Who is your target audience?

- All Students (All Class Years & Majors)
- Specific Students (Select Class Years, Majors, etc.)
- Unsure

What is your goal for the event/program?

- Increase Brand Awareness on Campus
- Actively Recruit Open Positions
- Connect with as Many Interested Students as Possible / Build Pipeline
- Connect 1:1 with Target Audience
- Unsure

Do you have a budget?

- Yes, liberal funds
- Yes, limited funds
- No

Programming Ideas (all options only virtual for Spring 2021)

- Career Conversations / AMA Session
- Site Visit
- Project Based Exercise / Case Study
- Coffee Chats
- Connect with Tufts Employer Relations (ER) team to strategize what type of event might be the best fit for you!
- Destress Activity (Recruiter led yoga, trivia, etc.)
- Alumni Panel & Networking Event
- Social Media Takeover Day
- Classroom Engagement
- Social Media Takeover Day

Other Considerations

- Is the program engaging? Is there an active participation component?
- Is the student facing description thorough and intriguing?
- How does this program highlight organization mission and ethos?
- Did you work with Tufts ER team to strategize date and time?
- Is their programming already being done that you can participate in?