**Career Immersion Benefits For Employer:**

* Career Immersions are completely customizable and can be tailored to the unique interests and needs of organizations.
* Can be targeted to students that employers are interested in interacting with.
* Provides an opportunity for employers to give back to UIS (alumni or not)
* Provide meaningful experiences for students to expand their perspectives on careers, academic majors, and ways to make themselves more marketable.
* Unique opportunity to build relationships with UIS students.
* Recruit passively for internships, part-time and full-time jobs.
* Get to showcase your organization & promote your services (free advertising)
* Get an inside scoop of what students and entry level workers are like
* Networking opportunity

**Career Immersion Benefits For Student:**

* Experience first-hand what an organization and its industry is like
* Connect with employers
* Instead of only reading and researching about an industry; it gives students a more in-depth behind-the-scenes look into a work culture
* Gives students hands-on experience communicating with employers
* Give students valuable knowledge (required skills, ideal candidate characteristics, and tips to succeeding in that field)
* Presents opportunity for students to apply what they’ve learned in the classroom
* Networking; building connections and contacts for future opportunities
* Expands student’s industry knowledge
* Resume builder
* It bridges the gap between what a student thinks an industry is about to what it actually is about
* Find out about potential internship and job opportunities
* Gain a clearer understanding of whether that industry is the right fit for them