Date: TBD (October/November)

Time: 2-4 p.m.

Location: TBD

Project Leads:

* [keep the team small, action-oriented, reliable, and personable; include at least one executive from Student Government]

Campus Partners:

* Academic and/or Career Advising
  + Task(s): Promote event to students during advising meetings
* Admissions
  + Task(s): Table during event
* Career Services
  + Task(s): Promote event to students during meetings, class visits, and other events; promote to employers; greet employers at sign-in table during event
* Conference & Event Planners
  + Task(s): Ensure venue is setup according to plan for event
* Faculty
  + Task(s): Promote event to students
* Marketing & Communications (M&C)
  + Task(s): Promote event to students and internal/external stakeholders
* Mascot
  + Task(s): Bring mascot to event around halftime
* Senior Leadership
  + Task(s): Promote event to internal/external stakeholders; ensure direct-report teams are completing tasks on schedule; ensure guest speaker is able to address attendees during event
* Student Government
  + Task(s): Promote event to students; offer budgetary assistance as needed

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Month** | **Action** | **People** | **Details (Optional)** | **Outcomes** |
| May | Book Venue |  |  |  |
| Create Budget Request & Narrative |  |  |  |
| Approve Action Plan |  |  |  |
| Create Marketing Content |  | [Create content for website, fliers, and external media.] |  |
| June | Finalize Fliers & Employer RSVP Link |  |  |  |
| Student Applications Open |  | [Detail application process.] |  |
| Finalize Website Content |  |  |  |
| Invite Kickoff Speaker |  |  |  |
| Invite Mascots |  |  |  |
| Request Technology |  | [Ensure a microphone for facilitators/guest speaker and a screen for a backdrop slide.] |  |
| Purchase Supplies for Student Tabling |  |  |  |
| July | Create Lesson Plans for Student Training Sessions |  | [Create training content, book guest speakers, schedule times, and look at rooms.] |  |
| Invite Guest Speakers for Training Sessions |  |  |  |
| Invite Students |  | [Email, fliers, post on club database, post on recruitment platforms.]  [Advertise via internal and external media.] |  |
| Invite Faculty & Staff |  | [Send FAQs and invite all.] |  |
| Create Fun 10-Second Promo Videos and Post |  | [Student Government and marketing departments.] |  |
| August | Promote in Classrooms, Via Social Media & During Welcome Week Events |  |  |  |
| September | Reserve Interviewing & Training Rooms |  |  |  |
| [Date]: Student Applications Close; Review All Applications & Invite Interviewees |  | [Send out email and calendar invite to interviewees.] |  |
| [Dates]: Confirm Last-Minute Interviewing Details |  | [Create schedule for interviewing days, times, and location.] |  |
| [Week]: Interviews for Finalists |  |  |  |
| [Day After Interview Week]: Finalists Selected; Notifications Sent |  |  |  |
| Invite Employers |  | [Invite local business partnership organizations, Advisory Boards, CLC, employers on Career Services recruitment platform, Chambers, EDCs, and other partners.] |  |
| Order Additional Training Supplies |  |  |  |
| Create Training Schedule |  | [Based on campus foot traffic and student club events calendar; offer individualized instruction ad hoc.] |  |
| Create PR Piece for Employers |  |  |  |
| October | Weekly Training Sessions (3 Total) |  | [In order: “Documents,” “Tabling/Networking,” and “Interviewing.”] |  |
| Order Student Business Cards |  | [OvernightPrints.com is cheaper than Vistaprint.] |  |
| Prepare for Day-Of |  | Include:   * Name plates and tags * “Meet the Candidates” flier with table location information * Surveys for employers * Surveys for students * Secure volunteers * Rent tablecloths * Secure volunteers * Secure guest speaker * Employer sign-in sheets with pens * Instructions for volunteers * Survey collection box |  |
| Send Employers Student Finalist Information & Event Reminder |  | [Create one-page flier of all students finalists, which includes headshots, career goals, and majors.] |  |
| November | Send Employer Reminder |  |  |  |
| Send Student Reminder |  |  |  |
| Send Faculty and Staff Reminder |  |  |  |
| Prep Thank-Yous for Employers, Faculty, Staff, and Students |  |  |  |
| [Date]: Reverse-Career Fair |  | [All are invited to attend, but those listed to the left of this cell have specific tasks for the event.]  [Survey employers upon exiting.] |  |
| [Date After Event]: Thank Employers, Students, Faculty, and Staff |  |  |  |
| Summarize Exit Survey Findings |  |  |  |
| Send Post-Event Surveys to Students and Employers to Track Success |  |  |  |
| Release Story on Event |  |  |  |
| December & January | Follow Up with Students and Employers for Post-Event Surveys |  |  |  |
| Summarize Post-Event Survey Findings |  |  |  |
|  | Release Follow-Up Story on Event |  |  |  |