



UNIVERSITY OF
GEORGIA



MISSION: AMPLIFYING THE POWER OF DIVERSITY, EQUITY, AND INCLUSION WHILE INVESTING IN THE PIPELINE OF NEW LEADERS IN ADVERTISING AND PUBLIC RELATIONS CAREER PATHS.

2023 VOLUNTEER OPPORTUNITIES

WHAT IS ADPR ACADEMY?

- A **scalable and strategic solution** to advance DEI in advertising and public relations created as an outreach initiative of the AdPR Program, Grady College at the University of Georgia.
- A five-day **career orientation, training and development program** led by advertising and public relations professionals.
- An opportunity to **invest in future industry leaders, activate DEI commitments and engage employees.**
- A game-changing learning experience that **attracts high-caliber upper undergraduate and first-year graduate students** to garner knowledge, marketable skills, and awareness of career opportunities in advertising and public relations.
- A cohort of 35-40 students nominated to represent their college or university and attend the 7th Annual AdPR Academy, to be held **October 25-29, 2023, in Atlanta, Georgia.**
- A certificate program that has **credentialed 130 alum from 22 universities including nine Historically Black Colleges and Universities (HBCUs).**



How Can Volunteers Engage with AdPR Academy?

We provide several volunteer opportunities:

- **Review LinkedIn Profiles & Resumes:** Examine LinkedIn profiles and resumes to help students bolster their personal and professional brand. This activity takes place before the Academy, running from October 2nd-13th. Each cohort member's materials are reviewed by three professionals. Volunteers are assigned 6-8 resumes to review and provide written feedback. Seeking 15-20 volunteers.
- **Mentor A Team:** Two-person mentor team to support and advise students on their campaign project. The commitment is to connect with student teams on both October 26th and 27th from 4-5 p.m. Optional for students to seek additional advice on Saturday, October 28th between 1-4 p.m., subject to mentor availability. Student teams will discuss their need for Saturday support with their assigned mentors. Mentoring is done remotely via Zoom. Seeking 8 mentor pairs (16 people total).
- **Provide Career Advice:** Students participate in a 1:1 conversation with an industry professional to seek career advice and explore other topics of interest. Each round is 8 minutes. The event typically has 8 rounds. Volunteers will have an opportunity to connect with 8 students personally. The event will take place on Thursday, October 25th from 6-8 p.m. Event is in-person. Light refreshments and beverages are provided. Seeking 42 volunteers.
- **Career Profile:** Professionals record their personal career journey in a 6-8-minute video. Academy staff provides a series of questions to guide recordings. We ask that videos are recorded with great sound and lighting, in a horizontal view if using phone. The video becomes part of our **Day in the Life** series. All videos are stored on an unlisted YouTube channel hosted by the Grady College. We use the series as an opportunity to introduce students to different career paths. Here is an

PROGRAM IMPACT

(n=27)

Most participants agree or strongly agree:

- Academy was a **worthwhile investment of personal time** (93%)
- They have a clear understanding of the **career opportunities** in AdPR (89%)
- They are **more confident in their ability to succeed** as a future AdPR professional (96%)
- Plan to **recommend the Academy** to their fellow students and friends (89%)



[example from 2021](#). We desire to add at least 10 new professionals with a diversity of experiences and roles to the series. We are specifically interested in volunteers with expertise in crisis communication, health communication, sports & entertainment, and entrepreneurship (both as a small business owner and those who communicate to entrepreneurs) and integrated marketing.

Videos are due Monday, September 18, 6 pm ET. Files should be transferred via WeTransfer or Drop Box. For more information and the interview guide, please contact DeShele Taylor, AdPR Academy Director.

- **Careers Unbound:** A new training series that will offer knowledge and skillset insights, best practices, and tips for how to prepare for and enter niche areas within mass communications. The 90-minute modules will include at least four, 8-10-minute pre-recorded videos and a written assignment. For 2023, the niche areas are Health Communication, Sports & Entertainment and Entrepreneurship and Integrated Marketing. Volunteers will record one of the four videos in a module of their choice. **Videos are due Monday, September 18, 6 pm ET. Files should be transferred via WeTransfer or Drop Box.** For more information and the interview guide, please contact DeShele Taylor, AdPR Academy Director.

For additional information about volunteering, sponsorships, multi-year investments, or in-kind contributions please contact **DeShele Dorsey Taylor**, Academy Director, at adpracademy@uga.edu. We welcome the opportunity to engage you in the Academy and develop a partnership that is mutually beneficial while impacting future leaders in advertising and public relations.