CONTENTS

- communication goals
- research findings
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communications goals
INCREASE STUDENT ABILITY TO SPEAK CONFIDENTLY ABOUT THEIR EXPERIENCES WITHIN THE 8 CORE COMPETENCIES BY 30%.

GET 10,000 PAGE HITS (BUTTON CLICKS) ON OUR LANDING PAGE.

Click Here to Learn More
research findings
**PRIMARY TARGET MARKET**

*bare minimalists*

Sophomores & Juniors @ UIUC

- Pays $300-$500 monthly for rent or still lives in University Housing
- Does just well enough to maintain GPA
- Inactive LinkedIn account
- Signed up for many clubs on Quad Day, but ignores emails/doesn’t attend events
- Doesn’t go to office hours; only completes mandatory advising

**SECONDARY TARGET MARKET**

*almost adults*

Seniors @ UIUC

- Pays $600+ to live in an off-campus apartment
- Checks email often for job leads
- Thinking about grad school
- Feels time-pressed + stressed; looking for ways to increase productivity
**PRIMARY TARGET MARKET**

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- Pays $600+ to live in an off-campus apartment
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primary interviews

ARIAM TESFAYE  
Junior, Psychology & African American Studies

“[This school] only stresses academia and how to apply your academia toward finding a job. No one stresses the fact that my unique set of experiences could find me a job at one of these big corporations.”

CLARISSA IHSSSEN  
Junior, Natural Resources & Environmental Sciences

“I figure [Career Services] didn’t want to know about my South-of-Chicago forest preserve job. I figure they’re […] for something more exotic and I’m not exotic enough to be worth their time?”
“[This school] only stresses academia and how to apply your academia toward finding a job. No one stresses the fact that my unique set of experiences could find me a job at one of these big corporations.”

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“I figure [Career Services] didn’t want to know about my South-of-Chicago forest preserve job. I figure they’re phishing […] for something more exotic and I’m not exotic enough to be worth their time?”

CLARISSA IHSSSEN
Junior, Natural Resources & Environmental Sciences
Key insight

Main message
STUDENTS DON’T BELIEVE THEIR ‘ORDINARY’ EXPERIENCES CAN TRANSLATE TO CAREER SKILLS WITHIN THE 8 CORE COMPETENCIES.
YOU CAN FRAME ANY OF YOUR EXPERIENCES AS CAREER SKILLS.
creative concept
It’s all about the way you say it.

Showcasing seemingly commonplace jobs, activities, experiences, and objects with elegant drawn out descriptions to demonstrate how one can pick out the relevant selling points in experiences that don’t fit the traditional picture of professional job experience.
Do you ever stop to look at flyers posted on campus bulletin boards?

“No, I don't. When there are a lot of different flyers on a bulletin board I glance and see if anything catches my eye. If it does, then I would look; otherwise, I don't go up to them.”

RACHEL DICKEY
Sophomore, Interdisciplinary Health Sciences

“Nope. I can tell you where bulletin boards are located on campus. But do I ever stop to look at them? Nope. Too crowded.”

CLARISSA IHSSEN
Junior, Natural Resources & Environmental Sciences
print flyers
There are 25 dormitories on campus.

In each dorm, \( \frac{1}{2} \) - \( \frac{1}{3} \) of residents are within our primary or secondary target market.

Resident Life Staff will distribute the flyers.

5.5”x17”
**Print Flyers - Dorms**

1. **Food Service**
   - I worked in a fast-paced and demanding atmosphere, using excellent multitasking skills, prioritization, problem-solving, and teamwork to deliver a satisfying customer experience.
   - #TheWayYouSayIt

2. **Dungeons and Dragons**
   - "As a DM, I organize weekly gameplay, write out narratives, draw up maps on the computer, mediate conflicts, and overall lead diverse characters through an exciting adventure.
   - #TheWayYouSayIt

3. **Retail Position**
   - "I have experience working in a turbulent atmosphere where I learned how to juggle priorities, think on my feet, provide customer service to all different kinds of customers, run a POS system, and work on a sales team.
   - #TheWayYouSayIt

4. **I'm in the Band**
   - "As part of a musical group, I spent my time organizing practice, rehearsing with bandmates, booking venues, and updating social media with photos and videos to keep in contact with our fans!"
   - #TheWayYouSayIt
guerrilla media
student email blasts

THIS WEEK ONLY
Beginning Monday, an interactive display will be on campus to show you how to uncover the necessary job skills that are hidden in ordinary activities.

Visit us from noon to learn how the university group is going out of their way to help you get the job you want.

WHERE WILL WE MEET?
- Monday: Student Commons (2nd FL)
- Tuesday: George Library
- Wednesday: The ARC
- Thursday: UGC- Undergraduate Library
- Friday: ULC- Union Student Center

See you there or be sad.
guerrilla marketing

GRILLED CHEESE
Layers of gooey melted cheese sandwiched between two perfectly grilled slices of bread.
guerrilla marketing
Snapchat geofilter

- Set to run across the Main Quad
- Maximizes exposure to the most important info in our guerrilla display
social media
social media posts - instagram

• Can share to Facebook & Twitter
• Suggestion: HootSuite?
• Have a landing page highlighting creative concept

• Use image of students interacting with the guerrilla tactic

• Have a student login using their NetID to track who is accessing the site
website suggestions

- Position it as a “toolkit” rather than an educational site
- Super simple, 1-page layout
- Mousing over a core competency reveals checkboxes
- Spits out “Results”
Greetings,

Last year, the National Association of College and Employers (NACE) released Eight Core Competencies (see attachment)—based on input from higher education and corporate professionals—which were defined and identified to be associated with career readiness for new college graduates. While UIUC has been providing opportunities for students to learn and gain these competencies for quite some time, students may not know how to articulate them as career skills.

In order to help students better understand these competencies and how they apply to their experiences here on campus, the Career Services Council has developed a new online tool that will encourage students to reflect critically about their campus experiences and how the...
8 core competencies course

- 8 week course
- To be launched Fall 2018
- Each week emphasizes one of the 8 core competencies, with coinciding activities

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Course Curriculum for CRC (Career Services, Contact 190)

Credit Hours: 1
Course Duration: 8 Weeks
Weekly Meeting Times: 1 day per week/1.5 hour
Grading Policy: Credit/No Credit

Course Objective:
* Teach students proper working definitions of the 8 core competencies, and how they can frame their own experiences in terms of these competencies
* Help students set career goals and work towards them
* Teach students methods to be better professionals

Weekly Format:
* 13:00- Short Lecture on the weekly competency and its definition
* 13:01-15:00- Activity where students write down ways that they may have already accomplished this competency and how
* 15:01-16:00 Weekly Career Building Activity

<table>
<thead>
<tr>
<th>Schedule</th>
<th>Competency</th>
<th>Activity</th>
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<tr>
<td>Week 1</td>
<td>Critical Thinking</td>
<td>Goal Setting</td>
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<tr>
<td>Week 2</td>
<td>Teamwork</td>
<td>Team Jacobity (Career Services Edition)</td>
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<td>Week 3</td>
<td>Written Communications</td>
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<td>Digital Technology</td>
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<td>Leadership</td>
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<td>Week 6</td>
<td>Career Management</td>
<td>Improving Search/Resume</td>
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media strategy
Beginning Spring 2018, UIUC students will be exposed to various paid and free touchpoints, which will direct them to social media or the new 8 Core Competencies (8CC) website. Students who want to learn more can take the 8CC course beginning the following Fall semester.
#TheWayYouSayIt Media Schedule

Spring 2018 Semester

<table>
<thead>
<tr>
<th>Week of:</th>
<th>JAN</th>
<th>FEB</th>
<th>MAR</th>
<th>APRIL</th>
<th>MAY</th>
<th>AUG</th>
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<td>SNAP Chat Geo-Filter</td>
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★ Guerilla Marketing giveaway included in big plan only
★ Snapchat Geo-Filter included in big plan only
<table>
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<th>Media</th>
<th>Quantity</th>
<th>Dimensions</th>
<th>Cost</th>
<th>Distributor</th>
<th>Time</th>
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</thead>
<tbody>
<tr>
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<td>1</td>
<td>9x16 ft</td>
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<td>Photo PIE Backdrops</td>
<td>5 Hours/Day for 5 days each Semester</td>
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<td>Artificial Dandelion</td>
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<td>38 in</td>
<td>$4.27</td>
<td>Walmart</td>
<td>Includes: 30 minutes for set-up</td>
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<tr>
<td>Fish Bowl</td>
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<td>1 gal</td>
<td>$9.47</td>
<td>Walmart</td>
<td>30 minutes for Takedown</td>
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<tr>
<td>Gold Fish</td>
<td>2</td>
<td>--</td>
<td>$0.50</td>
<td>Petsmart</td>
<td>4 hours for run time</td>
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<tr>
<td>The Giving Tree Book</td>
<td>1</td>
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<td>$11.33</td>
<td>Walmart</td>
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<tr>
<td>Fake Grilled Cheese Sandwich</td>
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<td>4x4 in</td>
<td>$26.49</td>
<td>Display Fake Foods</td>
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<td>Amazon</td>
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<tr>
<td>A-Frame Chalkboard</td>
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<td>Amazon</td>
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<tr>
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<td>$71.95</td>
<td>Uncommon Goods</td>
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<td>Residence Hall Flyers</td>
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<td>5.5 x 17 in</td>
<td>$350.00</td>
<td>Dixon Graphics</td>
<td>2 weeks</td>
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<tr>
<td>County Market Coat Flyers</td>
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<td>8.5 x 11 in</td>
<td>$60.00</td>
<td>Dixon Graphics</td>
<td>Indefinitely</td>
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**Grand Total:** $3,616.47

**Intern Labor Hour Total:** 5 hrs/weekly (30 hrs/week during Guerilla Marketing)
**Small Media Plan**

<table>
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<td>Facebook Instagram</td>
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**Dollar Total: $1,551.43**

**Intern Labor Hour Total: 5 hrs/weekly (30 hrs/week during Guerilla Marketing)**