



Research & Business Development Center Recruitment Team

The Customer

The Research and Business Development Center (RBDC) is a 501 (c) 3 non-profit with a mission to provide undergraduate students with meaningful work experience to better prepare them for careers and life. Connecting students with clients to work on projects that deliver value to both student and client is central to this mission.

The Situation

The Research and Business Development Center (RBDC) Connects students with clients to work on projects that deliver value to both students and clients. The company has been working on increasing its social media awareness and the recruitment process for future students in order to get more interns on the different projects brought by the companies, providing certified internships with valid credits for the students and their degree programs.

The Solution

The Research and Business Development Center (RBDC), also a 501(c)(3) nonprofit organization, is connected with Bingham Young University and Ensign College. The RBDC was informed about the lack of awareness of the program and the lack of social media marketing made. They put together a team of student interns from BYU-Idaho and within three months had researched the competence, social media platforms, and the upgrade of its advertisements Online and On-Campus. As a final deliverable, the team created social media content for the company, content that provides a full year of social media content that could be used to increase social media awareness alongside brochures and pamphlets for campus activities and career fairs.



Community Assessment

The student team assessed the community in a variety of ways:

General Research

- ↳ Compiled suggestions from other non-profit organizations that provide or help students to find an internships
- ↳ Gather the rules and laws in order to initiate social media contests to increase the awareness of the company on the different social media platforms

Content Creation

- ↳ Content for the different holidays and seasons so the company could always be prepared to have a presence on the social media
- ↳ Formatted every social media post to adapt to the different sizes of the platforms and provided all the content to the company so they can edit it when needed.



Other ideas

The team had provided different budgets for the events the company can hold on the different market fairs along with the dates for those career markets.

The team had also planned a Google Ads campaign that could be used by the company whenever the new website is ready.

The company can also find plans and budgets for activities that can be held on the company office in order to offer the guided tours to the company and introduce its program to the students.



Development of Content

Initially, the company's social media profile has been inactive for a long time, so the team prepared many different contents that could be used on the different social media platforms while taking into consideration the size of those platforms, and the respective rules of each on if them being: Facebook, Instagram, and LinkedIn.

The content has been uploaded to the company design folders so they can have all the rights over the content and edit it whenever needed, the team has also provided these brochures that could be provided to the counselors and teachers so they can refer the students to the RBDC internship program, and the pamphlets that could be used for the market fairs on the different institutions the company is paired with.

