



PI SIGMA EPSILON
Miami University

TEXTRON

Project Type: Campus Promotion

Industry: Aviation

Client: Textron – Cessna Aircraft

Business Challenge

PSE Miami was charged with creating a cross-channel recruitment strategy for its client, Textron, at designated target schools across the country. The client especially wished to improve its digital efforts, both online and through social media, in engaging potential candidates. PSE Miami's new member class worked on this project for 10 weeks.

Our Work

Through interaction with other students, new member teams found that Textron's brand awareness among rising juniors and seniors at Miami University, one of Textron's designated target schools, was incredibly low. To combat this, the new member teams set out to understand both the client's strengths and weaknesses as a workplace, the workplace qualities desired by rising juniors and seniors, and how the client could better communicate an alignment between the two. Teams conducted competitive analyses and secondary research on both the client and digital recruitment strategies before polling students through surveys, focus groups, and one on one interviews. The deliverable from each team included creative and actionable strategies for campus recruitment, short-term and long-term goals, and tips for improving the client's digital presence.

Our Impact

Because of PSE Miami's contributions, Textron was able to better understand the workplace qualities important to rising juniors and seniors. PSE Miami also provided Textron with recommendations about how to best leverage these factors and build upon Textron's existing strengths through a wide variety of marketing channels. The client accepted multiple recommendations provided by the new member teams, and has since become one of the top recruiting companies at Miami University.