Student Hires Strategic Plan 2019-2023

Mission

Student Hires connects students with valuable job opportunities that propel their careers forward. We do so by providing hands-on training and real job experience in fields relevant to the employers of our community. By leveraging our existing network of employers and students, we are able to support the growth and prosperity of disadvantaged communities.

Background

Founded in 2017 by Manuel Zavala, Student Hires originally began as a student-run creative agency. The agency contracted with local small-medium sized businesses to provide web and graphic design services. To complete the projects, local university students were hired, providing them with a source of income and valuable job opportunities that helped these students to develop their professional portfolios. This concept was developed through ExCITE, an acceleration program offered by the Riverside community. Through countless meetings and networking opportunities, Student Hires naturally entered the education sector.

In August 2018, Student Hires began to provide project-based educational programs to high school students throughout the Inland Empire. The programs are designed to prepare students for careers in technology and transition those students into entry-level opportunities within our community. Student Hires currently serves one client: PAL Charter Academy located in San Bernardino, CA. Since its initiation into the field of education, Student Hires has employed a total of five students from the University of California Riverside.

Student Hires currently staffs three students across two PAL Charter Academy campuses, both of which are in San Bernardino, CA. At both locations, the staff teaches in a traditional high school setting with up to six class periods in a day. At one location, the following classes are offered to students: Computers 101 (general introduction to technology class), Web Design & Programming, Cyber Security, Career Pathways, and Academic Success. At the other campus, the following courses are offered: Computers 101, Web Design & Programming, and a parent technology literacy class. In addition, the staff is engaged in additional opportunities to help support the growth of the school, such as football team assistant coach, Girls Who Code Club coordinators, and social media management for all campuses.

Vision

Student Hires aims to be the go-to educational program for high school students looking to connect with job opportunities within their community. By leveraging our community of college students and employers, we have the power to educate and train K-12 students to enter the technology-driven workforce. Student Hires seeks to service the school districts throughout the Inland Empire and expand to nearby counties within California.

Goals

Student Employment

Student Hires immediate goal is to continue its education and job-training initiatives. This involves providing additional opportunities for mentorships, internships, and portfolio development for the high school students we currently service. We plan to continue providing these opportunities for our students by engaging in projects focused around the development of the school we are currently servicing. In addition, we plan on opening these opportunities to high school students not currently enrolled at PAL Charter Academy. Through this, we hope to provide at least 10 opportunities for students to assist in our company's operations. In addition, we plan on connecting at least half of these individuals with employers within our community.

Research

Given that Student Hires is a startup company, there is still plenty of research to be done. We plan on conducting research over the summer of 2019 including research on market potential, research on pricing structure and strategies, and research into our core value propositions of our organization. In addition, we plan on conducting in-depth research into our project-based educational programs to ensure that we are providing a high-value program that effectively meets the needs of our communities' employers.

Expansion

Student Hires is looking to expand its services into the Riverside City Unified School District by August 2020. Currently, we are operating in the San Bernardino City Unified School District. Since our staff currently resides within Riverside, we would be able to effectively service this region as well. Our current reliance upon our sole client will prevent us from moving towards our goal of providing education and training for students throughout our various communities.

Values

- ➢ **We support the personal and professional growth of everyone we encounter.**
- ➢ **We create *valuable* job opportunities for the students we serve.**
- ➢ **We support the growth and prosperity of the communities we grew up in.**
- ➢ **We have the courage to change things that aren't working.**
- ➢ **We go above and beyond what is asked of us.**

Unique Selling Propositions

Student Hires helps students get technology jobs. We do this by creating after-school programs that have 3 unique components:

- ➢ **Our educational programs are taught by college students.**
  - o We employ college students that are up-to-date with the trends of the subject they teach. These college students are able to leverage the power of peer-to-peer mentoring to connect with students on a deeper level.
- ➢ **We provide hands-on training and real job experience in our programs.**
  - o Our program material is driven by the needs of our employers and gives our students the chance to engage in real-world projects that they would typically experience while on the job.
- ➢ **We connect students directly with employers in our communities.**
  - o Our program extends past the classroom. We do our best to connect committed and prospering students with valuable job opportuntiies with community employers.

Strategic Objectives

Student Hires will focus on the following objectives as they begin their second-year or educational programs:

- ➢ **Create a highly-effecitve program that delivers results.**
  - ○ Our programs currently revolve around technology subjects with the intention of getting students employed in technology roles within our community. To measure the effectivity of our program, we must conduct pre and post program surveys to the students we service. This will allow us to identify their knowledge base prior to the program, and then identify how much they have learned afterwards. By doing this, upper management can effectively relay this data to school management to ensure the validity of our program, develop trust, and established continued beneficial relationships.

- ➢ **Develop a human resources pipeline that recruits high quality talent.**
  - ○ Our goal is to employ high quality candidates that strive to make progress within the organization. To do so, we will need to utilize connections with colleges and universities within our communities. By establishing a reputable portfolio based off our first-year experiences, we can use this to recruit and retain talent that is looking to grow with us as an organization.

- ➢ **Create an effective employee development pipeline.**
  - ○ Since our programs are led by college students, we need to ensure that our students are performing to the best of their ability. To do so, we must provide workshops for professional and personal development that will allow them to translate their skills into their job functions. In addition, we will need to measure and monitor the peroformance of our instructors on the job through the use of evaluations. Evaluations will allow us to pinpoint areas that we can improve upon so that we can better serve our student population.

Key Stakeholders

Student Hires interacts with a variety of stakeholders throughout our community. Our foremost stakeholders are the university students that we employ and the K-12 students that we serve. Additional stakeholders include the parents of the K-12 students, community employers, school boards, administration within the schools we service, and career technical education teachers and directors within those schools. Depending on the school and district that we are servicing, our decision maker/buyer can vary from the CEO (charter schools), principal, or a career technical education director who has the authority to make purchasing decisions. These purchasers are influenced by parents, community employers, and school boards. Career technical education teachers may be a potential saboteur for our business because they may feel threatened that we are providing similar services to the classes that they teach. Our competitors include organizations such as Kids That Code, which provides technology based educational programs to elementary and middle school students. While we currently only service high school students, we plan on expanding our services to include all K-12 students.
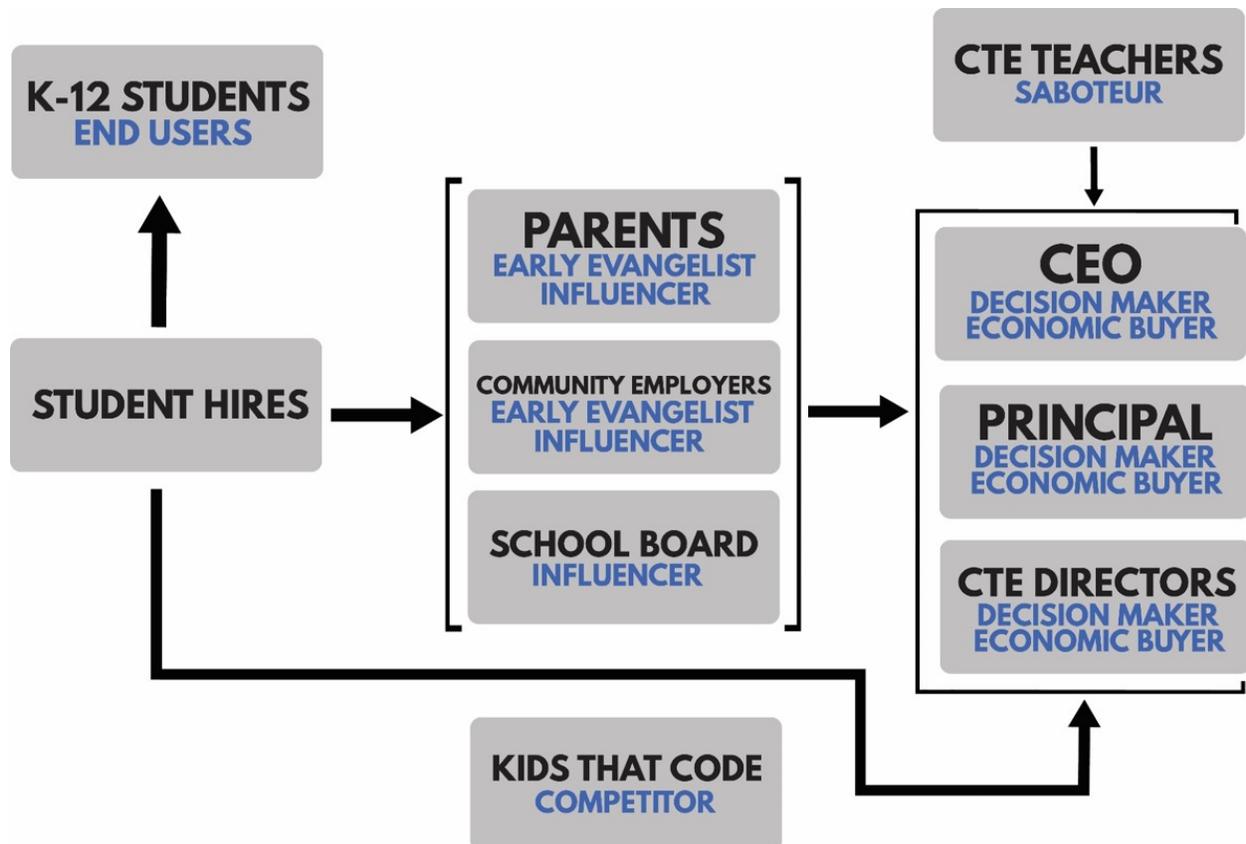
Student Hires - Business Ecosystem

Market

For our immediate goals, our customers will primarily be high schools throughout the Inland Empire, CA. Our end-users of our educational after-school programs are the high school students within these schools. Per the analysis of our market, we based our after-school program on the price of $4,320 per school, an average price provided by a study conducted by The Wallace Foundation. As we move forward, we will conduct additional research into our pricing scheme to ensure that we are basing these estimates on a valid program fee. We expect that pricing will vary based on the needs and demographics of the school that we are servicing.

TAM: 26,986 Schools $117,000,000

SAM: 1,311 Schools $5,663,520

SOM: 143 Schools $617,760
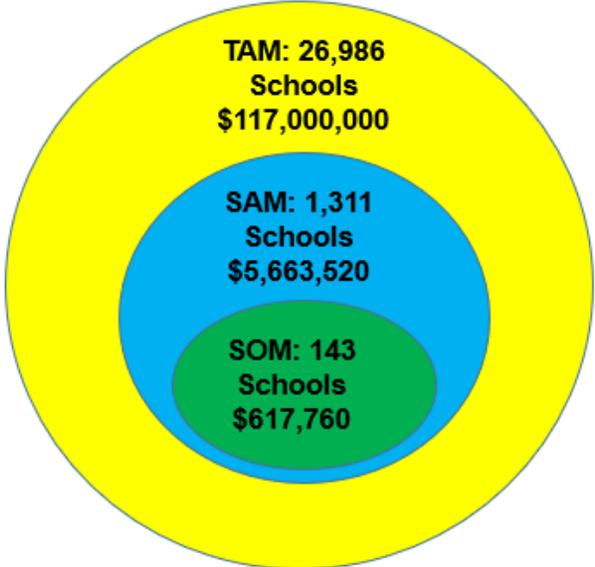
(TAM) **Total Addressable Market**: All high schools in the United States

(SAM) **Serviceable Addressable Market**: All high schools in California

(SOM) **Serviceable Obtainable Market**: All high schools in the Inland Empire

* Assuming we price our after-school program at $4,320 per school

Competitive Analysis

Our primary competitors are similar educational programs that focus on the delivery of technology-based subjects. While there are numerous technology educational programs being offered, they lack primarily in the material that is being taught. While the areas of emphasis are often similar, these programs do not focus on the development of student portfolios. In technology fields, portfolios are a necessity to be able to secure a job. When it comes to Student Hires, we focus on this portfolio development in our programs, giving our students the opportunity to establish their portfolios while engaging in our programs. In addition, we differentiate by using our network of community employers to connect students with potential job opportunities upon graduation of our programs. To succeed in this competitive marketplace, we must strive to provide increased value past the instruction that we provide in our programs. This can consist of mentorships and in-house internships for students that go through our programs. As we expand and broaden our range of services, we will see increased competition, but can leverage our unique selling propositions to differentiate our services.

	Student Hires	Kids That Code	Engineering for Kids
TARGET CUSTOMERS	High School	Elementary + Middle	Elementary + Middle
AREA of EMPHASIS	Coding	Coding	Engineering
PORTFOLIO DEVELOPMENT	+	-	-
EMPLOYMENT CONNECTIONS	+	-	-

Organizational Infrastructure

Marketing

Student Hires will market its services primarily through social media. Through social media, we can highlight the various aspects of our programs and the results that our programs deliver. We will use Instagram and Facebook to connect with students and parents, and to develop a portfolio of results that will attract new customers. In addition, we will utilize LinkedIn to highlight the success of our students and promote the value that our programs can deliver. This will allow us to connect with professionals within the education realm without having to cold call. Over the summer of 2019, Student Hires will develop their website to use as a form of online marketing and ensure that the website is up to standards when it comes to search engine optimization. This will allow potential customers to conduct their own due diligence before having to speak with one of our representatives.

Sales

Each sale is unique. Student Hires will have to conduct plenty of research regarding the demographics of the school they are targeting so that they can effectively propose a program that fits the needs of the specific school. Along with this, we will need to comprehensively understand the business ecosystem of the school we are targeting, so that we know who the decision maker is, and who ultimately influences that decision-making process. By understanding this ecosystem, we can accurately focus our efforts and increase our chances of a sale with an individual school.

Training

Since our programs are led by college students, we need to ensure that our students are performing to the best of their ability. To do so, we must provide workshops for professional and personal development that will allow them to translate their skills into their job functions. In addition, we will need to measure and monitor the peroformance of our instructors on the job through the use of evaluations. Evaluations will allow us to pinpoint areas that we can improve upon so that we can better serve our student population.

Research and Development

To ensure that our program performs to the best of our ability, we will need to hire and recruit talent who are up-to-date with industry standards in the subject that they are teaching. In addition, we will need to constantly research new tools and methodologies that can be used in our teaching. There are plenty of companies and products being created around the concept of STEM education that could greatly assist us in the delivery of our content. Our ability to purchase these state of the art educational materials can help us to engage our classrooms and deliver a higher quality program as well.

Some portions of this document have been omitted.