

# San Antonio

INTERNSHIP  
EXPEDITION



## PROJECT TEAM:

ABRAHAM BROWN

CHRIS BLACKWELDER

JED STEPHENSEN

BRYAN WILLIAMS

DECEMBER 13, 2006

**BYU**  
IDAHO

RETHINKING EDUCATION

# Table of Contents



<b>Situation Analysis</b>	<b>2</b>
<b>Research</b>	<b>3</b>
<b>Target Audience</b>	<b>4</b>
<b>Goals and Objectives</b>	<b>5</b>
<b>Key Messages</b>	<b>6</b>
<b>Positioning</b>	<b>7</b>
<b>Challenges</b>	<b>8</b>
<b>Strategy 1: Country Dance</b>	<b>9</b>
<b>Strategy 2: Internship Liason</b>	<b>13</b>
<b>Strategy 3: Visual Media</b>	<b>17</b>
<b>Overall Budget</b>	<b>22</b>
<b>Appendix</b>	<b>23</b>

## **Situation Analysis**

In order to help students find internship and career opportunities, BYU-Idaho has organized an extensive internship expedition program. This expedition program visits many cities and provides an incredible service to students. The current situation is that students do not recognize the need for seeking an internship.

The purpose of this public relations strategy is to create awareness among the student body of the resources available by the university, and encourage them to attend an internship expedition. More specifically, this campaign is directed to those attending the San Antonio, Texas expedition.

Backed by research, a three-strategy system has been developed to reach a well-defined target market. These strategies include a well-organized event that connects the internship expedition to fun and adventure, a student liaison trained and ready to engage students and faculty, and a professional effective visual advertising campaign that will grab the attention to interested students.

## Research

A survey was conducted (Appendix A) to students in order to get an idea of how students feel about internships as well as specifically about San Antonio. The results of this survey are as follows:

	Positive
Are you planning on going on an internship?	58.57%
Will you internship apply to your major?	64.29%
Do you feel informed of current internship availability?	2.86%
Rate your overall satisfaction with the Internship Office advertising.	2.86%
Rate your overall satisfaction with the internship.	20.00%
How likely are you to attend an internship in your home town?	-12.86%
How likely are you to consider an internship outside of you home town?	40.00%
Please rate the ability of the internship office to provide good destinations?	4.29%
How likely are you to accept an internship in the above cities?	-28.57%
What is your overall satisfactions with the above cities?	-18.57%
In which cities would you like to have in internship?	

More data collected by the survey is found in the excel program, provided on the cd.

Extensive research was done on campus policy, style guide, and campus press prices. The internship expedition office was contacted to find out the existing campaign and suggestions of what they wanted to see in a campaign.

Information was done on the city of San Antonio itself from online sources.

## **Target Audience**

Target audience #1: Students who are from the San Antonio area.

Target audience #2: Junior and senior level students in degree fields that correlate with internship and career opportunities in San Antonio.

Target audience #3: Freshman and sophomore level students who could also benefit from internships and that will eventually go on these expeditions.

Target audience #4: Faculty of the university that could help support and encourage students.

## **Goals and Objectives**

The purpose of our public relations and advertising campaign is to fulfill the following objectives:

Goal #1: Increase advertising to students for internship expedition to 40% favorable

Goal #2: Provide an event to build student's perception of internship expeditions destinations to 50% favorable

Goal #3: Develop a cost effective renewable source of advertising.

## **Key Messages**

Some of the campaign's key messages include:

An internship expedition to San Antonio provides Big opportunities in the Big state.

An internship expedition to San Antonio is a great way to get out of your comfort zone, begin an adventure, and have fun.

The internship office is professional and dedicated to helping students find internships and careers.

## Positioning

Because we have different goals for different target audiences, our multiple strategy plan will address each of them individually, as well overlap. Our positioning strategy is as follows:

Target audience #1: We need to find students who are from Texas or at least have a strong desire to live there. Country dancing on Wednesday nights, available at the Manwaring Center, is a great way to find people who enjoy the country/western lifestyle and culture. Our Strategy 1 hits that market perfectly while branding the internship expedition to fun and country/western lifestyle.

Target audience #2: Juniors and seniors in every degree are our next target. The flexibility of classroom visits and a student liaison as described in our Strategy 2 will give the internship office full control to target junior and senior level classes.

Target audience #3: Freshman and sophomores also need to be aware of the expedition program and prepare themselves to be better interns in the future. A general advertising campaign has been planned in our Strategy 3, which will be seen by all student body.

Target audience #4: The intemship program can be greatly benefited with the support and awareness of faculty. Strategy 2 provides a representative available to address faculty concerns and manage internal relations.

## Challenges

Possible challenges and concerns that need to be addressed:

Students with apposing opinions or simply don't know about the program: honest information in an appealing format under Strategy 1,2, and 3 will help students change their opinion and influence them to go on an internship expedition.

Faculty who are unwilling to cooperate or support the internship expedition to San Antonio: a good campaign that will appeal to students and faculty. The campaign's Strategy 2 addresses individual faculty's concern.

Other intemship options that may seem more favorable: Strategy 2 and Strategy 3 focus on the benefit of an internship outside of the Rexburg area.

Concerns such as cost and time: Relate to students the long-term financial benefits of doing an internship and the benefit of an expedition. Strategy 2 and 3 will help communicate that to students clearly and effectively.

A students concern of finding adequate housing: make information available in an easy-to-read brochure that helps students find housing in the San Antonio area. This concern will be individually addressed under the Strategy 2 and 3 of the campaign.

Limited money and time to put into a campaign: explore multiple types of cost effective campaign strategies. Campaign strategies can be implemented individually and as needed.

Enough staff and resources to carry out all of the promotional ideas: few staff is required in any of the strategies. The work is already done!

# **Strategy One: Country Dance**

# Overview

The internship office is seeking to increase awareness of students about specific internship expeditions. A cheap advertising solution needs to be found that is both effective at reaching students to build the brand and push students that qualify to apply.

## Challenges

**Three main challenges:**

1. Indelibly like the internship expedition office as the main channel for finding internships.
2. Targeting students that would most likely be interested in specific cities.
3. Motivating the students to action.

## Insight

While the students are at their own discretion to find an internship, the internship expeditions provide a means for students to tour a city and meet many perspective employers. This would allow students to pick the city and the company they can intern with provided that they are chosen.

## Strategy

Target a specific market for San Antonio and Austin Texas by providing a free country-dance. Promotion of this dance through the campus dance department provides the opportunity of free advertising.

## Budget

If dance is held on a Wednesday	\$400
If on other day	\$35
Supplies and handouts	negotiable
Fliers on quarter sheet	\$0.01 per sheet (estimated 1000 pieces totaling \$10)
<b>Total</b>	<b>\$435</b>

# 1. Country Dance Plan Time Line

*Three months before the dance.*

Secure through Doug Smith the country night 2 weeks before the sign-up deadline. This will ensure staffing is provided (by campus dance department).

Provide information about the event to campus dances and have them advertise during their regular dances.

Schedule a table across from the bookstore for the two days before the dance.

Place information on campus on line calendar

*Two weeks before the dance.*

Print fliers and brochures

Confirm ads are being run at dances

Place ground posts type ads on campus

Send press release to Scroll

*Week of dance.*

Promote dance by handing fliers out at the info booth set up in the Manwaring Center.

*At the dance.*

Set up information table outside of dance with the ability to recruit on site.

Run power point commercials on expeditions.

Hand out surveys to those leaving the dance with pencils to take them.

## Contact Information

Doug Smith, Campus Dance Department ext 2280

Ruby Whittaker, Campus Scheduling ext. 2242

Contact: Internship Expedition Office

208.496.2290

internships@byui.edu

FOR IMMEDIATE RELEASE

**Free Dance sponsored by the BYU-Idaho Internship Office**

REXBURG Ida.--The Internship Office is sponsoring a free country dance on Wednesday the (DATE) at the Manwaring Center to help promote the upcoming trip to San Antonio and Austin Texas.

“This is an opportunity for students to get to know the internship office, what we do, and do a little country dancing” said Abraham Brown, general manager of brand development.

In the past there was little done beyond sending an email to advise students of upcoming internships. The Internship Office is looking to change by focusing on getting to the students on a one on one basis.

“This gives us the chance to speak to students about our method of finding meaningful internships that might lead to promising careers” said Brian Williams, Director of the San Antonio/Austin trip.

The success rate of students who find internships through this program are not yet available and students should be aware that there are minimal requirements to go on the expedition. Students should have a 3.5 GPA and also have at least 60 credits to be considered. Also, there are only 35 seats available per trip.

The purpose of an internship is to obtain practical and valuable work experience, to apply skills and knowledge learned in school, and to gain exposure to various job opportunities. Many internships are paid experiences and typically last one academic semester in length.

###

# **Strategy 2: Student Liaison**

# The “Internship Liaison” Practicum

**What is an Internship Liaison?** The Internship Liaison is the person that will be in charge of promoting the internship expeditions from class to class, through ten minute presentations.

**What type of work will they be doing?** He or she will design a presentation with any type of visual media required to help explain the benefits of going on an internship expedition. They will then contact professors on campus and ask them if they could come and do a ten minute presentation. They will set the date and time of the presentation. Finally they will show up to class and present.

**What are the qualifications?** In order to become the Internship Liaison the student must fulfill the following:

1. It is not necessary, but recommended that the student liaison have attended an internship expedition. This will provide personal testimony of the affectivity of going on an expedition.
2. Have at least a 3.0 G.P.A
3. Have taken Com 235 (Intro to Public Relations) or Introduction to Advertising.

**What kind of person are they looking for?** We are looking for someone who is:

1. intrinsically motivated
2. looking for employment in the field of public relations
3. strong at public speaking and presenting

**Who will this student report to?** This student will collaborate with Bro. Cannon of the Communications department and with Elder Jorgensen and Sister Jorgensen of the Internship Office to write and set goals for the semester.

Through out the semester the student will report to Bro. Cannon of their week’s work including contact letters, research onpublic opinions, presentation developments, and how the week’s presentations went.

**Who will this student work under?** The student will work under Elder Jorgensen and Sister Jorgensen. They will help provide information for the upcoming expeditions such as how many

students are signed up, how many they want to end up going on the expedition, what kind of students should this practicum be directing their attention to (business majors, engineer majors, English majors, etc.) and any other helpful information and advice they deem necessary.

**Who will be the target audience?** The main focus will be junior/senior level classes that are related to the potential internships that are offered through the upcoming internship expeditions. But freshman and sophomore classes can also be targeted to create awareness as needed.

**How many hours will this practicum be?** This practicum will be 3-4 hours a week. They will receive one credit hour.

**Why would a student be interested in this practicum?** This provides experience in public relations and public speaking while getting school credit. It will also help build their resume for internships and employment.

**How many Internship Liaisons will you have?** We will start out with one student and see how it goes for a semester and then adjust according to the practicum's experience.

(Sample letter to faculty that a student liaison could use to help promote internship presentations)

Dear (name)

My name is Bryan Williams and I am a representative of the internship office. I have put together a ten minute presentation that discusses the importance of internships and the reasons why an internship expedition would help in finding internships and potential employment.

The internship office is trying to create stronger awareness of these expeditions through class presentations.

Could you spare ten minutes of your class for this presentation? If you do have the time, could you please specify the time and date you would like me to come to your class?

Thank you for your time,

Bryan Williams

**Internship Liaison**  
Internship Office  
230 Kimball Building  
(208) 496-2290  
[internships@byui.edu](mailto:internships@byui.edu)

## **Strategy 3: Visual Media**

## Visual Media Overview

Critical components of an effective visual media campaign include being professional, visually appealing, and easily recognizable. Credibility is important and following the BYU-Idaho's style guide as much as possible, was key in establishing credibility as well as professionalism.

Repeated elements throughout the campaign will help tie the multiple pieces together, giving the series a powerful presentation.

Multiple pieces were constructed to capture attention of students. Pieces include a 7 X 11 in poster, a powerful brochure, matching screensaver advertisements on library computers, and a trendy Texas internship pin.

## Budget

Creation cost:           \$0 (It's already done!)

Printing costs: \$2.18 per unit of brochure or poster

Pin cost:                 \$10 for 50 units

Computer ads: \$0

**Total**                   **\$337** (estimated cost with 100 brochures, 50 posters, and 50 pins)

## Timeline

Visual elements need to be displayed at least one month before application deadline (April 9<sup>th</sup>.)

The visual campaign will be more effective the earlier it is produced, so ASAP.

Pins can be given out at any time, but should probably be given to participants at least before the internship expedition has been completed.

## **Contact Information**

Campus printing press EXT 2300

Pin construction can be ordered at [www.bigbearaesthetics.com](http://www.bigbearaesthetics.com)

Appendix A: The survey that was given to students

Appendix B: Press release to Scroll about the San Antonio internship expedition

Expedition Contact: Bro. Hodges  
(208) 496-2413  
Hodgesjr@byui.edu

RELEASE DATE: February 1st, 2006

**INTERNSHIP EXPEDITION READYS FOR LAUNCH**

REXBURG, ID, Dec 1, 2006 – May 1-3 BYU-Idaho will be sending out an expedition to San Antonio, Texas for all BYU Idaho students looking for a competitive internship.

BYU Idaho has been going to San Antonio for the last three years finding more contacts for more internships every year. San Antonio is the head quarters of fortune 500 companies such as AT&T, USAA, and Valero Oil Company.

A common concern from students is that they fear that if they spend the 300 dollars and miss a week of school they still might not receive an internship. A unique difference between this expedition and other internship expeditions is that this expedition actually covers two cities: San Antonio and Austin. The big fortune 500 companies in Austin include Free Scale Semi Conductor, Temple-Inland and Whole Foods Market. This gives the expedition a variety of options to choose from which will improve the likelihood of the student receiving an internship.

This expedition focuses on those who are majoring in any of the business fields—management, finance, accounting marketing—Computer Science and Mechanical Engineering. And for those who are not majoring in these fields the expedition will tailor the week to their desired field.

Brigham Young University-Idaho, formerly Ricks College, is a four-year private university located in Rexburg, Idaho. The university, which is affiliated with The Church of Jesus Christ of Latter-day Saints, offers both baccalaureate and associate degrees; integrated degrees and internships that are tailored to fit students' interests; a year-round track system allowing more students to attend; and an extensive activities program that provides leadership and growth experiences. It is the largest private university in Idaho, with over 11,000 students enrolled for winter 2005.

###

# Internship Survey

**Thank you** for taking the Internship Survey. The survey should take less than five minutes of your time to complete. This survey will be used to find student awareness about internships, specifically Austin and San Antonio Texas.

Please rate your satisfaction level with each of the following statements.

- 1 = very likely/satisfied
- 2 = somewhat likely/satisfied
- 3 = neutral
- 4 = somewhat unlikely/dissatisfied
- 5 = very unlikely/dissatisfied

1      2      3      4      5

## Internship

- |  |                       |                       |                       |                       |                       |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1. Are you planning on going on an internship?                     | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 2. Will your internship apply to your major?                       | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 3. Do you feel informed of current internship availability?        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 4. Rate your satisfaction with the Internships office advertising. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 5. Rate your overall satisfaction with the internship.             | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

## Internship Destination

- |  |                       |                       |                       |                       |                       |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 6. How likely are you to attend an internship in your home town?                 | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 7. How likely are you to consider an internship outside of your home town?       | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 8. Please rate the ability of the intership office to pr0vide good destinations. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

## San Antonio/Austin Texas

- |  |                       |                       |                       |                       |                       |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 9. How likely are you to accept an internship in the above cities? | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 10. What is your overall satisfaction with the above cities?       | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 11. In which cities would you like to have an internship?          |                       |                       |                       |                       |                       |

# San Antonio

INTERNSHIP  
EXPEDITION



## BIG business in the BIG state!

You will visit employers related to your major and they may offer you an opportunity to intern at their company. We have contacts with various companies in the area that have expressed an interest in BYU-Idaho students. Companies like: Dell, Lance Corp, World Savings, Texas Composite, National Instruments, AT&T, USAA, IBM, Intel, Valero Oil Company, and Centex.

Application Deadline March 2007

Contact:

Justin R. Hodges  
Internship Coordinator  
106D Austin Building  
(208) 496-2413  
hodgesjr@byui.edu

**BYU**  
IDAHO

RETHINKING EDUCATION

# San Antonio

INTERNSHIP  
EXPEDITION



Contact:

Justin R. Hodges  
Internship Coordinator  
106D Austin Building  
(208) 496-2413  
[hodgesjr@byui.edu](mailto:hodgesjr@byui.edu)



BIG BUSINESS IN THE BIG STATE

# San Antonio



## Important Dates:

Expedition Date	May 2007
Application Deadline	March 2007

## Contact Info:

Justin R. Hodges  
Internship Coordinator  
106D Austin Building  
(208) 496-2413  
hodgesjr@byui.edu

<http://www.byui.edu/careerservices/internships/StudentExpeditionMain.htm>

RETHINKING EDUCATION

# BIG business in the BIG state!

INTERNSHIP  
EXPEDITION

## What will we do?

We will go to find an internship! We will visit employers related to your major and they may offer you an opportunity to intern at their company. We will also have an opportunity to network, contact, and meet with executives and companies in the San Antonio and Austin area, as well as get familiar with area LDS resources.

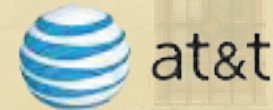
## Why San Antonio?

We have contacts in various companies in the area that have expressed an interest in BYU-Idaho students. A few examples are:

Lance Corp  
USAA  
Centex

World Savings  
Intel  
AT&T

Texas Composite  
Valero Oil Company  
National Instruments



## Will I be excused from classes?

Yes, when you are accepted, contact your trip advisor for the form. You will, however, be required for work missed.

## What is the cost?

Costs are expected to be approximately \$300 - \$400, including airfare, room/board, and local transportation. Costs may vary, and all expenses may not be covered as noted, you may be responsible for additional expenses.

## Qualifications

 - students must meet the following criteria

- sophomore, junior or senior
- minimum 3.0 GPA
- sincere desire to intern or live in the respective area

## How to Apply

Interested and qualified students must submit a resume and cover letter. The cover letter should address the following:

- Why do you want to go on an expedition? What attracts you to the interested Internship Expedition location?
- What are your long term and short term career goals?
- How do you intend to follow up with the contacts and individuals you have met on the trip and your commitment and/or willingness to do what it takes to obtain an internship with the companies hosting out BYU-Idaho group?
- List two companies that you would like to visit and provide a brief summary of them.

