



CEIA, Inc.
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EMPLOYER MEMBERSHIP



www.ceiainc.org

Join Now!

Why Internships and Co-ops?

The economic recession may or may not be over. The recovery may or may not look the same as it did prior to the recession. But there are key certainties:

- We are in a tight labor market
- We are competing for the best talent available
- We need a flexible workforce.

With a lean workforce, mistakes in hiring are damaging and very costly. The national industry estimates the cost of a “wrong fit” hiring can be up to 5 times the salary of that hire. This does not count the loss of productivity and the price of disengagement caused by voluntary or involuntary separations. So what can you as an employer, either a small local business or a large multinational organization, do to mitigate these risks?

CEIA can help you to build a network that leads to the best and brightest students for your workforce. As you bring in talented students for an internship or a multiple term cooperative education experience, you can “try before you buy.” Does this person match the values of your organization? Are they “right fit talent” that you want on a permanent basis?

Here are some key trends that are evident in our workforce today:

- **More reliance on a Contingent Workforce** - Having full time employees is very expensive, but to bring in cooperative education students that work at increasing levels of responsibility makes more sense now than ever before.
- **Increased Focus on Hiring Quality** - Before you hire a full time employee, watch and evaluate their work for up to a year before you make the offer.
- **Lean Principles Applied to Recruiting** - Build the relationship with specific colleges and universities to eliminate wasted time and wrong types of interviewees, eliminating redundancies and shortening cycle time. To do these things, you need a tight partnership with the college or university. This involves setting expectations, defining objectives and determining how to interact with an educational institution. Is the career center centralized or in each college within the university? Do they know what you are looking for? Do you sit on their Industry Advisory Board to help develop the curriculum that you need for your hires?

The good news is that CEIA is an organization that can enable you to build relationships. Find needed information on the CEIA website, attend the annual conferences, network with others for best practices and ultimately build your workforce.

Employer Benefits

- Network with more than 700 national and international members through our interactive website www.ceiainc.org, members’ forum, and membership directory.
- Get involved in one of our committees, our Employers Program Network, or on the board of this member-driven organization.
- Access expertise for research in work-integrated learning.
- Subscribe to “The Journal of Cooperative Education and Internships” an international, searchable, on-line journal that will allow you to benefit from more than 45 years of research, theory and practice in work-integrated learning.
- Benchmark best practices by attending our regional and national conferences.
- Access Member’s Only Resources available for download from our website.
- Have access to and be part of the directory of North American Cooperative Education and Internship programs.

CEIA is more than 700 members strong, representing 300 organizations, 46 states, 6 provinces, & 9 countries.

Join today to “experience” the benefits!

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