

# SHAPE THE FUTURE.

## DELIVERS



a seamless connection between career interests and local opportunities.

## SERVES



students, working adults, educators, businesses, and workforce communities.

## PROVIDES



meaningful work experiences for students, job seekers, and seasoned professionals.

## Reach and prepare the talent pipeline.

By creating awareness and relationships in communities, **Kuder Connect 2 Business (C2B)** gives students and adults a quick, reliable way to find opportunities aligned to their career interests. Plus, it helps local employers promote and fill opportunities ranging from internships and job shadows to part-time jobs and more.

Learn more at [www.kuder.com](http://www.kuder.com).



## C2B HELPS:

### Employers

- Target opportunities to students and adults with matching career interests.
- Collaborate directly with schools and workforce agencies to support local initiatives and programs.
- Prepare the upcoming talent pipeline for today's competitive workforce.

### Education & Workforce Agencies

- Create a network of businesses to inform and educate students on current and future options.
- Get real-world support for making connections between coursework and labor market needs.

### Kuder Users

- Gain immediate access to the latest opportunities and connect with local employers through the Kuder Career Planning System®.
- Understand how personal interests relate to the world of work and to the needs of employers in their communities.



## C2B Effectively Bridges Education to Economic Development



### Business Profile

Create a custom profile that highlights your primary industry and allows Kuder users to learn more about your business.



### Opportunities

Post internships, job shadows, part-time jobs, and more. Then, track views and interest.



### Connect

Connect and communicate with education and workforce agencies to create a seamless talent pipeline from education to employment.



“C2B partnerships enhance communication, provide career information, and allow businesses to discover where career interests match with jobs on local, regional, and statewide levels.”

Dr. Edward L. Franklin  
Former Director  
Arkansas Association of Two-Year Colleges

