

Employer Relations Strategy Map

Connecting people, purpose, and partnerships for institutional growth.

MISSION

We proactively develop and strengthen strategic partnerships that connect student talent with industry needs and open doors to meaningful opportunities for all students.

VISION

Through intentional collaboration and innovation, we develop meaningful career and work-integrated learning opportunities for all students and become a trusted bridge between employers and student talent.

VALUES

- **Communication:** We prioritize clear, transparent, and responsive communication to build trust, share knowledge, and ensure meaningful engagement with all partners.
- **Partnership:** We build authentic, respectful, and enduring relationships with students, employers, faculty, and campus partners, grounded in collaboration and co creation to deliver inclusive, impactful opportunities that strengthen career development and recruitment outcomes.
- **Service:** We are committed to delivering exceptional support and guidance, with a focus on accessibility, equitable, adaptive planning, and continuous improvement in all that we do.

Tell Stories That Matter to Drive Connection, Demonstrate Value, and Build Trust

Collaborate with our Communication team to leverage digital platforms with user-centered design to showcase talent and initiatives in ways that are easy to access, navigate, and engage with.

Use data to craft timely, personalized narratives which respond to audience needs and elevate the student and employer experience.

Design storytelling which is inclusive, and insight driven to ensure consistency, relevance, and alignment with Western’s institutional mission and values.

Empower faculty, staff, students, and employers to share stories of engagement, and community impact.

Highlight authentic success stories that resonate with internal and external audiences, celebrating talent and fostering a sense of pride and belonging.

Inspire Connection Through Storytelling

Build team skills in storytelling, data visualization, and impact communication.

Designate a storytelling champion to oversee collection and sharing of success stories.

Collaborate with student engagement initiatives and academic partners for authentic stories.

Strengthen Storytelling Through Infrastructure and Collaboration

Develop templates and guidelines for consistent storytelling.

Centralize employer/student success stories and visuals in a shared repository.

Optimize digital channels (website, social media) to showcase stories and impact.

Shape The Future Through Strategic Partnerships That Amplify Connection, Opportunity, and Impact

Co-create forward thinking initiatives with faculty, student clubs, employers and campus partners that foster belonging and real-world readiness for all students.

Enable inclusive and equitable employer partnerships that support both recruitment and career education engagement, bringing diverse industry insight into academic contexts in collaboration with faculties.

Deliver personalized, values-based service that strengthens employer relationships and sustains trust across the partnership lifecycle.

Advocate for and leverage physical and digital spaces as strategic infrastructure for employer engagement, connection, and portfolio delivery.

Build vibrant, values-based partnerships with student clubs, institutional partners and communities to foster diverse, inclusive spaces where career learning and leadership thrive.

Strengthen Partnerships Through Collaboration

Train staff in relationship management, Key Account Management, and EDIDA-focused engagement.

Appoint liaisons for student clubs, faculties, and industry partners.

Develop networking and collaboration skills to sustain engagement.

Support Relationship Excellence Through Shared Infrastructure

Leverage systems and technology to track partner interactions and reporting.

Provide partnership development toolkits, internal standards, and recognition frameworks.

Conduct consultations with students and partners to align engagement priorities.

Position Western as a Trusted Voice Through Insight, Strategic Foresight, and Meaningful Connections

Leverage institutional and labour market data to anticipate change, inform action, and drive evidence based strategies that enable students to network for future employment and experiential learning opportunities.

Develop transparent, audience-tailored reporting that supports strategic conversations, fosters alignment, and builds institutional trust.

Benchmark Western’s approaches to employer engagement and student employment against national and international standards to remain adaptive and competitive.

Engage and mobilize employers in Western’s signature experiences and work integrated learning ecosystem to expand access to meaningful student experience.

Strengthen Western’s voice and influence by curating events and thought leadership that advance the conversation on work integrated learning, signature experiences, and student talent.

Lead with Insight and Knowledge

Develop expertise in labour market insights, data analysis, and evidence-based decision-making.

Encourage participation in professional associations, conferences, and forums related to higher-education and employment.

Strengthen collaboration with internal data and research teams.

Leverage Data & Insights for Impact

Create dashboards, reports, and newsletters to communicate insights and outcomes.

Maintain access to research networks for ongoing learning.

Embed regular strategy review cycles using implementation data, feedback, and benchmarking to drive continuous improvement.