

Communication Plan Framework

Purpose: To have a month by month breakdown of what content and resources to email our students in each major

- We want students by major to get the information they need at the right time of the year
- We want students to just generally receive helpful career information throughout the year
- We want students to receive timely resources that align with the general recruitment cycle

Context: We send each major group bi-monthly resources that match typical needs as it relates to the recruitment cycle in the semester. Also, we just want to send them information and resources that engage them in the career development space, help them set goals, and learn about opportunities that are out there for them.

Example Copy for an Email:

- **Looking for a Federal Government Job? Here's What You Need to Know:** The pros and cons of working for the federal government, plus tips on how and where to start the search.

Recruitment Cycle for Accounting & Finance Students:

- **Context**
 - Almost all recruitment happens in the Fall semester (around 85% wrapped up by December)
 - This is because of tax and financial reporting season being in the spring
 - Hiring managers and teams are too busy to meet with candidates during their busy season
- **Summer-August**
 - Candidates should be prepping their documents, pitch, etc.
 - Hiring managers are getting their budgets, finalizing their hiring needs
- **September**
 - Recruitment Events Begin
 - Meet the Firms (In-Person): September 14, 4:00-6:00pm
 - Virtual Business Career Fair: September 21, 11:00am-3:00pm
 - Candidates need to search for posting on HS, LinkedIn, Indeed, USA Jobs, and on desired employer websites
- **End of Sept-October**
 - Interviews: Virtual and in person
- **November-December**
 - Interviews Continue
 - Offers are given
- **December-January**
 - Candidates that didn't get an offer or just missed the fall cycle need to get their stuff together ASAP because opportunities are dwindling

- Employers are finalizing their need based on the fall cycle to figure out how many interns and full time offers they need
- **February**
 - Spring Career Fair: TBD
 - Candidates need to search for posting on HS, LinkedIn, Indeed, USA Jobs, and on desired employer websites
- **March**
 - Interviews: Virtual and in person
- **April-May**
 - Interviews: Virtual and in person
 - Offers are given

Recruitment Cycle for High Level Opportunities:

- **Management Rotation Programs (Jobs & Internships)**
 - Similar to accounting, recruit top talent in the fall to either start in January or May
- **Financial Analyst**
 - Similar to accounting, recruit top talent in the fall to either start in January or May
- **Investment Banking**
 - Similar to accounting, recruit top talent in the fall to either start in January or May
- **IT Analyst**
 - Similar to accounting, recruit top talent in the fall to either start in January or May
- **Supply Chain Analyst roles (Procurement, Inventory, etc.)**
 - Similar to accounting, recruit top talent in the fall to either start in January or May

General Recruitment Cycle (for December grads, May grads, and internships)

- **Summer-August**
 - Candidates should be prepping their documents, pitch, etc.
 - Hiring managers are getting their budgets, finalizing their hiring needs for fall hires to start in January (typically December grads)
- **September**
 - Recruitment Events Begin
 - Virtual Business Career Fair: September 21, 11:00am-3:00pm
 - Meet & Greet
 - Employer facilitated interest sessions (all posted in Handshake)
 - Candidates need to search for posting on HS, LinkedIn, Indeed, USA Jobs, and on desired employer websites
- **End of Sept-October**
 - Candidates need to search for posting on HS, LinkedIn, Indeed, USA Jobs, and on desired employer websites
 - Interviews: Virtual and in person
- **November-December**
 - Interviews Continue
 - Offers are given
- **December-January**

- Employers are finalizing their need based on the fall cycle to figure out how many interns and full time offers they need (Typically May grads)
- The heavy recruitment cycle begins in January
- **February**
 - Spring Career Fair: TBD
 - Candidates need to search for posting on HS, LinkedIn, Indeed, USA Jobs, and on desired employer websites
- **March**
 - Interviews: Virtual and in person
- **April-May**
 - Interviews: Virtual and in person
 - Offers are given

Content for Students by Major

- **Accounting**
 - Understanding of recruitment cycle and need to be prepared before Meet the Firms
 - Meet the Firms prep (elevator pitch, resume)
 - Interview prep
- **Economics**
 - Career exploration (not many econ students know what they want to do)
- **Finance**
 - Case interview resources
 - Understanding of fall recruitment cycle for certain roles
- **Human Resources**
 - Internship opportunities
 - How to locate opportunities that aren't posted
 - Lots of jobs in HR, but very few internships available as many are filled through networking and pursuing them on your own
- **Information Systems**
 - Good & cheap certifications to pursue while in school
 - Interviewing skills
 - How to translate academic projects onto their resume
 - Understanding of fall recruitment cycle for certain roles
- **Risk & Insurance**
 - Career Exploration (students know there is a 100% placement rate with the major, but they don't really know what their options are)
- **Management**
 - Career exploration (how to leverage their experience to identify and pursue an industry in business with their general major)
 - Understanding of fall recruitment cycle for certain roles
- **Marketing**
 - Opportunities to build technical skills outside of the classroom (Adobe Suite, Canva, Social Media Management, etc.)

- **Supply Chain**
 - Understanding of fall recruitment cycle for certain roles
- **Real Estate**
 - Internship opportunities
 - How to locate opportunities that aren't posted
 - Lots of jobs in commercial real estate, but very few internships available as many are filled through networking and pursuing them on your own
 - Career exploration (many students know there is a lot of opportunity in commercial real estate, but they don't fully know what they are

Content Relevant to All Students

- Resume & Cover Letter Help
- Negotiating Offers
- Interview Resources
- Career Exploration
- (Any other general content that are resources in Handshake)

Good Sources for Articles & Resources

- [List of Handshake Resources](#)
- Forbes
- Business Insider
- The Muse
- [The Vault](#)