

Business Research Campaign

Interview Preparation for College Graduates

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Overview of Project

An abundance of college graduates are facing the same daunting question after earning their degree time and time again, “Now what?” They’ve gone through several years of higher education, accomplished strenuous feats and stretched their minds to new lengths, but many feel they’re still missing something and are often left pondering their niche. While the concept of a college level education seems secure, it won’t pay the bills unless of course, it does. This strategic communications campaign will influence students on how to apply their skills and degree, primarily dealing with interview preparation. We aim to guide students towards a smoother path in beginning their career endeavors through multiple aspects of the interview process.

Purpose

The purpose of our strategic communications plan is to inform and influence Salt Lake Community College students on why it’s important to prepare for potential job interviews and which best practices are most effective to utilize in those circumstances. Knowing that the common result of a college degree is to advance a student’s opportunities and promote a higher likelihood of helping a student reach their aspirations, some may feel they’re ready to pursue the workforce immediately. Unfortunately, not all share that same amount of confidence or preparedness. Especially students who may have a less significant support system at home, a higher workload or responsibility in general outside of academics and are widely considered to be non-traditional students. Having the resources and know-how when it come to job interviews, may result in a smoother and more successful college-to-career pathway and set them apart from the other interviewees.

Audience Analysis

The specified target audience for our communication campaign are the graduate students of Salt Lake Community College (SLCC). The following is a profile pertaining to the demographics and psychographics of our audience:

Demographics

- In the Fall semester of the 17-18 school year the Median Age = 23 (Salt Lake Community College, 2018).
- Fall 17-18 Non-white Population = 26.3% (Salt Lake Community College, 2018).
- Fall 17-18 Female to Male Ratio = 1.04:1 (Salt Lake Community College, 2018)
- There are 6,490 students under the age of 18, 13,761 students between the ages of 18 and 24. there are 6,118 students between the ages of 25 and 34. there are 3,251 students that are 35 or older (Salt Lake Community College, 2018).
- 2.12% identify as Black, non-Hispanic; 4.97% as Asian, Pacific Islander; 18.42% as Hispanic; 67.35% as white, non-Hispanic; 0.77% as American Indian, Alaskan native; 2.91% that identify as more than one race; 2.49% as the race is unknown. (Salt Lake Community College, 2018).
- For the fall semester of 2017-18, approximately 11,263 men attended salt lake community college and 11,738 women attended so the gender ratio was nearly the same (Salt Lake Community College, 2018).
- The highest percentages of students that live within a specific zip code are listed below. 4.7% of students live within the zip code of 84081 in West Jordan, and

2.4% of the zip code 84084 in West Jordan, 4.13% for Riverton, 3.38% for Draper, 3.21% for South Jordan, 1.94% in sandy, 1.88% in Midvale, 1.62% in Bountiful (Salt Lake Community College, 2018).

Psychographics

- According to our peers, transportation can be an issue for some students, but SLCC campus' are close enough to transit that it is convenient for commuter students. But their online classes are a great option.
- SLCC offers online courses that are flexible and easy to navigate. They are perfect for parents seeking a degree, student who work full-time jobs, or those who are looking to expand a degree already completed.
- Smaller class sizes also help students thrive at SLCC. Smaller classes means that professors can focus on each student, and the student feels as though they are getting the education they deserve and is worth their money.
- Being that the average age enrolled at SLCC is 23, Millenials are headed to the workforce soon and can benefit from courses that help them better understand how to hold themselves in interviews.
 - o Each job interview is different. There are a wide range of positions within various companies and students need to be able to interview well for whichever position they are interested in.

Audience Considerations

This audience consists of a diverse group of students that share much in common, but also have a wide array of differences. Students at SLCC can be younger than 18 years old and older than 39. When considering the potential work experience shared between these type of student's, it's either none at all or 20+ years of past work experience. Whether a student falls at the beginning, middle or end of that scale we know one thing is for sure, more thorough job preparation could be the catalyst in establishing a career. Considering the vast differences within SLCCs student body, informing students of the resources available to their disposal may offer peace of mind knowing they're not alone in this regard.

Messaging Goals

Considering the purpose of our campaign in addition to the profile of our target audience, Red Rabble has set the following messaging goals:

Feel

- Preparing for job interviews is important to developing myself for career opportunities.
- By further preparing for potential jobs, I can feel more prompt to reach my financial goals.
- Developing ideal interview techniques may result in a more efficient route of upward mobility.

Think

- Understand the interview techniques communicated within the campaign.
- Recognize that adversity may occur while job searching, but is normal.

- Understand that interviews are a vital component to life after college and will continue to become more demanding as positions you pursue increase in level of importance.

Do

- Implement and utilize the techniques communicated within the campaign.
- Increase the possibility of earning your desired occupation.
- Dedicate a sufficient amount of time preparing for specific employers and take the initiative to become an ideal candidate for the position at hand.

Key Messages

It's unrealistic to believe that our target audience will remember everything we've aimed to convey throughout our communications campaign. However, the key messages Red Rabble would like for our audience to take with them are the following:

- A college degree is as useful as you make it, having the skills to “wow” an employer is the foundation to landing an occupation in the field that you love.
- Gaining confidence in yourself and understanding how to accurately address questions will show a level of competence and ability employers seek to find.
- Evaluating past or current work experiences in addition to a college level degree and how those skills translate into your desired field will allow the you to grasp an idea of who you are as a potential employee and what you can offer an employer.
- I am ready to apply myself, I know how to apply myself, therefore I will apply myself and earn the job I deserve.

Channels of Communication

While selecting the channels for our communication campaign, Red Rabble has taken a great deal into consideration. Initially evaluating our message in general, followed by the available channels to our specified audience and how information is most likely received by them. After careful review, we have elected to use the following channels of communication.

- Poster/Infographic
 - Highly effective channel to use at a low cost. It represents information in an appealing and informative manner which draws our audience in closer, inviting them to learn more while referencing our additional channels.
- YouTube Video
 - Visual aids are considered to be one of the most prominent methods an audience can use to understand information, plus it's a rich channel of communication.
- Website
 - The most common and effective method our target audience can use to access information and further their understanding of our campaign objectives.

Available Resources

Budget

Item	Cost	Funding Source
Poster/Infographic	N/A \$20	SLCC Printing Center

YouTube Video	N/A	Thayne Center
Website	N/A	Thayne Center

Style Guide

Our team has elected to use the primary colors of Salt Lake Community College throughout our campaign as a common theme. Needless to say, we found them to be appropriately fitting and used them to symbolize confidence, intelligence and stability (blue), in addition to positivity, clarity and energy (yellow) which are all emotions and traits we aim to evoke from our audience.

Tactical Plan (Action Items)

An imperative aspect of any purposeful communications campaign is about a well sought out plan. Delivering the ideal information to the accurate audience, while utilizing the most effective channels of communication. The following is how our team aims to accomplish that goal:

Who (Audience)	What (Message)	How (Channel) Responsibility	When (Timing)
SLCC Students	<ul style="list-style-type: none"> Infographical information about Job interviews, Web Address, correlating video 	<ul style="list-style-type: none"> Poster/Infographic Michael 	Project due date - April 25, 2019 by 11:59 PM
SLCC Students	<ul style="list-style-type: none"> Most important tips and actions to take before and during the interview. 	<ul style="list-style-type: none"> YouTube Video Grace 	Project due date - April 25, 2019 by 11:59 PM
SLCC Students	<ul style="list-style-type: none"> Detailed information including all the related subtopics about Interviews. 	<ul style="list-style-type: none"> Website Abi & Johan 	Project due date - April 25, 2019 by 11:59 PM

Debrief

The efforts made on behalf of each team member are all greatly recognized and displayed in the content of our Strategic Communications Plan. Each of us were able to take on our allocated roles and excel in our assigned tasks. Time management and reliability was an issue within our group, which we constantly fought to overcome and thankfully ended as a successful endeavor. In turn, we established a strong morale and virtually eliminated any possible weak links. Considering the focus of our Business 2200 course, we've learned a great deal as a team. Our major takeaways included developing a higher competence in team communication, conducting extensive research projects, furthering our creative capabilities and finding our niche within certain confines.

References

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