

Office of Career and Corporate Partnerships

Alpha PR

Research



Client Goals

Alpha PR was hired with the purpose of increasing brand awareness and student engagement within the Office of Career and Corporate Partnerships (OCCP). Our top priority was planning and running an event that would promote the upcoming career fair, and we implemented additional strategies to realize the client's vision.

Strategies

Take a Sip with OCCP

The Alpha PR team created an event with the primary goals of promoting the upcoming career fair and allowing students to speak with core members of the OCCP staff. During the planning period, we determined the event would include giving students free food or beverages as a way to gain interest and traction, and the best time would be during the day in a spot with heavy foot traffic.

The University of Florida has over 1,000 clubs, each of which hold their own events throughout the academic year. These events sometimes offer food, and the usual options are limited to cheese and pepperoni pizza. To avoid falling into that cliche, the team informally surveyed friends, classmates and other members within the firm about what they would want to see at an event. The information gathered highlighted that the usual option of pizza felt "overdone" and would not be enticing. This led to the idea of providing coffee.

"Take a Sip With OCCP," (pronounced as "o-sip") was created to encourage students to stop during the busiest hours of the day. The made-to-order iced beverages would bring them to the tables, and the information provided would eventually draw them to future events and to the office for resources.

Introductory Presentation

The Alpha PR team created a presentation that would be delivered to students in different introductory and intermediate level classes within the CJC, as they would be the demographic who would reap the most benefits of using the office's resources.

The presentation consisted of slides that told students about the OCCP, the people involved and upcoming events. It also explained how the OCCP stood apart from other career preparation organizations on campus, exploring what made it unique. At the end of the presentation, students were asked to complete a pre-existing internship evaluation survey that the OCCP had been separately promoting. Following the presentation, students participated in a Kahoot! game to test their retention of the information.

Planning

Take A Sip with OCCP

The primary target audience for this event was College of Journalism and Communications students. The event took place at the Weimer Hall atrium on Tuesday, March 4, from 11 a.m. - 2 p.m. as a way to promote the in-person career fair on March 6. The attendance goal was 40-50 students.

Promotional materials included a series of graphics to be posted on Instagram. Take a Sip with OCCP was also promoted through the introductory presentations.

The team created a budget list, which categorized all required materials by item, quantity, brand and price. This list included every item to be bought in-store, as well as a list of additional supplies that would be outsourced. The team was given a budget of \$275, which allotted enough room for any unanticipated expenses. One day before the event, the team met with the OCCP's director and outreach coordinator to discuss day-of coordination and setup.

Introductory Presentation

The creation of this presentation served as the team's opportunity to answer commonly asked questions and provide essential knowledge about the OCCP to students at varying points in their academic careers. To attend classes as a guest speaker, members of the Alpha PR team created a list of essential classes within each major of the CJC, with a primary focus on introductory classes and courses with a higher volume of students. Some of these classes included Intro to Media (MMC 1009), Principles of PR (PUR 3000) and Reporting (JOU3101). The goal with this presentation was to reach 300 students.

Implementation

Take A Sip with OCCP

The offered food and beverage options included all the necessary components to create a custom coffee bar: fresh coffee from Krispy Kreme, sweeteners, syrups and milk alternatives. There were also beverage alternatives for those who don't drink coffee, including sweet tea, chai, matcha and lemonade. For food options, the team swapped pizza for cookies and platters of assorted croissants.

One hour before the start of the event, at 10 a.m., the Alpha PR team arrived to set up tables, food, beverages and promotional materials. There were two tables in use for the event – the first, which was run by the Alpha PR team, had all the food and beverages. The other, which was run by core members of the OCCP staff, had printed flyers and information sheets for students to read and take home.

The ends of each table had a printed out graphic with a QR code that led to a Google Form that asked for each person's name, major, graduation year and UF email. Students were asked to fill out the form as a way to accurately track attendance.

Introductory Presentation

Presentations were completed in seven classes over several weeks. The first round of presentations began Feb. 25, 2025, and the final presentation was March 11, 2025. In total, the Alpha PR team attended seven classes taught by Christine Bucan, Thomas Garvey and Patrick Ford as guest speakers.

Class	Class Size	Kahoot! Participants
<u>Principles of Public Relations</u> – PUR 3000	141	42
<u>Fashion PR</u> – PUR 4243	38	14
<u>Introduction to Media and Communications</u> – MMC 1009 (Freshman + Transfer)	109	79
<u>Introduction to Media and Communications</u> – MMC 1009 (Seniors)	40	18
<u>Crisis Communications</u> – PUR 4400C	19	18
<u>Corporate Communications Essentials</u> – PUR 4204	14	14
<u>Corporate Reputation</u> – PUR 4611	18	16
Total Reach:	379 Students	201 Participants

At the end of each presentation, the professors informed their students that a PDF would be available for them to read and seek the resources offered by the OCCP.

Evaluation

The OCCP set out with two primary goals, which were to increase brand awareness among CJC students and drive attendance to the Spring 2025 Career Fair. To meet this challenge, our team executed a strategic communications plan anchored by in-class presentations and a college-wide activation event.

The creation and implementation of the introductory presentation was created with the intention of reaching 300 students. Through its delivery across a total of seven classes, The Alpha PR team was able to surpass that goal by about 126%.

Take a Sip with OCCP, a first-of-its kind event for the OCCP, was intended to reach between 40-50 students. The Alpha PR team and OCCP were able to exceed expectations by 125% while spending only 80% of the total budget.

Performance Metrics and Budget

	Target	Actual
Students reached with introductory presentation	300	375
“Take a Sip with OCCP” attendance	40-50	90
Budget	\$275	\$227.87

Work Samples

Take a Sip With OCCP

Promotional Material and Attendance Form



Cost Analysis

Item	Brand	Quantity	Cost	Link (if applicable)	Notes	Additional Items Needed:		
COFFEE:	Krispy Kreme	4 boxes	14.99/box		ONE BOX SERVES 10 PEOPLE. Pick up 3 on Monday, one on Tuesday. Call ahead for pickup of more than one box.			
TEA:	Tazo Classic Chai Latte	32oz X3	\$6.49/carton		ONE CARTON SERVES 5. Made by mixing with milk and adding ice.			
ICE:	Ready Ice (basic brand)	7lbs X2	2/\$5		Unsure of exact amount required. If this does not satisfy day-of-demand, we can run and buy more. One ice for coffees, one ice for cold storage of items.			
MILK								
Oat	Planet Oat	52oz X4	\$3.83/carton	https://www.publix.com/pd/planet-oatmilk	BOGO			
Almond	Silk, Original	1/2 Gallon X4	\$3.83/carton	https://www.publix.com/pd/silk-almondmilk	BOGO			
Whole	Publix	Gallon	\$4.79/gallon					
SNACKS								
Cookies (Half & Half)	Publix	24ct x2	\$5.29/box					
Assorted Mini Croissants	Publix	26ct. X2	\$18.99/box	https://www.publix.com/pd/assorted-mini-croissants	24 HRS NOTICE REQUIRED!!!			
SWEETENER								
Creamer (French Vanilla)	Coffee-Mate Single Creamers	1 box (24ct)	\$3.70					
Creamer (Hazlenut)	Int'l Delight Single Creamers	1 box (24ct)	\$3.70	https://www.publix.com/pd/intl-delight-hazelnut				
Half & Half	Land O' Lakes	1 box (24ct)	\$3.70					
Syrup (Vanilla)	Torani	1 bottle (12 servings)	\$5.39					
Syrup (Sugar Free Caramel)	Torani	1 bottle (12 servings)	\$5.39					
UTENSILS								
CUPS:	Hefty, 18oz	28ct X2	\$3.79		Boxes have enough hot cups and sugar for 10 people (per box, so total of 40). Cups for iced coffee needed. Additional sugar may be needed but not likely.			
PLATES:	Publix	55ct	\$4.99					
NAPKINS:	Publix, all occasion	100ct	\$2.39	https://www.publix.com/pd/publix-all-occasion-napkins	Standard tables are 6 or 8ft. Rectangular table cloth			
PLASTIC TABLECLOTHS:				Total Cost (EXCLUDING TAX): \$189.98				
				^ NOTE: All costs and quantities based on an expected attendance of 40-50. The exact number cannot be guaranteed, so this is a rough breakdown based off of educated estimates.				

Introductory Presentation

The OCCP
The Office of Careers and Corporate Partnerships

What is the OCCP?

OCCP = Office of Careers and Corporate Partnerships

- Resource in the UF College of Journalism and Communications that offers recruiting services and partnership opportunities to employers that are looking to connect with students in the CJC
- The people responsible for four job and internship fairs each year within the college

With CJC students in mind, the OCCP aids students in their professional growth by:

- Hosting guest lectures and workshops
- Giving students a unique opportunity to meet and speak with potential employers
- Presenting mentorship opportunities
- Facilitating the Gator to Gator Coaching Program: graduating seniors are paired with alumni for a virtual coaching session
- Providing access to career readiness programs

Additional resources offered:

- Job and internship posting on the CJC database
- Featured news every Wednesday on the Knight Division Digest



Faces To Know

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Introducing Zita Gonzalez

Career Pathways Coach for Arts, Communications, Media, and Marketing



• What does she do?

- Supporting students with all things career related!
 - Crafting a resume and tailoring it to a job application
 - Finding the right job platforms for full-time and internship work
- Other topics include:
 - Networking strategies
 - LinkedIn reviews
 - Graduate statement feedback
 - Determining a major or minor

• How can I contact her?

- Email: z.segarra@ufl.edu
- Gator Career Link
- Express Drop-In Hours

What is the difference between the Career Center & the OCCP?

- The OCCP is meant to connect students with employers. They provide resources for internships, jobs, volunteer opportunities and more.
- The Career Center is where all UF students go for career coaching, but CJC students can make an appointment with the OCCP's Career Pathways Coach, Zita Gonzalez!
 - If you need anything from personalized advice to resume review, talk to her!
- The OCCP's main purpose is to provide students with the opportunity to connect with employers through employer recruitment partnerships.

Visit www.jou.ufl.edu/careers/occpforstudents for more information!

Important Dates

• UF CJC Senior Career Workshop

- WHEN: February 27th, 6p.m. - 7:30p.m.
- WHERE: Weimer Hall Atlas Lab.
- RSVP: QR Code 1

• Take a Sip With OCCP

- WHEN: March 4th, 11a.m. - 2p.m.
- WHERE: Weimer Hall Atrium
- RSVP: Not Required

• Spring 2025 Careers in Communication Fair

- WHEN: March 6th, 10a.m. - 2p.m.
- WHERE: Reitz Union
- RSVP: QR Code 2

• Fox Internship Program Information Session

- WHEN: March 6th, 6p.m. - 7p.m.
- WHERE: Weimer Hall, 3032
- RSVP: QR Code 3

• Spring 2025 Virtual Career Fair & Interview Day

- WHEN: March 27th, 10a.m. - 2p.m.
- WHERE: Career Fair + App
- RSVP: Not Required

QR Code 1



QR Code 2



QR Code 3

