

APPLES Reflection Paper | Hussman Career Services

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Having the opportunity to work with Career Services for a communication audit has been an absolute dream experience. Working for this project was more than completing silly tasks with no impact, but instead, we were able to troubleshoot how to deal with serious exposure issues facing the department. Getting this hands-on experience has been invaluable for learning how to write and dealing with clients.

The most valuable part of this experience was seeing how excited Jay Eubank and Jenn Sipe were about our work. Although this department is in a school of media and journalism, its full-times are not to advertise what they do, and they don't always have the expertise of doing it themselves. Solving the issue of low engagement with their weekly newsletter was hugely meaningful. In our first meeting, our team instantly thought the solution was to move information in the newsletter to social media to reach more students. Jay and Jenn have never even considered this as a possible solution. Because of this, creating weekly deliverables that fixed a longstanding issue felt extremely rewarding.

The most challenging part was having to work under the approval of the communications department in the Journalism School. Although there was minimal conflict, I was able to complete a big project I had been working on before it got shut down by the head of communications for having text on the image for social media. Luckily, Jay and Jenn were able to transfer this effort and utilize it for a different channel.

I believe that every aspect of this project was valuable in some shape or form. The requirements for the APPLES work did not exceed my expectations for the quantity of work, and I feel that every deliverable completed has been beneficial to gaining more exposure to Career Services.

I think the most important thing for Career Services to do is to be more aggressive with gaining exposure on social media. Jay and Jenn are currently planning to start social media accounts for the department that are separate from the whole school's accounts. I think this would be beneficial so that Career Services has more control over what they post and to what frequency. I believe that this will be a gamechanger for Career Services because they will finally get to interact with students in a setting that is not just meetings.

I would encourage that Hussman Career Services is an APPLES partner for semesters to come. Jay and Jenn are fantastic clients, and I think that this project is super meaningful for everyone involved. A more general recommendation would be that it might be useful to put some requirements on tracking the impact of projects. This is something that I regret not doing. Although our team and client feel that we had an impact, learning how to accurately measure the success of deliverables would be hugely beneficial for knowing whether our work is meaningful in a long-term way.