

OBJECTIVE

The objective of the UCSITM Bridging The Gap Program is to conduct qualitative interviews with hiring managers or interview teams from both local and national companies. These interviews will be recorded and shared on YouTube as part of an educational series aimed at helping individuals better understand the expectations of employers during job interviews and in the workplace, thereby bridging the gap between job seekers and employers.

TARGET AUDIENCE

The proposal will be directed towards decision makers of local and national companies, including CEOs, HR managers, and other relevant stakeholders responsible for hiring processes and decision-making.

VIDEO SERIES DETAILS

Qualitative Interviews

The program will involve conducting qualitative interviews with hiring managers or interview teams. These interviews will be designed to be conversational in nature, allowing for a deeper understanding of the candidate pool, their expectations, and what employers desire to see in potential hires.

Recording and Dissemination

The interviews will be recorded and edited for clarity and relevance. The content will then be shared on the UCSITM YouTube channel as a series dedicated to interview tips and insights from industry professionals. Each interview will be dissected and analyzed to extract actionable advice for job seekers.

Educational Content

The YouTube series will serve as a valuable resource for job seekers, providing them with real-world insights into the hiring process and what it takes to succeed in interviews and the workplace. The content will cover topics such as resume building, interview preparation, soft skills development, and career advancement strategies.

BENEFITS

Informative Insights

Decision makers will have the opportunity to share valuable insights into their hiring processes and expectations, fostering greater transparency between employers and job seekers.

Educational Resource

The YouTube series will serve as an educational resource for individuals seeking employment, empowering them with the knowledge and skills needed to succeed in the job market.

Brand Visibility

Participating companies will benefit from increased brand visibility and positive exposure as leaders in their respective industries committed to fostering talent development and bridging the gap between employers and job seekers.

CONCLUSION

The UCSITM Bridging The Gap Program offers a unique opportunity for local and national companies to contribute to the professional development of individuals seeking employment while enhancing their own brand reputation and visibility. By participating in qualitative interviews and sharing their insights, decision makers can play a vital role in bridging the gap between job seekers and employers, ultimately contributing to a more inclusive and thriving workforce ecosystem.

We look forward to the opportunity to collaborate with your esteemed company on this initiative and welcome any further discussions or inquiries.

Sincerely

Jasmine Maurer
(UCSITM: Bridging The Gap Program Director)