

**Mays Center for Experiential Learning & Community Engagement  
Business Plan**

May 11, 2018

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## **Overview/Executive Summary**

## **Overview/Executive Summary**

The Mays Center for Experiential Learning and Community Engagement exercises strongly in the students, alumni, faculty, and community of Texas A&M San Antonio to acquire the skills, techniques, and experience in preparation for life in the career world. The opportunities presented through the Mays Center are astounding. It is the May Center's mission to create and prolong career paths for recipients to become active members of society.

As we know, the corporate world has minimized the meaning of obtaining a degree, but has also now stated that they want both a degree and experience while entering the workforce. For most young adults, the degree is not the issue, it's the experience required for what the students are spending hours studying for. The Mays Center has provided that foundation for its community to aspire both graduating with a degree and adding the experience to that resume.

As being current students at A&M San Antonio, we have taken the initiative to demonstrate and present the demographics as what will bring light to the Mays Center. Given that they have many opportunities to offer, they have not quite reached an audience to share their values. We want the community of TAMUSA to know what the Mays Center is all about so that we are able to grow and share our skills and abilities to bring success back and let that cycle takes its course.

## **History**

The Mays Center for Experiential Learning and Community Engagement is a current service at Texas A&M-San Antonio. The main objective of the service is to develop career-minded, skillful graduates. The service believes in the philosophy of learning best by doing. For example, community service, internships, service-learning and civic engagement.

Lowry Mays is the patriarch of the Mays family and is a main contributor to Texas A&M campuses across the state. He was born in Harris County, Texas and attended Texas A&M University in college station. He graduated in 1957 and joined the air force, where he was an officer. Mays became an investment banker and eventually founded clear channel communications, which is a broadcasting company. Throughout his successful career, Mays has supported A&M facilities and served on the Texas A&M Board of Regents from 1985-1991. Mays also is part of the Board's special liaison to the Texas A&M Foundation. In 2017, Mays donated \$25 million to Texas A&M's school of business. The donation was the largest single commitment in the school's history (The Mays Family Foundation)

. The university renamed their business school after the May's family as a result of the donation. The family has also made a recent donation to the A&M San Antonio campus which resulted in the creation of the new Mays Center.

The new Mays center will open in the fall of 2018 in the university's new building. The style of the building will be different than the other buildings located on campus. The Mays center will have a modern layout with areas for students to work, hangout, and ask questions. The center will provide employment for students who want to gain the experience of a professional setting. Dr. Edwin Blanton has stated the current staff will increase once the new center is complete.

## **Company Background**

### **Mission**

Tell me and I forget, teach me and I may remember, involve me and I learn” – Benjamin Franklin. This is a quote you will see when you visit the Mays Center website. The Mays Center for Experiential Learning and Community Engagement develops career-minded, skillful graduates ready for the work world, preparation to be active citizens in the world. Today, it takes more than just a degree to land a decent job. That's why we have the Mays Center. It has been created to give current and former students the opportunity to gain that experience for the degree they have been working so hard for. In the philosophy that students learn best by doing, that is part of the experiential learning, it leads to career development which is why the office of career services is so vital to the center. Community service, service-learning, internships, and civic engagement are the opportunities the Mays Center offers to their audience(Mays Center for Experiential Learning & Community Engagement).

### **General Vision/Goals**

The Mays Center for Experiential Learning and Community Engagement goal is to prepare students to become career-minded, skillful graduates that are active citizens of the community (Mays Center for Experiential Learning & Community Engagement).

### **Corporate social responsibility**

Lowry Mays has been know to give generous donations to education. In 1996, Lowry donated \$15 million to Texas A&M University-College Station. In 2009, Mr. Mays and his wife, Peggy donated \$7.5 million to the Mays Business School. In 2017, The Mays Family Foundation donated \$25 million. These donations have helped improved education (L.Lowry Mays).

## **Company and Management Team**

The Mays Family foundation has been a generous force in the San Antonio community. In order to understand our client, looking at the Board of Directors can give our group some insight on the big picture.

Peggy Mays is the chairman and also the founder of the Mays Family Foundation. Mrs. Mays has served on the board of many organizations around San Antonio such as the San Antonio Museum of Art, Mcnay Art Museum, National Museum of Wildlife Art, San Antonio Botanical Gardens and much more. She was named Volunteer of the Year by the League of San Antonio in 2004, and received the Motherhood-Lifetime Achievement Award from Texans CAN (Board of Directors).

Kathryn Mays Johnson is the president. She also serves on the Advisory Board of the SMU School of Journalism, the Board of Trustees of the United Way, and the Board of Governors of the CTRC. Mrs. Johnson has been heavily involved in the scientific community serving as President of the CTRC, and the Cystic Fibrosis Foundation. She has also won many achievement and volunteer awards such as the Volunteer of the Year by the Cystic Fibrosis foundation and was given the Lifetime Achievement Award from San Antonio Can (Board of Directors).

Lowry Mays, the treasurer of the foundation, is Founder and Chairman of the Emeritus Clear Channel Communications. He also served of the Board of Regents of Texas A&M University, where they now have the Mays School of Business. He is heavily involved with Texas A&M University and higher education organizations. Winning many awards throughout his life, his recent award is the Mays Impact Award from the Mays Business School (Board of Directors).

Randall Mays, is the Secretary. He also serves as the President of Running M Capital, and was the president and CFO of Clear Channel Communications. He has also served on many boards, and served as Chairman of the Board of Trustees for St. Mary's Hall and Vice Chair for San Antonio Academy (Board of Directors).

By looking at the achievements of each member of the Board of Directors, we can see that our client branches from a strong, positive, and influential network. This large network that the Mays Family Foundation has made, can provide insight about our client and reveals the number of organizations in the community that the new Mays Center can collaborate with.

## **Statistics/secondary research**

There are surveys that show the demand and success of experiential learning. According to National Association of Colleges and Employers (NACE), "Employers taking part in the NACE 2010 Internship Survey reported that 44.6 percent of their Class of 2009 hires came from their own internship programs" (Review,2014). According to Association of American Colleges and Universities (AAC&U), "Nearly three-quarters of employers (73 percent) surveyed would like colleges and universities to emphasize more the ability to apply knowledge and skills to real-world settings through internships or other hands-on experiences" (Review,2014).

## **Product/Service**

Community service, service-learning, internships, and civic engagement are the opportunities the Mays Center offers to their target audience.

Community service is one of the services provided where students can gain experience in their major or interest. The service learning teaches and demonstrates a learning strategy that incorporates meaningful community service with the intention to teach civic responsibility, develop learning experience, and strengthen communities through volunteer service.

Internships give students the opportunity to gain valuable applied experience and make connections in the professional fields they the students are considering career paths. It also gives the employer the ability to help guide and evaluate the talent.

Civic engagement is working to make a difference in the civic life of communities while also developing knowledge, skills, values, and motivation. It means promoting a quality of life in a community through both political and non- political aspects (Mays Center for Experiential Learning & Community Engagement).

## **Target market**

The target audience that the Mays Center should be reaching out to are current students, alumni, faculty, and family members. Since the Mays Center does a lot to help people become career ready, it is only right that their target audience be those as stated above. In order for the Mays Center to reach its target audience they have to understand that their target audience are not only current students but also alumni, family members, and faculty. This is because the Mays Center will have to reach out to all target audience in order to spread the word about who

they are and what opportunities they have to offer. We have come to this conclusion of the target audience of the Mays Center to be those as stated above because of what the mission of the Mays Center states.

## Starter Kit



## Competition

After doing thorough research I have come across only a few major competitors for The Mays Learning Center. In San Antonio the only major competitor will be UTSA. Within UTSA, there is a Center for Student Professional Development(CSPD). This Center is a distinct resource within the College of Business designed to advanced students professionalism, knowledge and Leadership, equipping them with the skills necessary to thrive in obtaining internships, securing employment in their professional careers. After looking at their program and their mission statements I concluded that the CSPD is pretty much an exact replica of the Mays Center. For example, just like the Mays Center, the CSPD will provide a variety of opportunities to coach and teach our masters and undergraduate students through workshop and online tools and by connecting them with the business community and alumni through networking, mentoring, internships, externships, International opportunities and resources that complement their academic education and situation. The only distinct difference that I could find was that our May

Center is a bit more futuristic because it aims to be an innovation in the technology sector. To allow easy learning and connection to the real world and the opportunities it may bring. The other two small Learning Centers or facilities that may become potential competitors are the YMCA and the youth group Learning Centers across town. Although the YMCA holds a global Title and reaches more than 58 million people across 125 Nations, it still does not have the certain attributes or factors to compete with the Mays Center. The YMCA stands for Youth Development for Healthy Living for social responsibility. In fact, the reputation of the Y is so immense that it has become a global brand. The YMCA listening and responding to the communities most crucial social needs, ensuring that everyone has a chance to learn, grow and thrive, regardless of age, income, ability, ethnicity or faith. The YMCA seems to be focusing on a more well-rounded target audience pitching their mission statement to everybody regardless of age. Now at Mays Center, we focus more on College students who are preparing to graduate and enter the real world and Market. To ensure that these young adults pursue the direction or certain field they wish to enhance in. The part where the YMCA out does the Mays Center is the involvement in the community but even that aspect I feel will be oblivious once the Mays Center is established and not a new face on the block.

The last of the competitors and the least of the threat is our local youth groups. Youth groups provide a pleasant place and atmosphere for young adults to engage in Community Affairs while keeping in mind their religious beliefs and pursuing a brighter educational future by administering certain key objectives into Life Learning. Youth groups provide College students a place to go and share their experiences with younger students thus allowing a ripple of change. Youth groups are great but do not provide the quality and the high level of attention that is needed when they graduate goes to seek higher networking and job-related advice and connections.

## **SWOT**

### Strengths

- Internships
- Internships give students the opportunity to gain valuable applied experience and make connection in professional fields they are considering for career paths; and give employers the opportunity to guide and evaluate talent.

- Community Service

Community Service is one of the avenues where students can gain experience in their major or an area of interest

- Service Learning

Service-Learning is a teaching and learning strategy that integrates meaningful community service with instruction and reflection to enrich the learning experience, teach civic responsibility, and strengthen communities through volunteer service

- Civic Engagement

It means promoting the quality of life in a community, through both political and non-political processes.

#### Weaknesses

- Location

The Mays Center does not have one designated area where they are easy to reach or be in need of assistance

- Platform

There is no foundation for the Mays Center, therefore making it difficult to understand the organization

- Marketing

No structure of organization. The TAMUSA community is not well aware of the organization

#### Opportunities

- Sponsorships/Scholarships

with an opportunity like such, the Mays Center can expand and benefit from sponsorships

#### Weaknesses

- Failure to implement marketing strategies

Without the Mays Center making a name for themselves, the organization is useless

- Outside Organizations

There are other organizations around the city who offer the same benefits for students and people of the community

## **Strategy and Implementation**

## Strategy and Implementation

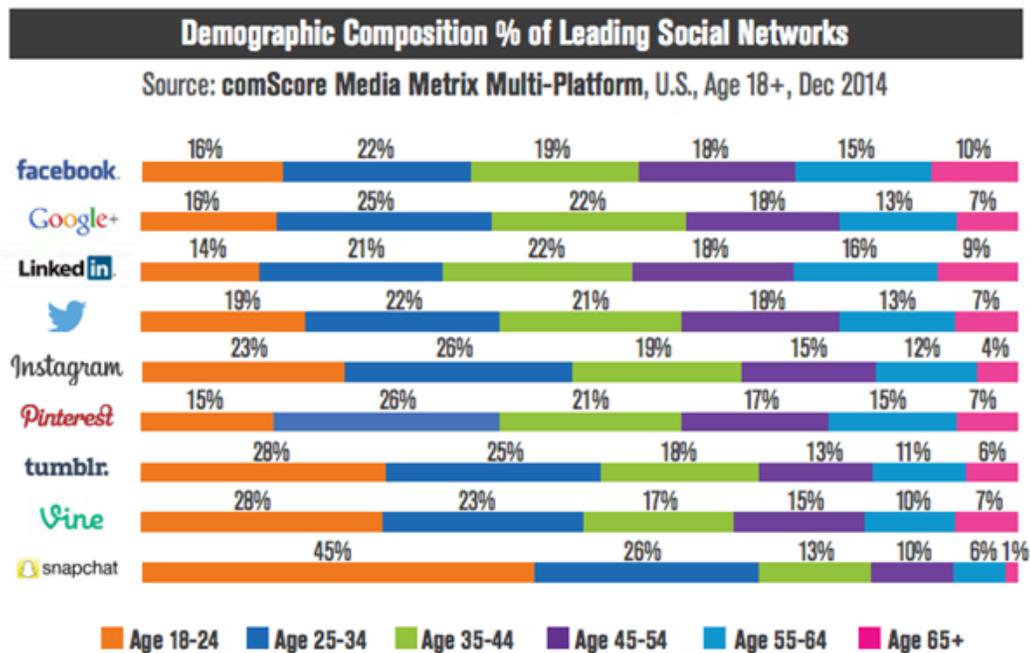
### Strategies 1: Digital Marketing Strategies

There are many advantages to digital marketing and traditional marketing. Analysts say that combining the two can be very beneficial for organizations that choose to do so. (Todor, 2016). In order to increase awareness about organizations it is recommended that they follow the seven website design elements. These elements are context, content, community, customization, communication, connection, and commerce. Following these elements will create a customer experience through the website.

#### ***Tactic 1: Social Media***

The Mays Center will be able to reach its target audience by promoting on social media and passing out pamphlets. The Mays Center currently has a Facebook page which is a great start but, unfortunately the account only has 907 followers so to generate more traffic our group would have to inform more people about the Facebook page. How? By having volunteer students pass out pamphlets with information about the Mays Center and how to access the Facebook link. The best places to distribute the pamphlets would be at Starbucks, Local Coffee, The Pearl, Café College, and at all the Alamo Colleges in San Antonio. Since the target market mainly consists of students/future students these would be great locations to network and spread the word about the Mays Center. On the Facebook page, I noticed there was a home, events, photos, videos, posts, and community link on the Mays Center page. It would be a great idea to add a question link so if students have any comments or concerns they could address it through there. Another way to increase followers, is to have current students share the page of the Mays Center on their Facebook, by doing so the students would be rewarded with a small incentive such as pencils, pens, and planners for helping promote the Mays Center. Another great way to promote the Mays Center would be through Instagram, students could take pictures and tag the Mays Center and use catchy hashtags to attract students attention and help inform them of the great services the Mays Center has to

provide. By utilizing the social media platform, it would greatly increase the level of awareness of the Mays Center.



(Figure 1)

## ***Tactic 2: Interactive Webpage***

The number of resources online is escalating at an exponential rate, increasing competition between companies who launch their website to the public. Thus, to guarantee user engagement it's vital that your website is as interactive as possible. Below are a couple of points to ponder upon so as to ensure the success of your own website.

### Captivating content

Online content, like articles and material can enhance user experience. Having good content on the Mays Center website, will engage visitors

When reading online content, users look for articles or material which makes them reflect



or question certain point of views. Your content must captivate their interest and urge them to look further into certain matters, or stir their curiosity to browse further into your website to get more information. If you fail to achieve this effect, rest assured that they will resort to visiting the more alluring websites of your competitors.

and twitter would considerably boost up the level of interactivity on your website.

### Social Networking Media

Promoting your business on social networking media such as Facebook Several companies have registered an increase in sales and positive user comments upon introducing their company to Facebook or twitter. Social networking websites are an excellent way of keeping users engaged since they would be able to post comments and feedbacks while keeping up to date about your company's latest news

### Multimedia

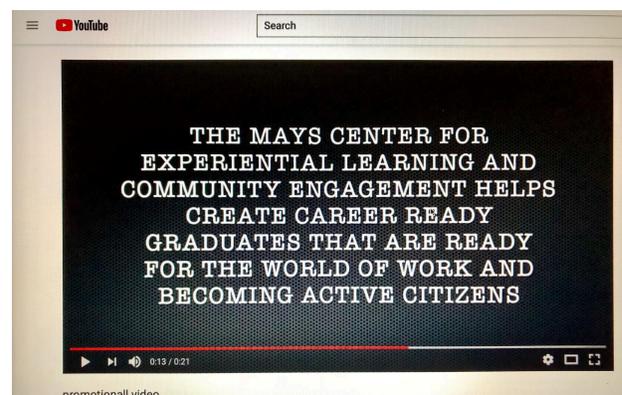
Text-based sites which lack multimedia resources such as pictures or videos are an immediate turn-off. The more visual your site is, the more it will hook the user. Including just the right video to grab the user's attention will guarantee a loyal user-engagement which is precisely the point why you would have created the website in the first place.

### Polls, questions, feedback

Polls, questions and feedback forms have been growing in popularity. They increase user participation because many people are interested in knowing what others have voted on. Users will be able to leave their input, and give the center whatever it needs to improve.

### ***Tactic 3: Promotional Video***

“Consumer internet usage growth rates have slowed down -- a 21% increase in 2014 versus a 31% increase in 2012. This decline in growth is also reflected in mobile internet usage. But global video usage rates continue to accelerate -- both for internet video and mobile video. Video accounts for 64% of internet traffic, and mobile video accounts for 55% of all mobile traffic, which is an increase from 50% in 2012.” (Staugler, 2015). By using promotional videos as one of the strategies to reach the target market, the Mays Center will



be able to grab the target markets attention easier. Considering people gather information differently, using video tends to be more helpful for consumers to understand. There are different types of promotional videos that businesses can incorporate into their marketing strategies, such as, animation video, human-acted video, or product showing video. These videos can also bring traffic back to other digital marketing strategies. These videos could be available on different sites such as YouTube, FaceBook, and other social media platforms. Currently, many businesses are applying video promotion on social media. By implementing video marketing, the target market becomes more attracted and the video promotions reach the markets more effectively, compared to using textual content (Oza, 2017).

<https://youtu.be/abLwNHIZukk>

## **Strategies 2: Traditional Marketing Strategies**

Traditional marketing strategies are a variety of ways for companies to advertise their company. Different marketing techniques include distributing pamphlets, newsletters, and flyers. Creating billboards and newspaper ads are examples of print advertisements. Other examples of traditional marketing strategies include commercials, as well as sport advertising. A new form of marketing strategies have become more digital. For example, Facebook, Instagram, Twitter and the creation of web pages are other examples of marketing strategies.

### ***Tactic 1: Mays Center Ambassadors & Merchandise***

#### **Ambassadors**

Campus ambassadors are college students who spread the word about the service that the Mays Center provides. Their goal is to assist the Mays center with marketing programs on campus to target the college demographic. How we can attract students to become ambassadors is by informing students that being an ambassador is an internship. The requirements to become an ambassador is that they must be punctual,



responsible, and have the desire to serve and represent Texas A&M University-San Antonio. The ambassadors must currently be enrolled at Texas A&M University-San Antonio and be in good academic standing, GPA of 2.75 or above. They must also be available to work 16 hours a week during the academic year. Ambassadors will help prepare events, help host workshops, help maintain social media accounts, and help provide knowledge about the center to the target market (LeJeune).

#### Merchandise

Merchandise is important because it encourages our target audience to want to learn more and engage with the Mays Center. Products we will produce are shirts, caps, journals, and pens that will have the Mays Center for Experiential Learning and Community Engagement logo on it. The Mays Center will pass out merchandise at campus and off campus events, as giveaways.

#### ***Tactic 2: Special Events***

Special events are a way of allowing your community to obtain information regarding your marketing goal. Many major events across the world are named after companies or sponsored by large companies. For example, Pepsi sponsors the NFL Halftime show every year during super bowl. This allows Pepsi to gain exposure therefore resulting in an increase in sales. According to Lauren Hirsch from CNBC The value of that exposure is worth about \$32 million, according to Apex Marketing Group. If the winning coach is dunked in Pepsi-owned Gatorade, that's an extra \$2.2 million of branding, according to Apex. Allowing the Mays Center to sponsor a campus wide event would result in an increase of student participation within the Mays Center. The Mays Center grand opening is a beneficial way to deliver a special event and allow students, faculty and staff to identify all the services the Mays Center has to offer. The grand opening will include knowledgeable staff ready to answer questions. Food and entertainment would be a great way to obtain interest among students passing by. Once students attend the event it's imperative to provide a clear understanding of what exactly the Mays Center has to offer.

#### ***Tactic 3: Sponsorships and Partnerships***

The main objective of the Mays Center is to give the student the best opportunity to obtain real world credibility. When looking at our competitor UTSA and their CSPD, we see an interconnected web of sponsor and partners who work hand in hand in the

process of the program. The May's Center needs financial support from local leading business corps so they can get funding from these partners. In return, the May's centers will provide these companies with bright alumni students for internship programs to provide a cheap efficient workforce for a set duration of time. All three parties will be benefiting from this exchange. When looking for potential sponsors or partners, a certain few will be amazing and beneficial to have in our corner. Texas A&M already has a culture based around the military, so a great addition to the A&M system would be USAA. If we could make this partnership happen I feel the May's Center would flourish rapidly. After catching this mega fish we can move onto sponsors such as H.E.B, Valero, Chase, Wells Fargo, and AT&T. Students should be able to go to the center and apply for internships as needed from these sponsors and partners with ease. The implementation of this system would expand the effectiveness of the May's Center which in result will conform Texas A&M San Antonio into a leader of success rates in South Texas.

### **Milestones for the next 6-12 months**

For the next few months we project to see certain milestones accomplished.

- At Least 20 corporate sponsors by the 6 month mark.
- We would like to have at least 2 mega sponsor like USAA and H.E.B by the end of the year.
- By the end of the 12 months we would like to see around 200 students complete an internship program from partners and sponsors.

### **Conclusion**

The Mays Center for Experiential Learning & Community Engagement will be a center to provide services to students, staff, alumni, and the community. Services will include awareness, exploration, preparation and training. The center will provide career services such as career advising, resume and cover letters, mock interviews, on campus recruiting, jaguar jobs and a career clothes closet. Some of our marketing strategies include flyers, pamphlets, and special events.

## **Collaterals and Marketing Materials**

# Collaterals and Marketing Materials

## Online Presence Packet

The image shows a screenshot of a Facebook page for the Texas A&M-SA Mays Center for Experiential Learning & Community Engagement. The page layout includes a top navigation bar with links for Page, Inbox, Notifications, Insights, Publishing Tools, Promotions, Settings, and Help. The main header features a profile picture with the A&M-SA logo, a cover photo of a building dome, and the text 'TEXAS A&M UNIVERSITY - SAN ANTONIO Mays Center Career Services | Community Engagement | Experiential Learning'. Below the header are interaction buttons for Like, Follow, Share, and a blue Contact Us button. The main content area shows a post from the page, dated 6 minutes ago, with the text 'Here is a very insightful article on what skills and qualities employers want from job candidates.' and a link to 'http://www.tamusa.edu/mays/'. The post includes a photo of a presentation with a slide titled 'What do you want to achieve?'. The right sidebar contains a search bar, a 'Visitor Posts' section with a 'Create Post' button, and a language selection menu with options for English (US), Español, Português (Brasil), Français (France), and Deutsch. At the bottom, there are links for Privacy, Terms, Advertising, Ad Choices, Cookies, and More, along with the text 'Facebook © 2018'.

tamusa\_mays\_center

1 posts 0 followers 0 following

Edit Profile

TX A&M SA-MAYS CENTER  
[www.tamusa.edu/mays/index.html](http://www.tamusa.edu/mays/index.html)

WORKSHOPS

Wednesday, May 16  
9:00-10:00 AM Resume Writing  
10:15-11:15 AM Career Fair Prep  
11:30-12:30 PM Professional Interviewing 101

Thursday, May 17  
9:00-10:00 AM Career Fair Prep  
10:15-11:15 AM Professional Interviewing 101  
11:30-12:30 PM Resume Writing

Friday, May 18  
9:00-10:00 AM Professional Interviewing 101  
10:15-11:15 AM Resume Writing  
11:30-12:30 PM Career Fair Prep

Photo

tamusa\_mays\_center  
Texas A&M University-San Antonio

CAREER FAIR PREP WORKSHOPS

SIGN UP ON "EVENTS" PAGE ON MAYS CENTER WEB PAGE!

Wednesday, May 16  
9:00-10:00 AM Resume Writing  
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tamusa\_mays\_center Prepare for the upcoming career fairs on May 23 with the Mays Center for Experiential Learning & Community! Learn the tools you need to land that job/internship. Register here: [www.tamusa.edu/mays/](http://www.tamusa.edu/mays/) #gethired

1 MINUTE AGO

### Mays Center for Experiential Learning & Community Engagement



<p><b>About Us</b></p> <p>The Mays Center prepares students for real life objectives and expectations regarding careers and employment through the use of experiential learning and community engagement.</p> <p style="text-align: right;">→</p>	<p><b>OUR EVENTS</b></p> <p>The Mays Center offers a variety of Workshops and Career Events throughout the year.</p> <p style="text-align: right;">→</p>	<p><b>Resources</b></p> <p>Get assistance on starting you career here.</p> <p style="text-align: right;">→</p>	<p><b>Blog</b></p> <p>What do employers look for in job candidates?</p> <p style="text-align: right;">→</p>
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## Mays Center for Experiential Learning & Community Engagement

### WHAT DO EMPLOYERS LOOK FOR IN JOB CANDIDATES?

May 3, 2018



The clock is ticking. Students are expected to high GPAs and have hand on experience in internships and jobs by the time they graduate. But checking off those boxes is even harder today, and some young adults are not career ready. Here are some competencies associated with career readiness:

- Critical thinking / problem solving
- Oral/ written communication
- Teamwork/collaboration
- Digital technology

It is important for college students and recent graduates to be as prepared as possible for the workplace. Developing the skills and experience earlier will pay off in end.



Ariane Gerza

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### Mays Center for Experiential Learning & Community Engagement

## EVENTS

### Career Fair Workshop

#### Wednesday, May 16

- 9:00-10:00 am Resume Writing
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[Sign up](#)

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 **Holly Golightly**  
@flashdelabarbi

If you're a student just like me who's looking for engagement with your community, internships during or after college, or just build that experience the real world is looking for, come check out the Mays Center! Office hours 8AM-5PM Monday-Friday 🐾 #GoJags



TEXAS A&M UNIVERSITY-SAN ANTONIO  
**Mays Center**  
Career Services | Community Engagement | Experiential Learning

Add another Tweet

Home Search Notifications Mail

Sprint LTE 3:40 PM 59%

**Instagram**

 **flashdelabarbie**  
Texas A&M University-San Antonio



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**Mays Center**  
Career Services | Community Engagement | Experiential Learning

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**flashdelabarbie** If you're a student just like me who is looking to get involved in the community, apply for internships before/ after college, or looking to build work experience that the work force is looking for, come check out the Mays Center! Mon-Fri 8AM-5PM #GoJags 🐾

Add a comment...

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## We develop career-minded, skillful graduates

In today's competitive global market, it takes more than a degree to stand out. The Mays Center provides students the skills to gain experience in order to be career-ready.

Experiential Learning is grounded in the philosophy that students learn best by doing.

Professor D.A. Kolb was a believer in hands on learning and believed it was a solid way of mastering skills and becoming successful.

Edwin Blanton

Texas A&M University, San Antonio  
One University Way, San Antonio, TX 78224

## Mays Center for Experiential Learning & Community Engagement

"Tell me and I forget, teach me and I may remember, involve me and I learn"  
~ Benjamin Franklin

**MAYS CENTER**  
For Experiential Learning and Community Engagement



TEXAS A&M UNIVERSITY  
SAN ANTONIO

### Mays Family

Lowry Mays is the patriarch of the Mays Family has contributed \$5million to Texas A&M University-San Antonio. Lowry Mays was born in Harris County, Texas and graduated from Texas A&M College Station.

The Mays family believes in the Texas A&M University-San Antonio promise to create successful graduates who are career ready.

### We open in August of 2018!!

We are ready to provide essential services to our students, alumni and community. Located at the new university building. Our layout will include areas of study for university students

### What does the Mays Center have to offer?

Experiential Learning is important to us and to YOU! Our goal is to help students gain professional experience before they graduate. We offer career services essential for modern working career professionals.

#### Need help with your resume?

Our career services can help with your resume and cover letters. We are here to help with your career advising to exceed your professional career.

#### Professional interview practice?

Interviews can be a scary process. One of our career services can help with your fears because we offer mock interviews. What a great way to calm your fears!

#### Don't have anything to wear?

With our career closet we can dress you with appropriate clothes necessary for your interview!



### What we focus on!

- Community service
- Service-Learning
- Internship
- Civic Engagement

### Internships

We can help!! 70% of interns are likely to be hired by a company. **Interns make \$11,000 more than students who don't intern.** Internships are a form of experiential learning that integrates knowledge and theory in the classroom with practical application and skills developed in a professional setting. Students are encouraged to search for internship opportunities through jaguar jobs.

### We want to help you!

The Mays Center for Experiential Learning & Community Engagement is here to help you with your career services. We strive to make you active member of society!

### Contact Us

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San Antonio, TX, 78224

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Find us on  
Facebook and Twitter

# MAYS CENTER GRAND OPENING!

**WHEN**  
**August 29<sup>th</sup>**  
**11am-3pm**

**WHERE**  
**Science and  
Technology Building**

**STUDENTS/  
FACULTY/  
STAFF ARE  
WELCOME**

### **GIVEAWAYS**

T-Shirts  
Pens  
Raffle drawings

### **FOOD**

Hot Dogs  
Chips  
Water/Soda

### **MAYS CENTER CAREER SERVICES**

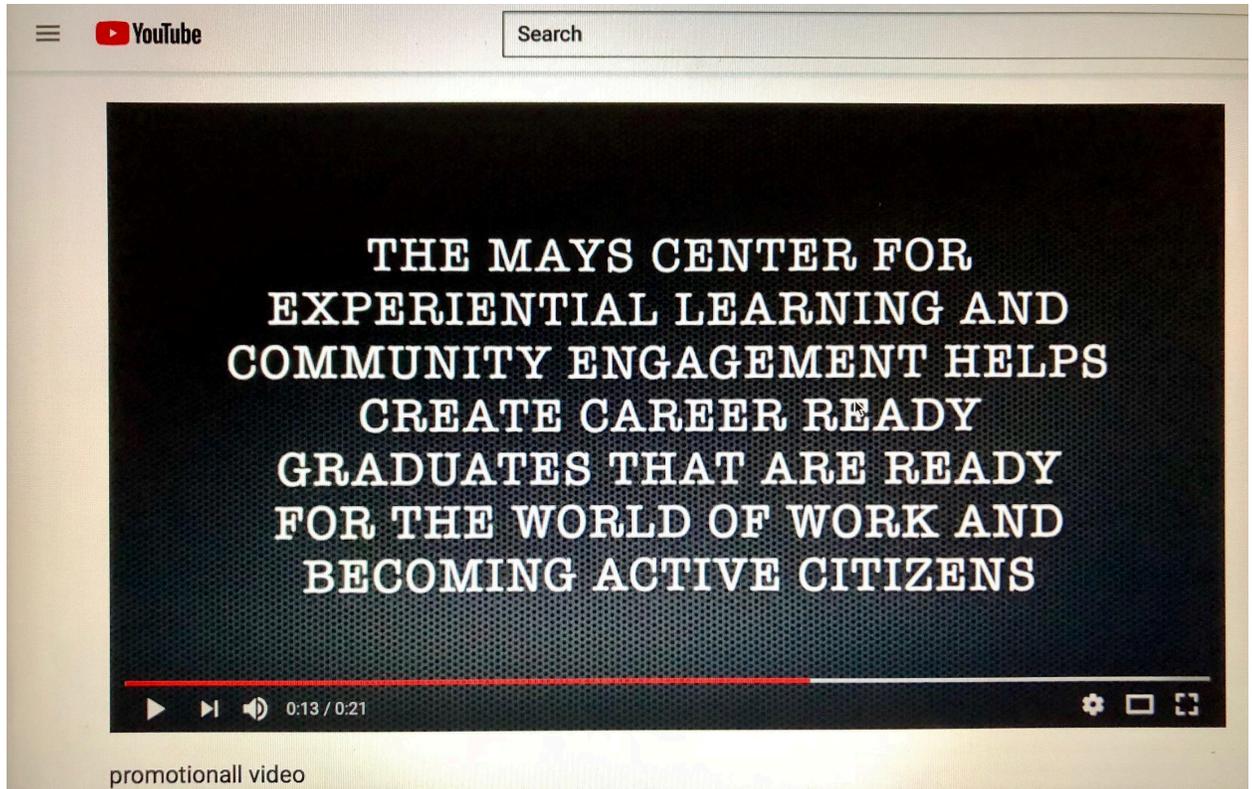
-Career Advising  
-Resume and Cover  
letter  
-Mock Interviews  
-On campus  
recruiting  
-Jaguar job

### **CONTACT**

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210-784-1432



<https://youtu.be/abLwNHIZukk>



The image shows a screenshot of a YouTube video player. The video content consists of white, all-caps text on a dark, textured background. The text reads: "THE MAYS CENTER FOR EXPERIENTIAL LEARNING AND COMMUNITY ENGAGEMENT HELPS CREATE CAREER READY GRADUATES THAT ARE READY FOR THE WORLD OF WORK AND BECOMING ACTIVE CITIZENS". Below the text is a red progress bar and a control bar with play, next, volume, and time (0:13 / 0:21) icons. The YouTube logo and search bar are visible at the top of the player interface.

promotional video

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Figure 1. Demographic Composition & of Leading Social Networks. Adapted from "Social Media Week," (n.d). Retrieved Month, day, year that you last viewed the website, from <https://socialmediaweek.org/blog/2015/04/9-major-social-networks-age/>

## Appendices

### Appendix 1: Field Notes @ TAMUSA Welcome Center

#### Field notes

##### General Field Observation Notes

**Client's target market:** Student, faculty, staff, alumni

**Client's needs:** Assistance on promoting the MAYS Center

Making people aware of the MAYS Center

**What the client does:** Helps give students get professional experience for the workforce

Gets students engage in community service

Provides career service (advising, resume review, mock interviews, etc.)

Provides internships

**Where:** Welcome Center (TAMUSA)

**Who:** Future students, current students, faculty

**What:** Answer future and current students questions

Provide assistance and guide students

Faculty helps students with admissions, scholarship, and etc.

**When:** Went to go do observation at April 13<sup>th</sup> at 12pm

Welcome Center Hours: 8am-6pm Mon-Thurs

8am-5pm Fri

**Why:** Help ease the starting or transition to TAMUSA

**How:** Face to face communication between students and faculty

Faculty takes time to assist students (no rushing/time limit)

Provide handouts with information

## **Additional Research**

### **Appendix 2:**

#### Blending Traditional Marketing and Digital Marketing

As a basic concept, marketing is the process of determining the needs and wants of consumers and creating, communicating, and delivering products that satisfy those needs and wants (Stair, 2016). It covers a wide range of activities such as market research, product design, pricing, and advertising. With a consumer base that can be reached through the internet, marketing information systems have been developed to increase performance for many companies and organizations.

Digital marketing is the promotion of products and services using digital technology in order to reach customers and potential customers. Some advantages to this strategy is that is it cost effective. Companies can establish an online presence and generate traffic for little to no cost. Digital marketing is also very interactive and can has an infinite audience. Online users can choose to interact, and the web can reach the entire globe.

The disadvantage to digital marketing is that slow internet connections can decrease user engagement. Customers are also reluctant to use forms of electronic payment, and high amount of frauds online also scare potential customers from doing business digitally.

The advantages of traditional marketing are that it yields faster results if the ads are placed correctly. Consumer trust is also higher for traditional marketing. People trust offline materials more because of the high number of frauds that occur online.

The disadvantage of traditional marketing is that it cannot be easily measured. It can also incur high costs and can be static if there is not much interaction with the audience.

There is an ongoing debate about whether digital marketing has overpowered traditional marketing. Analysts say that combining the two can be very beneficial for companies who choose to do so (Todor, 2016). Whether a business chooses traditional or digital, there are some easy to use marketing tools that have been developed to help a business grow.

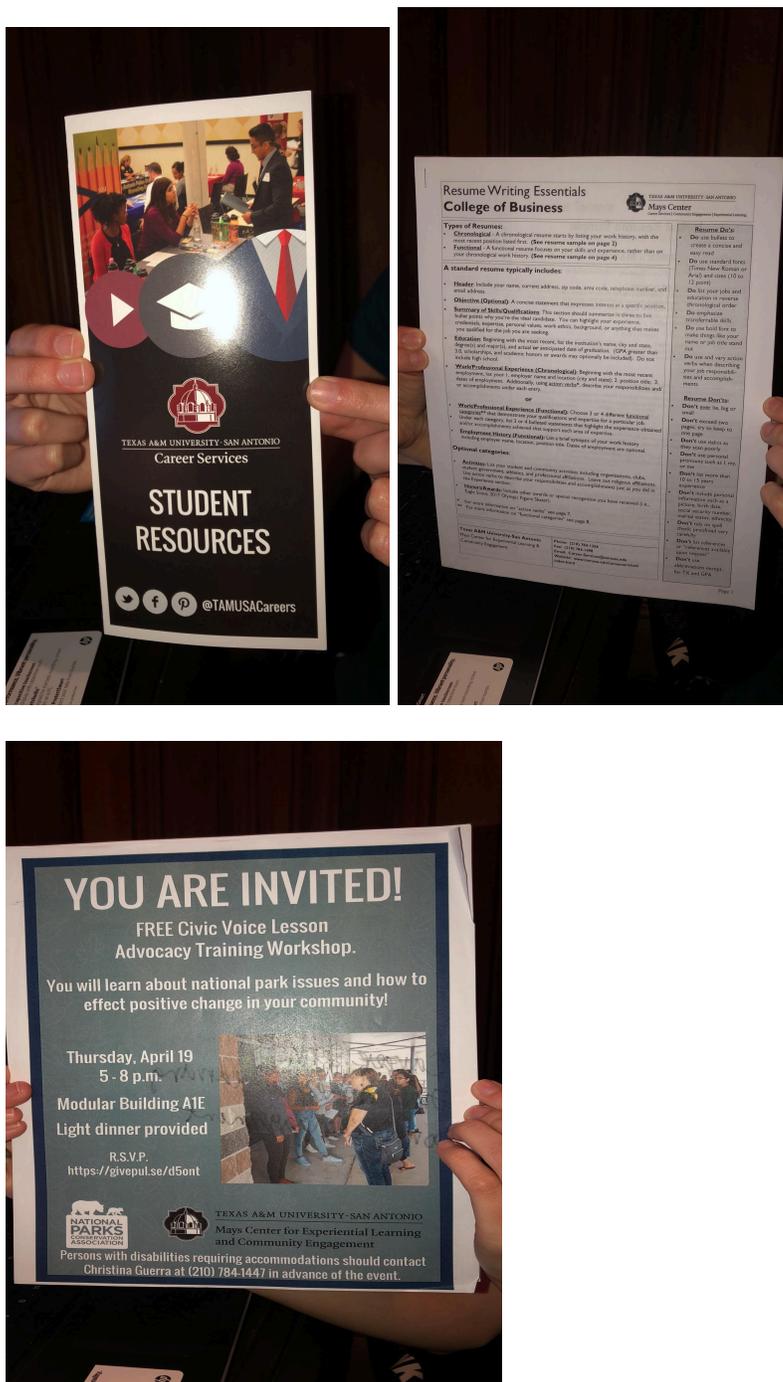
Email marketing can be a way to connect with different businesses and customers, MailChimp is a new email marketing technology that has tools to help a business create an email that will optimize user traffic.

Google Analytics is a free tool on google that collects data from the users that interact with a business's website. The data that this tool gives a company allows them to see where the bulk of their visitors come from.

Another great tool for online marketing is search engine optimization. SEO is the process of getting traffic from free, natural search results of search engines. There are many ins and out of understanding SEO alone but installing a SEO plugin can help a business attract more visitors to its website.

These are only a few examples of marketing tools that can help an individual business. The development of these tools has impacted the marketing world tremendously. In conclusion, information technology has revolutionized the marketing world. In this paper I have discussed the various components of a marketing information system, the advantages and disadvantages of traditional and digital marketing, and explained how popular online marketing tools can help a business. As a student in marketing, I am nervous and excited for the future of information technology.

### Appendix 3:



### Appendix 4:

General Field Observation

For me to receive an insight for our client's, the May's Center for Experimental Learning and Community Engagement at Texas A&M, service and get a general idea of who its target market will be I visited and sat in the courtyard on campus. I chose to sit here because I believe one of the target market will be students. I would like to look further into seeing the target markets and what is the best way I believe is to help our client reach the target market.

- Campus Courtyard
- College students
- During the day
- As I sit here I notice that this is the place almost every student has to walk through, whether going to class, the parking lot, the library, or to get food.
- Lots of interaction and communication
- Probably could use more signs to show what is going on, on campus
- When classes release there are more students walking through
- Not very loud
- Different ages and types of students attend here, diverse
- Good area for the Mays Center to reach target market

## **How To Impress In An Interview with 10 easy tips!**

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Community Engagement

1. Preparation  
Do as much research on both the company and the role before you enter the interview. Once you're fully prepared, you have nothing to worry about
2. Smart Dress  
If you're the best person for the job, prove it and dress your best. Wear a full suit and smart shoes.
3. Be Early  
If you turn up on time, great. If you turn up earlier than your set interview time, it shows the interviewer that you're super keen for the role.
4. Phone Off  
Before you enter the interview, make sure your phone is switched off. It looks really unprofessional if you get a text or phone call during.
5. Firm Handshake  
A firm handshake shows that you're both confident and capable. But don't overdo it. The last thing you want to do is to cause your interviewer injury!
6. Smile  
As soon as you meet your interviewer, give them a warm smile and give full eye contact. This way you'll make them feel comfortable with you.
7. Body Language  
Body language is essential during an interview. Sit up straight, nod whilst they're talking and always keep eye contact. As soon as the interviewer recognizes you aren't interested, it's difficult to win the back over
8. Write Notes  
During the interview, write plenty of notes that you think might be useful. This also shows the interviewer that you're fully focused on what they're saying.
9. Curriculum Vitae  
Make sure your CV is up to date firstly. But also take a copy for yourself and the interviewer. Carry it in a professional looking case or cover. It shows pride in your work so far!
10. Ask Questions  
It's essential that you ask questions at the end of the interview. Have at least 5 prepared, and any other that may pop into your head. Always keep the interviewer talking. The more questions you ask, the better it reflects on you.

## **Educational Podcasts That You Need To Listen To:**

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Community Engagement

Podcasts are a great way to squeeze in some knowledge without really doing anything! Instead of listening to music, you can turn on a podcast and get great information about anything you want. College is all about growing your knowledge and expanding your horizons. These podcasts will help you do that

- **Hardcore History**
  - Dan Carlin teaches you history the alternative way. He talks about history by exploring weird topics that don't come up in textbooks that often.
- **Stuff You Should Know**
  - Josh and Chuck bust out a bunch of information about a variety of topics! Like, "Is Vaping Really Bad For You?", "How Satanism Works", and my favorite, "How Internships Work". Scroll through the thousands of episodes they have, you're bound to want to listen to a few.
- **Stuff To Blow Your Mind**
  - Robert, Joe, and Christian cover a series of topics that are only entertaining because the information is difficult to find elsewhere. Some of their research is highly dubious and unsupported (despite their claims), but if you take what they say with a pinch of salt, you should be fine. Use the podcasts to open up your mind to different possibilities, and test out a few of the things they claim to see if it works for you too. There is a risk you may learn something.
- **How To Do Everything**
  - It is tricky to know what sort of person would enjoy this podcast because they give advice, but the advice is so wide ranging and diverse that it simply cannot apply to everybody. For example, one week they are discussing dating, and another week they are discussing how to find water in the desert. There is a fair amount of entertainment value to be had from learning things you will never use because it is interesting
- **Star talk Radio**
  - The show is hosted by Neil deGrasse Tyson, and he is somewhat of a minor celebrity on the Internet and on the radio. The stuff he explains about the universe is both fascinating and oddly concise, especially when you consider the scope of the subject. One has to assume that the things he says about the universe is correct, otherwise the Internet would be loaded with negative comments from other Astrophysicists. If you are in the right mood, his show can be very enlightening and enjoyable.