional opportunities such as awards dinners, campus forums, campus VIP tours, conferences, job fairs, and roundtable discussions with higher education leaders			•
Advanced notice of sponsorship of specific initiatives developed by the National HERC such as fellowships, grants and stipends, lecture series, professional development opportunities, publications, and research projects			•
Advanced notice of all co-branded marketing and/or advertising activities developed by the National HERC such as: print, web-based, email, direct mail, television, radio and DVD production			•

Note: The National HERC is pleased to customize benefits for President and Trustee level Partners.

**The National HERC will communicate all opportunities to collaborate with Corporate Partners to the Regional HERCs for consideration. Regional HERCs may choose to collaborate with Partners as mutually agreeable.**

# National HERC Corporate Partnership Form

## Name of Company

NAME OF COMPANY

## Annual Participation

- \$1,950 Dean Level
- \$3,950 President Level
- \$6,950 Trustee Level/Corporate Council Member  
*(by invitation only)*

## Contact Information

Please identify a primary and alternate contact for the Corporate Partnership Program. These individuals will serve as the contacts for the National HERC and will receive all National HERC communications and meeting invitations.

### Contact

NAME

TITLE

ADDRESS

CITY

STATE

ZIP

EMAIL

PHONE

FAX



### Alternate Contact

NAME

TITLE

ADDRESS

CITY

STATE

ZIP

EMAIL

PHONE

FAX

# Thank You!

Please make checks payable to:

National HERC  
c/o Tides Center  
PO Box 29907  
San Francisco, CA 94129-0907

Please scan and email this form to:

Jacqueline Hogan, Director of  
Development and Communications  
[jackie@nationalherc.org](mailto:jackie@nationalherc.org)