



Headquarters:

Omaha, NE

Company size:

13,000 associates and independent contractors

Industry:

Transportation, trucking and logistics

Founded: 1956

A publicly held transportation and logistics company, Werner Enterprises is among the five largest truckload carriers in the United States. The company has coverage throughout North America, Asia, Europe, South America, Africa and Australia.

CHALLENGE

Werner Enterprises approached Creighton University with a common challenge: recruiting top talent. They also indicated that the trucking industry as a whole faces a challenge in recruiting women. (The Women in Trucking association estimates that just 23.75 percent of those in management in the industry are women.) In the end, Werner's goal was to encourage Creighton students to apply for employment at Werner and to do it in a way that attracted a diverse group of candidates.

SOLUTION

Creighton University's Career Center and athletic department teamed up to create a custom sponsorship plan that would address Werner's specific needs. Since partnering with Creighton, Werner has worked with the Career Center to conduct mock interviews with students, attended the annual Professional Etiquette Dinner, joined campus career fairs and posted job opportunities on Creighton's job board. Werner has also been an employer sponsor of the John P. Fahey Career Center, and they've sponsored the Leaders for Life luncheon—an annual event for female athletes.

OUTCOME

Through the partnership, Werner Enterprises has built a stronger employment brand on campus, making Creighton students more aware of their internship and career opportunities. Since beginning the partnership, Werner has hired three full-time employees from Creighton and two interns. That's more than double the hires made in the two years prior to the collaboration.

The Leaders for Life sponsorship offered the perfect way for Werner to build awareness among female student-athletes and support an event that aligned with their values. In the past, only Junior and Senior athletes have been asked to attend due to cost restrictions, but with Werner's sponsorship all undergraduate athletes were able to join.

LET'S PARTNER FOR YOUR FUTURE

The Center for Professional and Corporate Excellence brings the strengths and expertise of Creighton University to organizations in a variety of industries. Through professional development, continuing education and custom sponsorships, we build partnerships that further the University's mission of engaging with and improving our world.

➤ **What can your company do with the right partnership? We can't wait to see.**