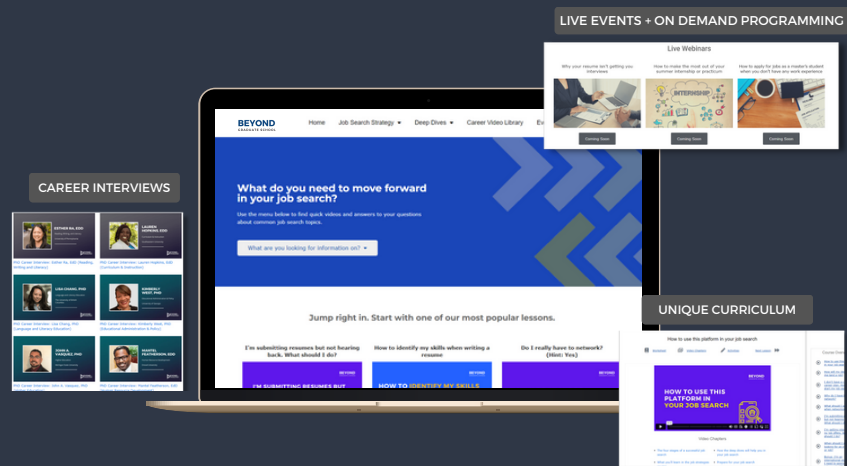


WELCOME TO OUR PLATFORMS



BEYOND
GRADUATE SCHOOL

BEYOND
THE PROFESSORiate

A NOTE FROM OUR CEO

Welcome to our platforms, Beyond Graduate School and Beyond the Professoriate! We are thrilled to be a part of your campus resources, and we look forward to supporting you and your students.

Our team works hard to continually optimize both online professional development platforms. Through research-driven product and course development, we focus on increasing student engagement and learning so that more users can feel confident in their career options. In addition to platform development, we provide institutional partners with marketing support, host monthly information sessions, and increase student engagement through social media.

We work hard to promote Beyond Grad School and Beyond Prof to students from our end, but it is important to note that *we do not have access to your students' email addresses unless they first log into the platforms.*

Because we cannot email your students directly, **we need your help to ensure that all graduate students and postdocs on campus are aware that they have access to the platform(s).**

We understand how challenging it can be to reach students and PhDs across campus(es), so to help support our partner institutions we've gathered the following resources and best practices for promoting the career training platforms.

These best practices are gathered from institutional partners who have successfully launched our platforms to students on their campuses, as well as our internal marketing data.

We hope you find this information useful.

L. Maren Wood, PhD

DIRECTOR & CEO

5 STEPS TO TAKE NEXT

The next few pages will help you launch Beyond Graduate School or Beyond the Professoriate to your students and campus.

Once our technical teams have finished and you are ready to introduce the platforms to your students, we suggest following the steps below to help you promote this new resource to your campus.

We'll go over each step in more detail in the following pages.

- 1** Email your students, postdocs, and faculty
- 2** Consistently promote events
- 3** Share information through departments
- 4** Incorporate platform resources
- 5** Link to Beyond the Professoriate and/or Beyond Graduate School

1

Email Your Students

Congratulations on subscribing to our career training platforms! Now it's time to let students know how they can access this brand new career resource.

We'll provide your team with templates for announcing Beyond Graduate School and/or Beyond the Professoriate. What we include in the announcement emails changes throughout the year, so please **email us** for the most up-to-date template.

Note: engaging students in online professional development is very much like engaging students in an online classroom — you must reach out to them frequently and provide clear calls to action.

This means that the most effective email outreach will include:

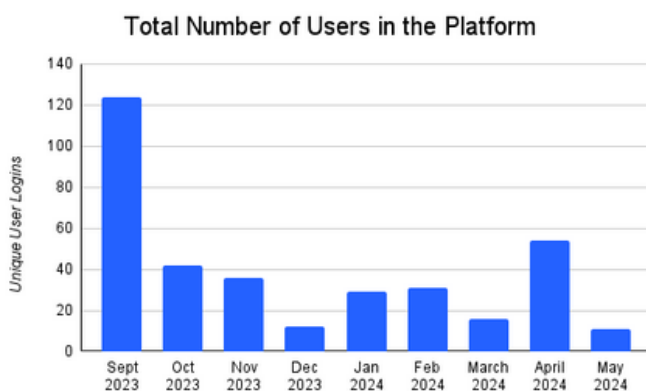
- 1) **An initial email** to students announcing the launch of the platform.
- 2) **Continued monthly emails** to students sharing platform programming and events.

Engaging students is not a “one-and-done” kind of deal. Students are busy (just like us!), and it takes frequent touch-points to remind them of resources they have access to.

See the graphs below to see the difference between an institutional partner who only emailed once after onboarding (graph on the left) -- and an institutional partner who *consistently* emails their students and promotes special events (graph on right).

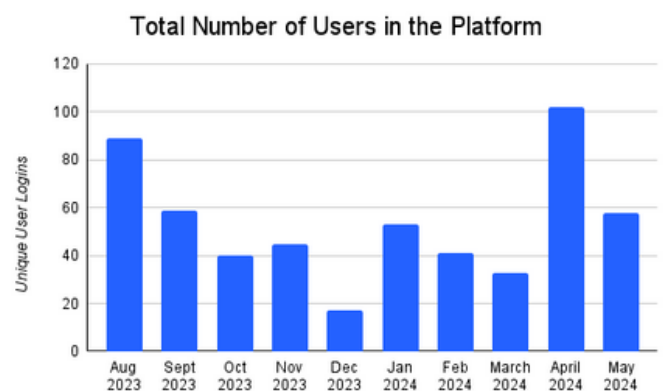
The takeaway is clear: consistent emailing provides more students with professional development support.

Launch email only



VS

Consistent email



2

Promote webinars and special events

After sending your first email to students and department chairs announcing the training platforms, you'll recall that we suggest sending recurring emails -- at least once a month.

One email that can be shared monthly with students is an announcement of Beyond Grad School or Beyond Prof webinar events.

We host these events for a very important reason: they are designed to help engage and onboard new students to the platform.

Encouraging students to attend webinar events will help:

- **Increase product adoption.** Research shows that user adoption of online platforms requires personalized on-boarding, ongoing engagement, and support to help learn the functionality of a platform. Our information sessions and recurring events are designed to introduce students to new aspects of the training platforms they may not be familiar with.
- **Increase student access to the platform.** We know that people are more likely to take action and log into an online platform if there is a time-sensitive request. Since our webinars are designed introduce different topics in the platform (e.g. writing resumes, building your network, etc.) and are time-sensitive, students have more incentive to log in to the platform and participate. After a webinar, students are more likely to return to the platform and access additional video lessons related to the webinar topic.
- **Increase interest in career exploration.** Our webinars are designed to build trust in our training curriculum and resources. As students become more familiar with the platforms, they become more open to exploring additional career resources.

We have had great success with student engagement through our online webinars. The data shows that the more students that attend these webinars from an institution, the more they return to the platform later to find and search for additional resources.



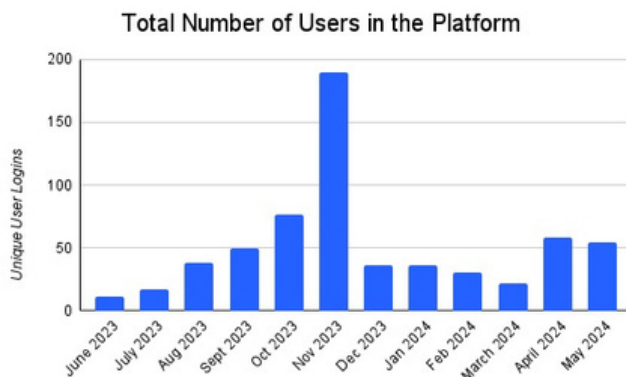
3

Engage departments and faculty

Research shows that students look to their departments for professional development before seeking other on-campus resources. However, faculty report feeling unprepared to provide career advice to graduate students, especially about nonacademic career pathways.

We recommend that graduate schools and career centers:

- **Send an announcement email** to departments when launching Beyond Graduate School and Beyond the Professoriate. Because graduate students have a personal relationship with faculty/staff in their departments, emails sent by departments (directors of graduate studies or program administrators) have a higher open rate than those sent from central offices.
- **Ask departments to promote marquee events.** Through our research, we have identified key moments throughout the academic year when students are thinking about their careers and futures. Our week-long programming is designed to engage students at these critical junctures. Sharing information through departments can triple the number of students who are accessing the platform and engaging in professional development during the academic year.
- **Relaunch each year.** Programs admit new students each year, new professors join the faculty ranks, and department staff and leadership change. It is important to send an annual email to departments with information about career and professional development resources available to their students, including information about the platform. Our August/September marquee events are the perfect opportunity to relaunch the platforms each year.



This partner office advertised a webinar series through departments and tripled engagement in one month.

4

Incorporate resources to mentor students

Our institutional partners who have the greatest success with engaging students not only consistently email their students and share resources, **they also incentivize their students to use the career training platforms.**

Several of our institutional partners integrate our curriculum into students' professional development requirements.

This allows more students to actively engage with the platform, complete work needed for their career advancement, and work with their career centers to develop a solid foundation for their post-grad or post-PhD plans.

Here are a few examples of how institutional partners leverage our curriculum:

- They share video lessons with students before on-campus events, like career fairs, alumni career panels, or career workshops.
- When a student books a career advising appointments, the confirmation email contains links to popular lessons in the platform (i.e. how to write a resume).
- They lead cohorts through Beyond Grad School and Beyond Prof curriculum.
- They integrate modules into their own professional development certificates or training.
- They assign students video lessons after career advising appointments so that students can continue building their job search skills and knowledge.

If you have other examples that your students have enjoyed, we'd love to hear about it and share!



5

Link to Beyond Graduate School & Beyond the Professoriate

And finally, don't forget to add a **button and link to Beyond Graduate School and/or Beyond Prof on your university website.**

You can link to the platforms from your Faculty of Graduate Studies page, Career Services page, and any other pages where students frequently visit to find support.

Make sure the link, or button, is clearly visible and easy to find.

In addition to linking to platforms, include a brief description of what Beyond Grad School or Beyond Prof is and how it benefits students. Sample language for each platform can be found in our [Marketing Hub](#).



The screenshot shows a navigation menu for Harvard University's Faculty of Arts and Sciences. At the top, there are logos for Harvard and the Mignone Center for Career Success. Below the logos is a horizontal menu with four items: "People We Serve", "Build Career Skills", "Discover Career Pathways", and "Talk to an Advisor". A blue arrow points to the "Beyond the Professoriate" link, which is highlighted in a purple box. Below the link, there is a brief description of the platform, followed by two paragraphs of text explaining its purpose and benefits. At the bottom right of the page, there is a "View Resource" button.

HARVARD
Faculty of Arts and Sciences

MIGNONE CENTER
FOR CAREER SUCCESS

People We Serve ▾ Build Career Skills ▾ Discover Career Pathways ▾ Talk to an Advisor

Beyond the Professoriate 

Beyond the Professoriate is an online professional development training platform that helps PhD students successfully transition into **academic or nonacademic career paths.**

Through two programs of study (*Faculty Careers and Professional Careers*), members are empowered to make informed decisions about their career path and learn successful job search strategies to secure employment in academia and beyond.

As a member of the platform, you have access to **research-based, structured curriculum** to help you through each stage of your job search. You'll find live and recorded webinars, video lessons, workbooks, and assessments that will help facilitate your learning experience. Watch this [2-minute video](#) to learn more.

To log in simply visit [Beyond Prof's Career Training Platform](#), select Harvard University, and enter your Harvard Key. Please note: this platform is only available to current Griffin GSAS PhD students.

[View Resource >](#)

PROMOTING THE PLATFORMS

As an institutional partner, we are committed to helping you expand your reach and provide graduate students with the training they need to advance their careers. Our partnership is beneficial if the visual presentation of our brands is coordinated and consistent.

This guide has been developed to help ensure that both our branding and your organization's branding are presented in a way that protects their existing equity and maximizes their impact. We provide pre-approved marketing images and templates that you may use at any time.

For co-branded materials, clear, consistent guidelines enable both our entities to combine forces so that our marketing efforts work together in the most productive way.

Therefore, we ask you to follow the below guidelines when promoting Beyond Graduate School or Beyond the Professoriate:

- Partners should not represent themselves as Beyond Graduate School or Beyond the Professoriate.
- Partners may use the Beyond Grad School or Beyond Prof logo only as specified within these guidelines to co-brand marketing materials for promotion of Beyond Graduate School and Beyond the Professoriate products and services.
- Partners may leverage approved marketing templates (as provided by the Center), but may not use Beyond Grad School or Beyond Prof brand assets in original marketing materials without prior approval from our Director, L. Maren Wood PhD.

EVENT CO-BRANDING

Our recommendation is to leverage Beyond Graduate School or Beyond the Professoriate assets when promoting events and services. In certain exceptions, co-branding may be allowed with prior approval from our Director, L. Maren Wood, PhD.

All co-branding must be approved prior to release and adhere to the following guidelines:

- Make logos appear equal in size.
- Maintain equal distance between logos.
- Logos should appear side-by-side.
- Beyond Grad School or Beyond Prof event title will be visible and larger than logo.
- Partners should not represent themselves as hosts of the event.

BEYOND
GRADUATE SCHOOL

Your Logo

BEYOND
THE PROFESSORiate

Your Logo

LOGOS & TRADEMARK

Using Beyond Graduate School and Beyond the Professoriate's trademark and logo

Do not incorporate Beyond Graduate School or Beyond the Professoriate's trademarks or logos into other institutions, products, services, or logos.

Third-party use of our logos requires written permission from the Director, L. Maren Wood, PhD.

You may refer to our products and services (such as Beyond Grad School/Beyond Prof or event promotion), as long as such reference(s) are truthful, fair, not misleading, and adhere to our Marketing Guidelines, which may be modified from time to time at the organization's sole discretion.

CONTACT US:

INSTITUTIONS@GRADCAREERSUCCESS.COM

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