

4/14 Options Analysis

1. Intern hiring feasibility and cost analysis
2. Social media engagement system
3. Monthly newsletter system

Hiring Intern at USC

Hiring & Career Platforms at USC

1. **ConnectSC**

the largest career platform at USC. Employers and students use this platform to pursue their career needs.

<https://careers.usc.edu/connectsc/>

2. **USC Annenberg Career Development Website**

Annenberg School for Communication and Journalism

<http://annenberg.usc.edu/current-students/career-development>

Contact Info Page:

<http://annenberg.usc.edu/current-students/career-development/annenberg-career-development-staff>

3. **USC Marshall Undergraduate Career Services**

Marshall School of Business

<http://students.marshall.usc.edu/undergrad/career-services/>

Employer Sign Up

[https://marshall-usc-](https://marshall-usc-csm.symplicity.com/employers/index.php?signin_tab=0&PHPSESSID=6e8dfa06118a35a0b0cbf05b636bcc51&signin_tab=0)

[csm.symplicity.com/employers/index.php?signin_tab=0&PHPSESSID=6e8dfa06118a35a0b0cbf05b636bcc51&signin_tab=0](https://marshall-usc-csm.symplicity.com/employers/index.php?signin_tab=0&PHPSESSID=6e8dfa06118a35a0b0cbf05b636bcc51&signin_tab=0)

Deliverable no. 1: detailed procedures on the hiring process at USC

General Steps:

1. Sign up for an employer account on <https://usc-csm.symplicity.com/employers/>
 - a. Information needed: industry, organization name, organization description, website, contact info, address.
2. Complete organization profile
3. Create job postings** (see deliverable no.2)
4. Receive application through both connectSC and direct email
5. Start hiring process

Deliverable no. 2: template on job posting on ConnectSC

General Guideline:

- Job Type: part-time internship, paid vs unpaid ⇒ if paid, usually \$12-\$15/hour. Or unpaid.
- Job starting date and ending date ⇒ length of internship can be several months, semester, half a year, or year long

- Job location(s) ⇒ BUILD in LA office
- Application deadline
- Contact information ⇒ BUILD recruiter's email and phone number
- Organization description
- Job description
- Job Responsibilities
- What interns can learn and gain
- Qualifications and Competencies required
- Desired Skills ⇒ Mailchimp, Social Media, MS Office, Adobe Creative Suite
- Desired Majors ⇒ communication, journalism, business, marketing
- Travel Percentage ⇒ travel needed

Deliverable no. 3: intern survey result & analysis

We will update when the survey is done.

Newsletter System

1. General idea

Current email update period is 2 months, which does not create enough exposure to the potential donors. We suggest BUILD to hire interns in communication and journalism schools and write bimonthly newsletters. The newsletter template is in the appendix. Intern(s) will shadow under a team member of BUILD and write newsletter contents. They will be working remotely to interview the student teams, donors, or BUILD staffs and design the layout of newsletter. Once they finish, BUILD staff will check the newsletter again and send out the newsletter. In this way, BUILD team can control the quality of the newsletters and manage the donor database directly.

2. Technology option

If BUILD does not have existing email service provider, we suggest BUILD to use Mailchimp. Mailchimp is a freemium app that provides paid or free services to regulate email database and send newsletters. The layout is very easy to understand, and the free services can already fulfill BUILD's need of sending out bimonthly newsletter.

3. Newsletter components

A main component of newsletter is student project spotlights. Given that different team will perform in a different pace in different stage of the project, instead of linking the donors and student teams on a 1-on-1 basis, recording the activities and achievements of the best performing team is a more feasible and sustainable content for the newsletter. Interns can basically focus on interviewing, observing, and recording and group activities, like meetings, and product/service development. In this way, donors can know about the highlight of the project and better able to identify with the BUILD's philanthropic actions.

After operating the program for 1 year, there will be alumni of the student teams. Instead of putting efforts into tracking the development of every alumnus, it would be a more feasible solution to track the most successful or identifiable ones. Interns can follow up with some successful project or

individual development, and interview the alumni. By mentioning the alumni development, BUILD can better create trust and sustainability reputation among the potential and existing donors.

If the program has not started yet, interns can also work on recent news and events or interview of BUILD team. For example, the incoming Ping Pong Tournament or an interview of Matt discussing the motive to start BUILD LA can be the potential topics. In this way, donors can better identify value and feel relatable to the project.

If possible, interns can potentially broaden the interview scope to donor interview. Donors can talk about their life stories and their ways to contribute back to the community.

4. Feasibility analysis

In order to better analyze the feasibility of the newsletter system, we identify a benchmark, the newsletter of USC's World Bachelor in Business Program (WBB). A normal bimonthly WBB newsletter would be 4 pages, containing information such as editor's notes, recent WBB news, networking opportunities, WBB student spotlight, and interview of WBB student, professor, or parent. The contributor, so called "Ambassador," Eli, said he typically spends 4 hours a week, which means 8 hours per issue, working on the contents and designing the layout. The editor, Sue-Mae, a graduate advisor, would spend 1.5 hours per issue, which means 3 hours per month, editing and sending the newsletter.

Given that BUILD newsletter would have better diversity of topics but less volume, my team estimate that interns would be working for almost the same amount, 4 hours per week, or 16 hours per month. The editor, potentially be a BUILD staff, might need to spend 4 hours per month editing and sending the newsletter.

Considering that a better communication can be created between BUILD and donors, our team believe hiring one or two student intern and working on bimonthly newsletter would be a cost effective solution for BUILD to engage with donors.

Social Media Marketing

Facebook

According to our research, 79% of internet users log into Facebook and 84% of 30–49 year olds use Facebook (**Ref 1**). Based on the information that donors are mostly 30-50 years old actively working in business and tech industry, we believe Facebook is a viable digital platform for us to engage with existing donors and reach potential target donors. BUILD National Facebook account now has around 3000 followers with each local BUILD office has several hundreds followers. We will conduct analysis on the demographic data of these followers and see who are interested in BUILD program and determine how our Facebook marketing strategy should be like.

Some potential Facebook marketing techniques:

- Send project progress pictures and report then tag donor's name, so that this post will show on donor's homepage (see appendix 1 for template)
- Create hashtag (e.g. #BUILDBigger) and let students & donors to share
- Create a photograph contest for students and collect the photo they took during project. Students can send their photos directly to BUILD or share photo on Facebook and tag BUILD. Staff could choose best ones to show on the Facebook account, so it reduce the risk of relying on students to report.
- Post bi-weekly newsletter on Facebook

Snapchat

Although Snapchat is another popular social networking platform with 100 million daily active users, it probably will be less effective for BUILD to conduct marketing or connect donors. Data from the Statistics Portal shows that Snapchat is dominated by the young people: 60 percent of users are under 25 (**Ref 2**). Since these young people without enough disposable income are not target donors, we feel that Snapchat will not be a good platform for BUILD to develop marketing and customer engagement system.

Instagram

Instagram's user base is made up of older people compare to snapchat(39% of users are over 30), with 300 million daily active users(**Ref 3**). 30-49 years-old are the second large Instagram age demographic (28% usage) (**Ref 4**). However, most of users are young people and it's probably not aligns with BUILD's brand identity very well. BUILD National is now operating an official instagram account, but is not updating rapidly and has much less follower(400+) than Facebook and Twitter.

LinkedIn

LinkedIn is not usually a place people would set social media campaigns. However, when we do, the average user is always higher in quality (in means of income). Over 75 percent of LinkedIn users have incomes of over \$50,000(**Ref 5**), and over 44% are over \$75,000. When using relationship networking to share activities, LinkedIn has its own incomparable advantage.

Twitter

Maybe the best choice for us to focus our social media campaigns on is twitter. 66% of Twitter users have discovered a new small or medium-sized business (SMB) through the network, 79% of them have retweeted an SMB(**Ref 6**), and 69% have already purchased from an SMB because of something they saw on Twitter. Considering the major component of BUILD's donors are in financial services, private equity, advertising agency or video game industry, we expect their high participation in twitter-based campaigns. We could tweet project progress updates and @ the donors whose funds was allocated in this project (see appendix 2 for template). Allowing the donors to retweet the update and show their friends their contribution to the society. Doing so would increase donor's satisfaction and also spread the project to donor's friends, enlarging our group of potential donors.

Reference

1. <http://sproutsocial.com/insights/new-social-media-demographics/>
2. <https://www.statista.com/statistics/326452/snapchat-age-group-usa/>
3. <http://mediakix.com/2016/09/13-impressive-instagram-demographics-user-statistics-to-see/#gs.PC24WC0>
4. <http://www.pewinternet.org/2015/08/19/the-demographics-of-social-media-users/>
5. <https://blog.hootsuite.com/linkedin-demographics-for-business/>
6. <https://blog.hootsuite.com/twitter-demographics/>

Appendix

Appendix 1 - Facebook Donor Homepage Example

The image shows a Facebook profile for a user named 'Donor Hank Cheng'. The profile picture is a blue square with the word 'Donor' in white. The cover photo is a dark, abstract image of a tree branch. The name 'Hank Cheng' is displayed below the cover photo, with buttons for 'Update Info' and 'View Activity Log 1'. The navigation tabs include 'Timeline', 'About', 'Friends 723', 'Photos', and 'More'. On the left sidebar, there is a section titled 'What did you study at University of Southern California?' with a '1 Pending Item' below it. Below that is an 'Intro' section with a '+ Describe Who You Are' button and location information: 'Lives in Los Angeles, California' and 'From Fremont, California'. The main content area shows a post from 'BUILD Boy Area' with the text 'BUILD added 3 new photos. Just now'. The post includes a description: '(This is a sample post for BUILD project) Team Icy sleeve is making their products for Spring Sales Bazaar! Thanks to this group's donor, Hank Cheng.' and three photos showing people working on projects.

Appendix 2: Twitter Template



Appendix 3: Email Newsletter Template




BUILD Week of 4/10 Newsletter

HELP THE CAUSE

You can help us offer entrepreneurship programming to high school students; all it takes is a small donation.

DONATE NOW

BUILD ELSEWHERE

 FOLLOW on FACEBOOK

 FOLLOW on TWITTER

 FOLLOW on INSTAGRAM

Letter To Our BUILD Friends

Dear BUILD Friends and Family,

For almost two decades, BUILD has worked to address the racial and economic inequity that disproportionately impacts the communities we serve. We see the debilitating effects of deep-rooted, institutionalized racism, and we acknowledge that what is happening in our country requires a more intentional approach from our organization.

To further our mission, BUILD has codified “Promoting Diversity” as a fundamental organizational core value and developed a Diversity and Inclusion Statement.

By adopting this statement now, BUILD seeks to create a space for all BUILD students, staff, volunteers, parents, schools, funders and partners to celebrate and promote our diversity, as well as examine the inequities across our society and work toward solutions that will directly benefit the students and communities we serve.

[Click here to read BUILD’s Diversity and Inclusion statement.](#)

There are many challenges ahead in the diverse communities we serve and I invite you to join us as we model BUILD’s Spark Skills (collaboration, communication, grit, innovation, problem solving and self-management) to create opportunities for our young people that will bring them success in school

and career.

BUILD Love,
Suzanne McKechnie Klahr

Project Spotlights

(Project Spotlights will be shown here in detail, in forms of pictures or charts. Pictures may also be attached with students' consent.)

Recent News & Events

Build LA grows with the addition of Maggie Bove-Lamonica as its founding Program Director

A native “Angeleno” and an avid surfer, Maggie resides in Hermosa Beach with her husband, son and their dog. She has graduate degrees in education, public policy, and the law and uses those frameworks to work on education inequality issues.

As an elected official on the Hermosa School Board, adjunct professor at LMU, and former Peace Corps volunteer and classroom teacher, Maggie loves to work with communities to overcome challenges and seize opportunities to improve student outcomes. She has served families in New Orleans, Los Angeles, Chicago, San Francisco, Paris, France, and Morocco.

An alumna of Education Pioneers Bay Area, she first worked with BUILD in 2007 as a summer intern, and is excited to return to the BUILD community and grow the LA office!

Events Coming up

The Annual BUILD Gala

On behalf of the entire BUILD staff, National Board of Directors, and our youth entrepreneurs, we are thrilled to announce the incredible success of the 7th Annual BUILD Gala. With generous contributions from our investors, the Gala raised \$1.75 million dollars!



BUILD LA Launch Party -- Ping Pong Tournament & Fundraiser

Join us for a fun and exciting night at LA's best ping-pong venue. Your participation helps us develop the college and career skills of thousands of high school students in years to come. [Learn more here.](#)



Donor Interview

(An interview abstracts with one of BUILD's current consented donor will be shown here to share about his/her experience with BUILD. Photos will also be attached,)

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