



UNB TOOLKIT

FOR BUSINESS AND INDUSTRY

Prepared by the Strategic Partnerships Office

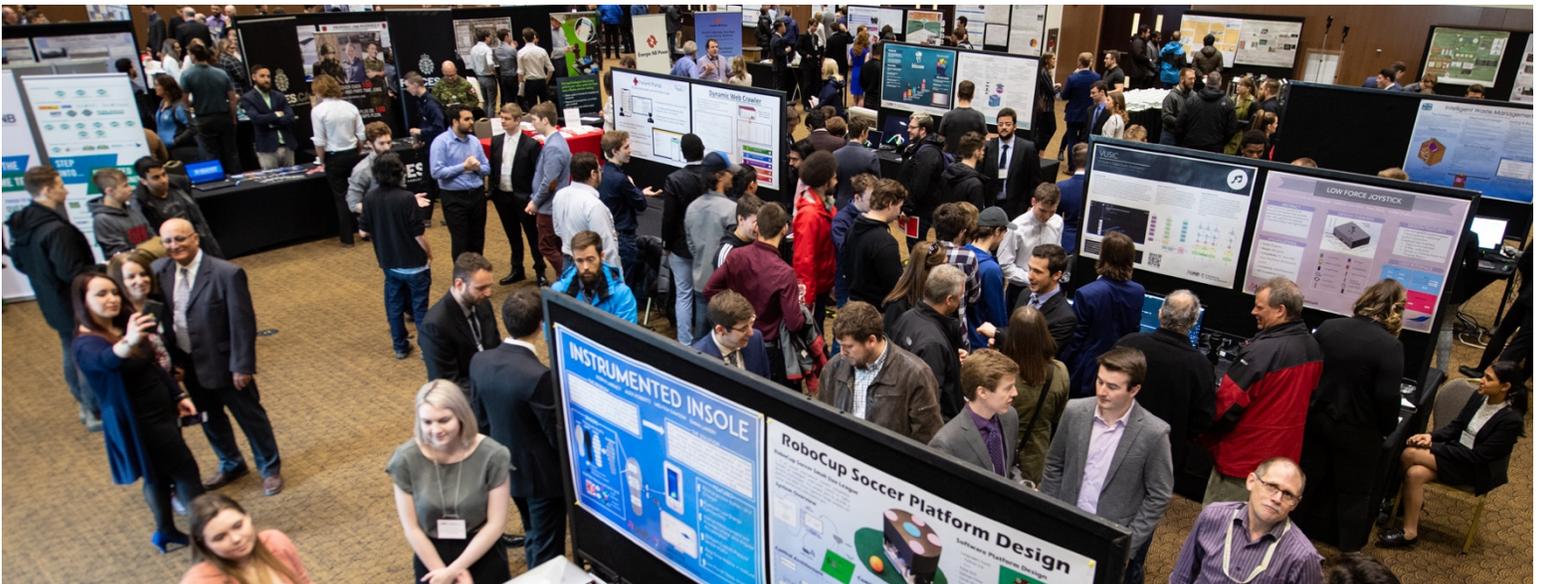
FALL 2022

Overview

The University of New Brunswick (UNB) has much to offer business and industry. We provide a range of services, programs, facilities, and amenities that offer unique value to your organization in many ways. Partner with UNB to support your organizational goals and objectives including:

- [Talent Acquisition & Employer Services](#)
- [Research and Commercialization](#)
- [Professional Development](#)
- [Conference Services & Facilities Rentals](#)
- [Brand Awareness & Sponsorship](#)

The following Tool Kit for Business and Industry provides an overview of UNB's offerings in these areas with simple, step-by-step guidelines to get the most out of partnering with UNB.



Talent Acquisition & Employer Services

ABOUT

With a population of more than 10,000 undergraduate and graduate students studying in more than 75 programs on both the Fredericton and Saint John campuses, UNB is home to diverse talent. Business and industry can take advantage of the valuable opportunity to engage students in relevant and practical work experience that complements their academic learning. The benefits to our partners are immense.

BENEFITS

- Leverage a diverse set of students, recent graduates and alumni who can approach your business projects and challenges from new angles and points of view.
- Support your talent and recruitment needs by hiring current students who may go on to become full-time employees.
- Gain access to an energetic and trainable workforce.
- Support the economic development of the region by retaining UNB students post-graduation through partnerships with [Future NB](#) and other funding agencies.

WHAT WE OFFER YOU

UNB offers a wide variety of programs to help employers engage students through experiential learning opportunities. These opportunities range from internships, co-ops, practicums, community-engaged learning and many more. Experiential education helps students to create knowledge and reach their personal and professional goals while reflecting on their experiences. Find out more about [types of experiential learning](#) available at UNB.



HIRING A STUDENT

Do you want to hire an undergraduate/graduate student for a co-op, internship, practicum, or other opportunity? Follow these steps:

1. Register your account on our experiential learning and employment portal, [ExperienceUNB](#).
 - a. In the registration process, indicate your preferred partnership opportunity – i.e. co-op, internship, practicum, etc. Need assistance signing up for an account? Contact experienceunb@unb.ca.
2. Once your profile has been created, post the job opportunity with all the necessary details such as job description and requirements, application deadline, targeted faculties, etc.
3. Once submitted, the posting is sent to the Office of Experiential Education for approval. When approved, the posting is live and available to students and alumni (if applicable).
4. For interview services such as scheduling an on-campus room booking, contact:
 - a. Fredericton campus – Career Development and Employment Centre (employerservices@unb.ca)
 - b. Saint John campus – Student Employment Centre (SES.SJ@unbsj.ca)

Do you want to advertise full-time positions to students, recent graduates, or alumni?

1. Follow step one to four above but select “other” and indicate full-time when choosing which opportunity in step one.

The Office of Experiential Education is available for questions you may have concerning experiential learning opportunities, funding programs and other placement processes. Find out more about [how to engage](#) with their office. Contact them at experiential@unb.ca and for additional support, contact Dr. Sarah King, Director of Experiential Education at sarah.king@unb.ca.

Do you want to promote your current and future positions? Consider leveraging these additional employer services.

1. Participate in our career fairs which can be a valuable recruitment tool.
2. Host an information session to help students learn about your company.

For options one and two above, contact the [Career Development and Employment Centre](#) on the Fredericton campus and [Student Employment Centre](#) on the Saint John campus.

CO-OP

UNB's co-op programs are managed by faculty, and co-op students typically alternate between work and study terms. To learn more about co-op and promoting your job opportunities to students, please contact the co-op coordinator by faculty listed below.

FACULTY	CONTACT PERSON	EMAIL
Computer Science (Fredericton)	Trish Meng (Co-op Coordinator)	pmeng@unb.ca
	Shelley Zimmerman (Co-op Coordinator)	szimmerm@unb.ca
Computer Science (Saint John)	Erin Gillespie (Co-op Coordinator)	emackenz@unb.ca
Engineering (Fredericton & Saint John)	Catherine Wilson (Co-op Coordinator)	cat.wilson@unb.ca
	Passionate Ncube (Co-op Coordinator)	passionate.ncube@unb.ca
Science (Fredericton)	Catherine Wilson (Co-op Coordinator)	cat.wilson@unb.ca
	Passionate Ncube (Co-op Coordinator)	passionate.ncube@unb.ca
Management (Fredericton)	Darcy Crowe (Experiential Learning Coordinator)	darcy.crowe@unb.ca
	Cathy Clowater (Co-op/Internship Coordinator)	cclowate@unb.ca
Business (Saint John)	Erin Gillespie (Co-op Coordinator)	emackenz@unb.ca
	MBA Business Consulting Project Team	mbaconsultingproject@unb.ca

To find out information about other faculties and experiential learning opportunities available, reach out to the [Office of Experiential Education](#) for assistance.

HIGHLIGHTS & SUCCESS STORIES

- Gabriel Ibarra worked with Sankara, a new business selling international food through local vendors, and built a mobile app to help connect them to new customers during his Computer Science co-op work term.
- Aishwarya Yewle completed an internship for her MBA program at 3DPlaneta where she focused on marketing for 2meter, an initiative helping businesses address COVID-19 restrictions and their accompanying challenges.
- Ingmara Wheeler, a civil engineering student, worked with the New Brunswick Department of Transportation and Infrastructure for her team's senior design project. She designed two covered bridges to be built in St. Martin's while considering economic, social, environmental, and historical constraints.
- Amanda Cherry and a group of her fellow Saint John Nursing practicum students hosted Teddy Bear Health Clinics and health education sessions at local elementary schools, putting classroom theory into practice and educating students about relevant health subjects.



Research and Commercialization

ABOUT

UNB is a leading institution in research excellence, responsible for the majority of publicly funded research in New Brunswick. As the province's national comprehensive university, our researchers are subject matter experts in a wide range of areas, including energy management, innovation and entrepreneurship, big data and advanced computing, and manufacturing and materials processing.

Learn more about [UNB's research expertise](#).

Research activity at UNB has led to more than 85 patents issued and the creation of more than 60 start-ups. Researchers are continuously working to solve big challenges and develop innovative solutions that change the world, whether in the lab or in partnership with visionary companies and organizations.

BENEFITS OF PARTNERING WITH US

- We help you develop products and technology that makes your organization more efficient.
- We help reduce your risk of doing research by leveraging our expertise.
- We help you address key challenges such as going green, cybersecurity, new venture validation and many others.
- You gain access to cutting-edge technology and facilities to accelerate your goals.
- Partnering enables the pursuit of research grant funding to reduce your costs and further stretch your resources.

WHAT WE OFFER YOU

Our Research & Innovation Partnerships unit is a [fulcrum for innovation](#) and your gateway to access UNB experts and offerings that can help you achieve your goals. Together with our [commercialization partners](#), we add value in the following ways:

1. Technology assessments (may be subsidized, subject to fund availability)
2. Validation and characterization testing
3. Service contracts
4. Intellectual property and product development agreements
5. License agreements for existing technologies
6. New solution licensing for industry challenges
7. Program assessments, studies, and literature reviews

Connect with us today at partner@unb.ca to begin the conversation.



REMOTE TOURS AND CONSULTATIONS

Are you thinking of making UNB your research partner for your next project? Using state-of-the-art technology, we offer you the change to tour and directly interact with our experts and facilities from the comfort of your office. Find out more about our remote tours and consultations.

CONTACT

Are you interested in finding out more or do you have specific questions related to funding or any other inquiry? Connect with the Research and Innovation Partnerships team today at partner@unb.ca and let us help you with every step of your research journey.

RESEARCH HIGHLIGHTS & SUCCESS STORIES

- UNB's Canadian Institute for Cybersecurity: [A nation-leading cybersecurity research hub.](#)
- UNB's Off-site Construction Research Centre (OCRC): [Revolutionizing the construction industry.](#)
- UNB Wood Science Technology Centre: [Creating innovative solutions in the wood products industry.](#)
- Learn about [UNB spin-off companies.](#)
- Learn about [our energy efficiency initiatives.](#)



Professional Development

Through the College of Extended Learning (CEL), UNB goes beyond traditional academia to provide your organization with a wide range of professional development and training solutions. We are your full-service workforce development partner and are here to equip you for success.

BENEFITS TO EMPLOYERS

- Promote the competitiveness of your business by enhancing the competencies of your employees.
- Prepare your employees for more senior roles with our management and leadership courses.
- Prioritize employee wellness by partaking in our workplace health and wellness program.
- Promote employee retention by providing them with career development courses.

WHAT WE OFFER YOU

- Career and professional development. A variety of courses to enhance the skills and competencies of working professionals – access [here](#).
- Customized training solutions – access [here](#).
- Customized health and safety training – access [here](#).
- High Impact Corporate Learning Program – these are specialized and team-oriented development programs – access [here](#).
- Workplace health and wellness – access [here](#).

Visit us [online](#) or [contact us](#) directly to find out more and empower your employees.



Conference Services & Facilities Rentals

FREDERICTON CONFERENCE SERVICES

Our [Conference Services](#) team offers a full range of comprehensive event management services to assist you with planning your next meeting, conference, or special event. On top of the event management services offered by Conference Services, they also coordinate individual and group accommodations bookings in the summer months on campus.

- We offer a full-service [Wu Conference Centre](#) and [150 academic meeting spaces](#) for your meeting/event needs.
- Need help planning your next meeting or conference? The team at Conference Services offers a full suite of [conference management services](#) to assist you with logistics, bid proposals, financial management, registration services and much more.
- Enjoy our superb [food services](#) for all your occasions.
- Looking for summer accommodation? Contact us at stay@unb.ca for more information.

[Contact us](#) today to begin planning your organization's next meeting or event.



SAINT JOHN CONFERENCE SERVICES

We offer affordable and convenient [conference services](#) for your varied meeting, event, accommodation and dining needs.

- Learn about our [meeting and event venues](#) to suit your specific occasion.
- Our great [dining services](#) offer you a range of menu options which can be tailored to suit your event.
- Our [summer hotels](#) offer affordable accommodation from May to August to meet your needs.

[Contact us](#) today for more information.

UNB FACILITIES FOR RENT

UNB houses unique, state-of-the-art facilities that can be rented for special events. These facilities include:

- [The Richard J. CURRIE CENTER](#) (Fredericton)
- [Aitken University Center](#) (Fredericton)
- [G. Forbes Eillot Athletic Centre](#) (Saint John)

Contact Nick Zildjan, Marketing and Special Events Manager at nick.zildjan@unb.ca (Fredericton) or Natasha Kelly, Director of Athletics, Recreation & Wellness at nkelly@unb.ca (Saint John) to begin planning your custom rental plan.



Brand Awareness & Sponsorships

Are you looking to optimize your engagement and establish your brand presence among students on UNB's Fredericton and Saint John campuses? Business and industry partners can take advantage of numerous sponsorship opportunities that allow you to increase awareness and recognition among our student community, build personal connections, and broaden perceptions of your corporate mission and vision.

SPONSORSHIP OPPORTUNITIES AVAILABLE – FACULTY-LED

Academic faculties across the university offer sponsorships for events and activities that range from student awards dinners to case competitions. Contact the [Office of Strategic Partnerships](#) for information on sponsorship opportunities that will reach your target audience.

SPONSORSHIP OPPORTUNITIES AVAILABLE – STUDENT-LED

Student organizations across the university host activities throughout the academic year. Businesses can tap into these events through sponsorships, expand their brand presence, and connect with students. Following are a few examples:

1. **UNB Student Union** in Fredericton
 - a. Orientation Week – held annually for incoming students, O-Week offers businesses an ideal platform to showcase their brand via event and title sponsorship, presentation slots, placement of logos on a variety of merchandise, social media posts and more. To become a sponsor, contact the Orientation Chair at orientation@unbsu.ca
 - b. Throughout the year the Student Union hosts major events like the Red 'n Black Revue and Winter Carnival. Companies can also place their brands prominently on student-run SafeRide vehicles which transport students up to 150 km a day. To find out more about these opportunities and to access the various sponsorship packages, contact the Student Union's [VP Student Events & Services](#).
2. **Students' Representative Council** in Saint John
 - a. Orientation – As in Fredericton, a series of high energy events in Saint John welcome students to campus each September. Contact the SRC's [Orientation Chair](#) for details.
 - b. To learn about sponsoring other SRC events, including the Awards Gala, St. Patrick's Breakfast or Residence Skating, contact the SRC's [VP Student Life](#).
3. **Student Societies** - Program-specific student societies welcome sponsorships for a variety of professional development and social activities. For current opportunities, please contact the [Strategic Partnerships Office](#).

SPONSORSHIP OPPORTUNITIES AVAILABLE – ATHLETICS

1. **Athletics sponsorships** – UNB Athletics are filled with competitive, fun and engaging events on both campuses.
 - a. Partnering with the [UNB Reds](#) on the Fredericton campus, organizations can establish and promote their brand presence through customized, program-based sponsorships that are tailored to meet the unique needs of their businesses. To find out more, contact Marketing and Special Events Manager, Nick Zildjan at nick.zildjan@unb.ca.
 - b. The [UNB Seawolves](#) on the Saint John campus offer a range of partnership opportunities, including event and game sponsorship, student athlete and team sponsorship, logo placement, and facility signage purchase. To find out which sponsorship opportunity works best for you and for general inquiries, contact the Director of Athletics, Recreation & Wellness Natasha Kelly at nkelly@unb.ca.

