

## Project Plan

## CAMPAIGN PROJECT PLAN

Project Title	Start Date	End Date
<i>Part time jobs fair</i>	July 2018	Semester 1 2018

<b>Lead Officer/Rep</b>	Mary Copsey and Fraser Luther-Yarwood	<b>Officer Support</b>	All
<b>Staff Support</b>	SU Staff	<b>Exec Support</b>	Faculty Reps/Officers

The problem	Evidence (Reference list below)	Vision
<p><b><i>What's the issue? Why are you doing this campaign?</i></b></p> <ul style="list-style-type: none"> <li>• Employment and experience is an important factor in the life of students</li> <li>• Students struggle to maintain a stable lifestyle at university without financial support and a job</li> <li>• Extra-curricular activities or jobs can help boost the attainment levels of students</li> <li>• Students believe that work during studies is a good investment for their future</li> </ul>	<p><b><i>How do you know it's a problem?</i></b></p> <p>Students lacking skills Students in need of financial support Students lacking workplace experience.</p> <ul style="list-style-type: none"> <li>• NUS sustainability survey, 2018</li> <li>• The reluctant workforce: undergraduates' part-time employment, 2002<sup>1</sup></li> <li>• Term time employment and the academic performance of undergraduates, 2010<sup>2</sup></li> <li>• Students work part time employability (The Guardian, 2014)</li> <li>• In the let's be honest report fees and finances does impact students wellbeing at university.</li> </ul> <p><i>(Facebook Poll demonstrating engaged students' desire for PTJF)</i></p>	<p><b><i>What do you want the outcome of this campaign to be?</i></b></p> <p>To create a successful part-time jobs fair that can be implemented every year in Cambridge and Chelmsford for students at ARU.</p>

## References (Print)

<sup>1</sup><https://www.emeraldinsight.com/doi/full/10.1108/00400910210416192>

<sup>2</sup>[https://www.jstor.org/stable/40704398?seq=1#page\\_scan\\_tab\\_contents](https://www.jstor.org/stable/40704398?seq=1#page_scan_tab_contents)

<sup>3</sup><https://www.theguardian.com/education/2014/aug/11/students-work-part-time-employability-2014>

Aim	Objectives
<p><i>What is the purpose and broad activity of the campaign?</i></p> <p>Aim: To provide an inclusive environment where students can interact with employers exploring the opportunities for part-time jobs during their studies.</p>	<p><i>What are the specific objectives of this campaign? What will it achieve?</i></p> <p>A range of job opportunities for students during their studies ranging from part-time, casual, fixed and temp.</p> <p>An opportunity for students to meet a variety of employers.</p> <p>Students lead opportunities available for other students</p> <p>Increase applications for SU roles.</p>
	<p>Increase student engagement of the employability service.</p>

Key Stakeholders	How to get them on board
<p><i>Who will play a big part in your campaign?</i></p>	<p><i>How are you going to win them over/get them involved?</i></p>
<p>Students</p>	<p>Explaining the benefits involved in upskilling, soft-skills and gaining experience.</p>
<p>Tony</p>	<p>Meetings to arrange employers to participate in the event.</p> <ul style="list-style-type: none"> <li>- Get employer contacts</li> </ul>
<p>Employability</p>	<p>Build relationship with them and get them on-board with effective communication to keep them informed and provide them with opportunity to get actively involved.</p>
<p>Sarah (SU-HR)</p>	<p>Providing the SU with the opportunity to connect to students and get potential recruits on-board.</p>
<p>Employers</p>	<p>Contact employers and ask about if they have any part-time or casual jobs that they would be interested in promoting at the jobs fair.</p> <ul style="list-style-type: none"> <li>- Explain to them the promotional benefits involved</li> </ul>

Project Team and responsibilities
<p><i>Who is going to help you and what are their responsibilities?</i></p> <p>Mary and Fraser – responsibilities are arrangements of both</p>

Consultation/Approval	Date	
<p><b>Campaigns Coordinator</b></p>	<p>16/08</p>	<p>✓</p>
<p><b>Executive Committee</b></p>		
<p><b>Students</b></p>	<p>July/August 2018</p>	<p>✓</p>

Chelmsford and  
Cambridge campuses

*Comms, exec team,  
SU engagement team,  
Commercial team,  
employability and SU  
HR*

<b>Deliverables</b>	<b>Departments Involved in Delivery</b>	<b>Monitor, Measure and Evaluate (KPIs)</b>
<p><i>What will the outputs of the project be (an event, a Facebook group)</i></p> <p><i>A part-time jobs fair on both Chelmsford and Cambridge campuses</i></p> <p><i>Facebook engagement</i></p> <p><i>Facebook event</i></p> <p><i>Twitter engagement</i></p> <p><i>Digital info screens</i></p> <p><i>Posters</i></p>	<p><i>Are there any specific Students' Union departments/teams that you would like to be involved?</i></p> <p><b>Union HR staff – Sue and Sarah</b></p> <p><b>Comms team -promo</b></p> <p><b>Commercial team – Tony</b></p> <p>Other SU staff who may be able to volunteer to assist in helping out in the event</p>	<p><i>How will you measure the success of the project? How will we know if it has achieved its objectives?</i></p> <p>Communicate with Comms organising either survey or poll on student experience of the part-time jobs fair.</p> <ul style="list-style-type: none"> <li>- Did students enjoy the jobs fair?</li> <li>- Did students get employment from the jobs fair?</li> </ul> <p>Survey sent to businesses to measure experience and number of students employed</p> <p>Set target on how many businesses are at each one</p> <p>To measure number of applications to the SU which heard about the opportunity through part-time jobs fair.</p>

<b>Detailed Timeline &amp; budget</b>				
<b>Dates activity</b>	<b>Activity</b>	<b>Action</b>	<b>Who's doing it</b>	<b>Cost</b>
<b>When?</b>	<b>What?</b>	<b>List what needs to happen for your activity to take place</b>	<b>Who is responsible?</b>	<b>How much money will this cost?</b>
July 2018	Book event spaces	to contact – employability and Susie	Fraser, Susie, SU-HR and Employability.	Booked – Helmore street (Cambridge) and Chelmsford.
9 <sup>th</sup> august	Working group	Set up working group – Mary leads first meeting, then Fraser	Date WG – 9 <sup>th</sup> august Second working group 3 <sup>rd</sup> September.	n/a
13 <sup>th</sup> august	Deadline for design briefs	Flyers Information screens Facebook event Pull up Banner	Deadline to send design brief to Comms 13 <sup>th</sup> august Officers and Comms	£80 -2500 flyers £10 –delivery £80.00
23 <sup>rd</sup> August	1 month leading up to it - information	Monitor progress Organise 2 <sup>nd</sup> /3 <sup>rd</sup> working groups	23 <sup>rd</sup> August – officers	n/a
29 <sup>th</sup> August	Send notification to Comms to process print. (Only if approved by exec).	Present project plan to exec	Mary and Fraser to create project plans and budget plans ready to present to exec.	£170.
31 <sup>st</sup> August-end of September	Final list of employers	Action Tony to provide list of employers to invite who are	Mary/Fraser/tony/Tom Deadline 31 <sup>st</sup> August be handed to Mary	n/a

		involved with Fresher's Fair. Check with employability that the list of employers not to invite remains the same.	and Fraser to ring up and book employers.	
17 <sup>th</sup> September	Comms material complete	articles from officers to be send to Comms	Deadline – 17 <sup>th</sup> September	Included in flyer price
End of September	Website launch	Comms design brief Input created for Facebook event.	Comms/Mary/Fraser – end of September 2018.	n/a
Event 23 <sup>rd</sup> and 30 <sup>th</sup> October	Set up of the event on the day	Greet employers- make sure everything is set up. Outreach – student reminder of event.	Chelmsford 23 <sup>rd</sup> October and 30 <sup>th</sup> October Cambridge 11am – 2 pm  Officers/all staff	Free – new event no cost to employers  SU staffing tbc

**Total: £170**

### Evidence of Student input (Facebook poll)

VP Fraser Luther-Yarwood created a poll — with Laura Douds, SU and 3 others.  
30 July at 10:49 · 🌐

Hey all! Following out high approval percentage from the last poll regarding a part time jobs fair I now want to ask "What is your motivation for getting a part time job alongside your studies?"

81% Money 🗳️

19% Experience/Skills

Undo Vote 186 Votes

👤 Kaileb Bryant and 1 other 5 Comments 14 Shares

👍 Like    💬 Comment    ➦ Share

👤 Kaileb Bryant I said money, but I'd say it's pretty 50/50 for me with money and experience but there's no option to show that!  
Like · Reply · 1w

👤 Kaileb Bryant replied · 4 Replies

Write a comment...



**VP Fraser Luther-Yarwood** created a poll — with Mary Copsey

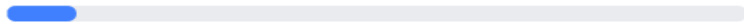
SU and 3 others

24 July at 11:35 · 🌐 ▼

Would a student's part time jobs fair be beneficial for you?



**93%** Yes ☑️



**7%** No

[Undo Vote](#)

302 Votes

👍 Kaileb Bryant, Ayoosh Binji and 3 others

1 Comment 22 Shares

## Campaigns Budget Form

*Please submit alongside project plan or update*

Name: Mary and Fraser  
 Dates: 23rd and 30th October

Role: officer

Which campaign is this for?: part-time jobs fair

Date of Executive Committee: 29th August 2018

What are you delivering?	Estimated Cost	What you need and why you need it:	Amount Approved	Amount Spent	Items Purchased	Date Spent
<i>Visial to put up at the event</i>	£80.00	Pull-up Banner				
promotion at freshers and leading up to the event.	£90.00	flyers and printing costs				
<b>Total Requested</b>	<b>£170.00</b>		<b>£0.00</b>	<b>£0.00</b>		
				<b>Variation between Amount Approved</b>	<b>£0.00</b>	