

Career Event Action Planning Guide

[Date]

OBJECTIVES

- **X** number of students talk to [insurance company] recruiters at career event
- Establish a clear public narrative that students are concerned about working for [insurance company]
 - ◆ 1 campus media hit (campus paper, radio)
 - ◆ Share on X number of social media channels and get Y number of shares/likes

ACTIVITY LOGISTICS

- Date
- Time
- Summary of the scenario

PEOPLE AND ROLES

- Who is participating?
- What is each person's role?
- Possible roles (depending on complexity of your activity and how much time you've got to organize it, you may only need some of these roles or one person may fill many):
 - ◆ **Overall / recruitment coordinator:** responsible for finding the people you need to fill key roles
 - ◆ **Communications coordinator:** responsible for general message of your activity, ensuring that campus press are contacted, finds or is the person who documents with video/photo and makes sure activity is shared with the world!
 - ◆ **Visuals coordinator** - responsible for making sure you've got good-looking visual materials (banner, signs, etc.)





- **Spokesperson:** speaks to insurance company representative, to press
- **Grassroots coordinator:** responsible for petition signature effort, or recruiting people to take selfies or do other tactics that need a lot of people involved
- **Logistics coordinator:** responsible for confirming date, time, logistics of activity and ensuring everyone knows the plan

POTENTIAL TACTICS

Friendlier tone

- Hand out flyers to students on the way into the event (see flyers for this toolkit!)
- Give students a note/postcard/flyer to leave on the company's table
- Ask students going in to sign a petition
- Hand out stickers / pins for people to wear at the career event with your message - talk to **Sof Petros** sofpetros@futurecoalition.org about help with funding for materials!
- Make a poster or small sign with your message, get 5 friends to take selfies with it outside of the event, and tag the career-related and general social media accounts of the company (see the toolkit for social media account information for key companies)

More escalated

- Hold a banner and posters outside of the recruitment event
- Create a simple petition to the company, gather signatures 1-2 days before the recruitment event, and then deliver the petition to the company's booth/table at the event
- Die-in, singing, or brief chanting at the company's booth: make it a short but fun action that is visually appealing and be sure to capture it on video!

Most escalated

- Sit-in at the company's booth

Some examples of previous recruitment pipeline disruptions

- [Student groups protest defense contractors outside ENG career fair](#) in Boston
- [Raytheon Protest / Protest War Profiteer Raytheon at Boston University](#)
- These tactics have been used in the UK recently against fossil fuel companies: "[Fossil Fuel Recruiters Are Being Chased Off Campuses All Over the UK.](#)"
- There is a growing movement targeting Exxon's lawyers from law students across the U.S., [as covered in Vox here.](#)
- [Salesforce & Palantir protests](#)

COMMUNICATIONS ASSET

(Ask for help with these from Sof Petros sofpetros@futurecoalition.org or Angel Serrano angel.serranoccag@gmail.com)

- Press release for campus and local city media
- Talking points for campus radio, newspaper interview
- Op-ed draft for campus newspaper

