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### Communications Audit for UNC Hussman

The Career Services department within the Hussman School of Journalism and Media serves alumni and current undergraduate and graduate students with a range of professional resources. These resources include individual career advising; internship and employment search assistance; workshops on job-seeking skills; on-campus interviewing; graduate school preparation assistance; online internship and job listings; and occupational and employer information. Resources include worksheets and handouts resumes, CVs, cover letters, thank you letters and references; networking and social media; the internship search; the professional job search; interviewing; and much more. These extensive resources range from online to the new, expanding Career Services suite located in Carroll Hall.

The most important public for the department is the student body because that is the group they serve the most. Due to the nature of their work, it is important for Career Services to have communications material available for potential employers. Career Services also uses communication materials to set itself apart from other schools and departments on the UNC-Chapel Hill campus.

As social media grows, Career Services is attempting to contemporize its strategies for exposure through social media and their website. The department's social media strategy lacks a clear sense of direction and does not address key publics efficiently. Because of this, using online materials is a vital part of improving all-around exposure to students.

Through various written materials, our team will work to promote its resources to key publics, fill gaps in communications material and assert the value of the Hussman School and its educational resources.

### SWOT Analysis

#### Strengths

- Exclusive Access to Target Market
  - The Career Services department in Carroll Hall only serves students in the Hussman School of Journalism and Media. This allows the department to have easy access to its target population, as opposed to University Career Services, which serves every student at UNC. This means that UCS deals with a wide variety of students, with majors from biology to music, for example. For thousands of students in the College of Arts and Sciences, University Career Services is the only center available for career guidance. However, the Career Services department in the Hussman School is able to provide students with specialized knowledge about working in the media industry. The Hussman Career

Services department is responsible for fewer students than UCS, and therefore can offer more specialized services.

- Career Treks
  - Every year, the Hussman Career Services department organizes trips to various cities across the country to provide students with networking opportunities at top media organizations. There are six trips available: Washington, D.C., New York, Atlanta, Raleigh, Charlotte and San Francisco/Silicon Valley. Students apply for these trips and rank their destination preferences. Examples of companies visited on past trips include The New York Times, CNN, Fox News, Edelman, Google, and Facebook. These trips allow Hussman students to network and get a first-hand look at the work environment at successful media organizations.
- Meet the Pros
  - Career Services regularly holds office hours with media professionals visiting the Hussman School. During this time, students can sign up to meet with professionals in top-ranked companies to have the chance to ask questions and network. Many of these opportunities are specifically geared toward students seeking internships and full-time jobs. Career Services also typically provides the biography for the visiting professional via email, allowing students to research beforehand.
- Twice-Weekly Email Digest
  - The Career Services department sends out a newsletter to all Hussman students on Monday and Wednesday. The newsletter includes information about upcoming opportunities in the Hussman School, including job postings and internship applications. The job and internship section is divided into paid and unpaid opportunities, offering a wide variety of options for students. The newsletter also details workshops and lectures the school is hosting and provides sign-up links. These emails allow students to keep up with news in the Hussman School and allows employers to publicize their internship and job availability.

## Weaknesses

- Social Media Usage
  - The UNC Hussman School has many different social media platforms, but some platforms are better than others. They post great content on LinkedIn, Facebook, and Twitter. However, their Instagram is severely lacking. During our initial meeting, Jay and Jenn said that they wanted to appeal directly to students in order to keep them engaged and informed. The most used social media platforms by college students are Twitter and Instagram. Most students go on social media right when they wake up to check out what is going on around them. By not

taking advantage of Instagram, they are missing out on a key tool to reach their intended student audience.

- Social Media Content
  - While the UNC Hussman School does post content across all media platforms, the platforms do not have enough varied content. Over the summer, they primarily posted Student Spotlights featuring a picture and background of a student doing an internship.
  - For the Student Spotlights over the summer, the students submit a profile picture and a background on their internship. Some students use a professional headshot in their submission, but others do not. This variation in pictures keeps the feed from looking like one cohesive unit. There are also a few graphics posted, but they were posted very sporadically.
  - The content that the UNC Hussman School posts on their social media platform also seems to be generated to appeal to an older audience. They already have a wonderful alumni network that follows them on their social media platforms. Their main concern is gaining more of a student following. All of their posts have to do with professional coverage of an event, an alumni spotlight, or a student spotlight. While this content is important, there is a need for additional content that students are actually interested in.
- Keeping Up With New Technologies
  - The world of social media is ever-changing, and people expect the Hussman School of Journalism and Media to be able to keep up with it. By hiring student interns throughout the year, the UNC Hussman School is able to stay up to date with the mainstream social media platforms, but are fairly resistant to change. New platforms such as TikTok are growing in popularity, and bring in a younger audience. By taking advantage of new social media platforms like TikTok, the Hussman School could showcase themselves to prospective students.
- Lack of Student Awareness
  - The Undergraduate Hub in the UNC Hussman School was just renovated, but most students are not even aware. The hub just combined Career Services, Academic Advising, and Global Programs all in one space. The Hussman School did this to make it easy for students to access all of their resources in one place. However, not all of the students are aware of the change unless they have visited the space since August 2019. Oftentimes, there will be a handful of students taking advantage of the resources over and over again. This is usually a very small portion of the entire school. The UNC Hussman School needs to publicize its undergraduate space and services in more visible places so that the students truly know about all of the resources that they are being offered.

## Opportunities

- Highlighting Their Connections to Professionals in the Industry
  - Hussman Career services works extremely hard to have relationships with a variety of organizations and high-achieving alumni. Because of this, they have access to a plethora of knowledge and potential news content. For example, this content could be events held with significant industry leaders or interviews with companies for the organization's social media accounts.
- Visibility for Students
  - Hussman Career Services has access to a variety of journalistic outlets in the J-school and the greater Chapel Hill area. Furthermore, this organization's key public (Hussman students) are more media-savvy than the more general body of UNC-Chapel Hill. Because Hussman students generally consume more media, this gives Career Services the ability to advertise their services across a variety of avenues.
- Leveraging emerging technologies in the J-school to promote services
  - The Hussman School of Journalism and Media is at the forefront of finding new trends in communications. Because of this, new platforms for communication can be utilized by Career Services to promote their services. For example, Instagram is a staple social media platform for college students, and Career Services has the opportunity to create their own Instagram account to more directly interact with students. Furthermore, TikTok is not the primary platform for current students, but it will be in only a few years. That means that Career Services has time to learn how to use these platforms now so that it can be most effective in a few years from now.

## Threats

- Kenan-Flagler Business School
  - Hussman School of Journalism and Media's biggest competitor is the Kenan-Flagler Business School. For UNC-Chapel Hill's Class of 2017, Business Administration was the second most popular major with 353 graduates and Media and Journalism was the fourth most popular major with 310 graduates.
  - Kenan-Flagler is a very competitive program with a lot of difficult prerequisites. It is very common for students that don't get into Kenan-Flagler to switch their major to the Advertising & PR track in the UNC Hussman School. This creates a competitive environment for the UNC Hussman School because they don't want to be seen as a backup for Kenan Flagler applicants.
  - The Directors of Career Services, Jay Eubank and Jenn Sipe, continually reference Kenan-Flagler when outlining plans for the semester. Kenan-Flagler also does a great job of staying up to date with new technologies. They have a

very visually appealing and user-friendly website with a lot of resources for potential recruiters.

- Kenan-Flagler is a very competitive and prestigious school, Forbes ranked it #15 for the “Best Business Schools” in 2019. While UNC Hussman School has won plenty of awards, the name does not have the same caliber as Kenan-Flagler.
- Competition with other colleges & universities
  - While the UNC Hussman School does have an award-winning program, there are other award-winning journalism and media schools around the country. The high school students that know they want to pursue a career in the journalism and media field will do their research on the top schools in the country, and there is more than just one. The UNC Hussman School needs to always stay on top of the latest trends and technology in order to compete with these schools. If the school gets too caught up in the traditional way of teaching, they may fall behind.

## Recommendations

- Increase social media usage
  - While the twice-weekly digest is very thorough informative, it is often very dense. This may cause students to disregard the email because it is too long. Therefore, we suggest creating a graphic with a list of the week’s events for Instagram and Twitter. This will allow students to get a brief outline of the week’s schedule on social media and then refer back to email for more detail on events they are interested in. This will help the department utilize social media more while hopefully increasing attendance at events as well.
- Showcase more student work/accomplishments
  - Creating more opportunities to advertise student success will allow more individuals to see the unique and creative work that Hussman students are capable of creating. With the monitors on the wall in the Career Services office space, there is a prime opportunity to display the infographics, video content, and websites from students.
  - Spotlighting students with interesting and impressive internships and jobs is another way to showcase the talent of Hussman students and the possibilities that can arise from taking advantage of Career Services. This can be done by creating a graphic with the student’s picture, the name of the company, the dates he or she worked at the company (such as for a past summer internship) and a short quote from the student about what they learned from the experience. These graphics can also be displayed on the television monitors in the office or on social media, particularly on LinkedIn. While Student Spotlights have been done by Career Services in the past, there are more opportunities to improve upon them by

creating a template to keep the formatting consistent, adding more details about the student's work and expanding the number of outlets they are posted on.

- More creative content
  - The department should create more creative and engaging content to highlight the fun work that comes out of the Hussman School. Producing more interactive content will also demonstrate the department's personality and show students that Career Services is not something to be intimidated by. This could be achieved with video content on social media, particularly on the department's LinkedIn. The video content could feature Jay Eubank and Jenn Sipe to help familiarize their faces with Hussman students. These videos could include Jay and Jenn giving networking suggestions, LinkedIn advice or resume tips. This content will provide students with informative information that will familiarize them with the services that the department provides and the faces of the office.