



**Moving Forward**  
A New Approach to  
Engaging Nonprofits

Dylan Mark  
Employer Development Specialist  
CU Boulder

---

---

---

---

---

---

---

---

Agenda

- ❖ Challenges for Nonprofit Branding on Campus
- ❖ Our Model and Services
- ❖ Future Opportunities
- ❖ CU Public Interest Internship Experience (CU PIIE)

---

---

---

---

---

---

---

---



**Challenges  
for Nonprofit  
Branding  
on Campus**

---

---

---

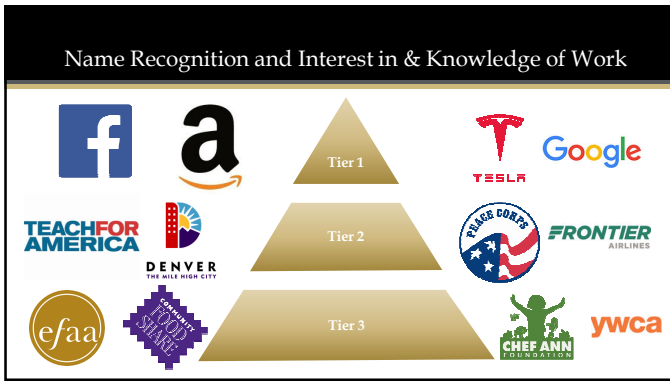
---

---

---

---

---



---

---

---

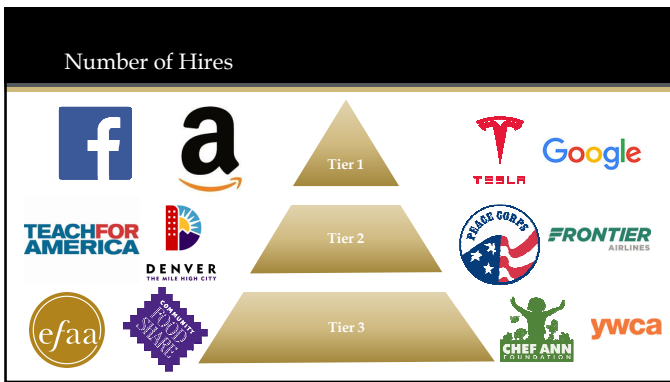
---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

---

---

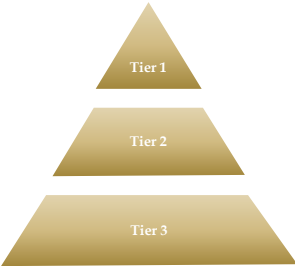
---

---

---

Where are nonprofits?

The majority of nonprofits have low budgets, minimal time, few hires, and little name brand recognition →



Tier 1  
Tier 2  
Tier 3

---

---

---

---

---

---

---

---

Tier 3: Why Innovate and Disrupt?

**Time & Resources**  
**Student-Employer Fit**  
**Branding & Access**  
**Stagnant Services**

---

---

---

---

---

---

---

---

**CU Boulder's Model and Services**



---

---

---

---









---

---

---

---

### Integrative Model

<i>Business &amp; Entrepreneurship</i>	<i>Creative &amp; Communication</i>	<i>Engineering &amp; Technology</i>	<i>Environment &amp; Sciences</i>
			
<i>Health &amp; Pre-Health</i>	<i>Law</i>	<i>Social Impact &amp; Education</i>	<i>Still Exploring</i>
			

---

---

---

---

---

---

---

---

### Career Fairs and Industry Nights

 <p><b>• Wider Audience</b></p>	 <p><b>• Cheaper</b> <b>• Shorter Time</b> <b>• Intimate Feel</b> <b>• Targeted Students</b></p>
---	--

---

---

---

---

---

---

---

---

### Results

“It doesn’t bother me that this room isn’t packed full of students because it is full of the right students. I have found 5 people that would be a great fit for my organization tonight”

- Jobs In Government Career Night Employer Partner

**A lower student-employer ratio with a much better fit**

---

---

---

---

---

---

---

---

**BuffTalk Panels**

The image displays three promotional posters for BuffTalks panels. Each poster features the 'BUFFtalks' logo and the tagline 'Be inspired.' The first poster is for a 'Public Service' panel on Tuesday, October 11, 5-6:30 pm, CAC 5350, featuring LEGO minifigures of a scientist, a firefighter, and a construction worker. The second poster is for a 'Non-Profits' panel on Tuesday, March 8, 4-6 pm, CAC Abrams, featuring a LEGO minifigure of a person in a hard hat. The third poster is for a 'Buffs Go Green - Careers in Environmental' panel on Thursday, November 10, 5pm, Abrams Lounge, featuring a LEGO minifigure of a person in a hard hat and a green tree.

---

---

---

---

---

---

---

---

**Increased Collaboration**

**Volunteer Resource Center**  
UNIVERSITY OF COLORADO BOULDER

The image shows three icons representing collaboration strategies: a clipboard with a checkmark, a calendar, and two hands shaking. Below each icon is a corresponding text label.

Integrated Postings      Be Involved Fair      Shared Partners

---

---

---

---

---

---

---

---

**Increased Collaboration**

**Environmental Center**      **Newton Chair in Leadership**      **Cultural Unity & Engagement Center**  
UNIVERSITY OF COLORADO BOULDER

The image shows three icons representing collaboration strategies: a bus, three people in a circle, and two people at a table. Below each icon is a corresponding text label.

Eco-Engage Events      Consulting      Informal Employer Visits

---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---

Become a Thought Leader: Content



- Alumni Spotlights
- Industry Looks
- Company/Office Previews
- Application Tips

---

---

---

---

---

---

---

---

Provide Student Training: Career Accelerators



- Grant Writing
- Social Media/Marketing
- Community Organizing
- Coding/Analytics

---

---

---

---

---

---

---

---

Provide Employer Training: HireBuffs



Train Employers by Industry  
Connect Key Influencers and Departments on Campus

---

---

---

---

---

---

---

---

Additional Quick Ideas

- Volunteer and/or education events on campus
- Create student groups
- Business Essentials of Nonprofits Certificate
- Blitz Week

---

---

---

---

---

---

---

---

CU Public Interest Internship Experience (PIIE)



---

---

---

---

---

---

---

---




---

---

---

---

---

---

---

---

---

---

### PIIE Logistics

- Internship grants of \$4,320
- Grants are distributed in the form of stipends by both the host organization and PIIE. Students receive their stipends in monthly increments.
- Internships are expected to last 360 hours over the course of 9-12 weeks over the summer. The hourly rate equals approximately \$12 per hour.
- Funded by donors, on-campus programs, and functional board.

---

---

---

---

---

---

---

---

---

---

### PIIE Applications

- Students first apply to the program directly and are screened based on a three-question application as well as resumes and cover letters
- Students may initially apply to their top two organizations
- Screened candidates are then reviewed and interviewed by host agencies
- Host agencies have final say in who they hire

---

---

---

---

---

---

---

---

---

---



PIIE Summer



Advisor-Advisee Relationship



Professional Development



Network Building

---

---

---

---


---

---


---

---


PIIE by the Numbers




Applications: 671




Funds Awarded: \$511,600




Internships: 122



Hours Worked: 43,600



Organizations: 54



Years of Work: 21

---

---

---

---

---

---

---

---

PIIE Organizations




---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---