

sample emersion program ▶

Clean + NC Central University
Clean + St. Augustines

why

there is an issue with diversity as a whole in the marketing industry
we personally found that we had a talent pool challenge

solution

working with local HBCUs to bring awareness and support to marketing as a career path

- marketing as a career path awareness
- real world marketing engagement
- assist in students transition from school to career
- build diversity in our industry

how

one hour, once per month, same time and same location

presentation to students on aspects of marketing and preparing for their careers

presentations include

industry overview breakdown

recourses for students to engage in other ways

breaking down an agency by department

- what our department does

- what our roles and responsibilities are

- what we do day to day



preparing students for internships and to land the job

articulating your resume

taking the students limited experience and finding relevance

mock Interviews

walking students through typical questions

offering feedback to help them prepare for the interview process

preparing for professional life

panel with industry leaders

afterwards we had a networking social

sample schedule

session one : industry capabilities

introductions

clean capabilities

objective for year and encourage other engagements

- attendance

- resources

- blogs

- embrace community

industry overview

session two : agency breakdown

run through all agency departments

roles in each

session three: preparing for internships

tips during your internship

resume articulation

printed hand out

- internships connections we have

- apply bootcamp

session four: tour and workshop

tour

workshop

- present students with real client challenge or project

- ask them questions to get them thinking about how they would approach

- each department talks about their role in the project

- present client solution

session five : panel

clean

- what we look for in intern and new hire

- how we got here

- internships we took

q&a networking

session six : panel

industry professionals

- tips

- what they look for

networking

session seven: preparing to land the job

mock interviews

resume articulation

3 new Clean interns after one year with NCCU

Recognition by NCCU with partnership award

Connected NCCU with Lenovo as a new business leader partner for students



*St Aug sessions have not begun

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