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
**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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