

UCPath Center



Recap of 2017-2018
Recruitment Marketing Campaign
And....
Growth, Success & Beyond in 2019



The Results are In...


 **40%**

40% increase in the average monthly number of candidates per UCPATH Center job opening

More than **13,700 visits** by qualified candidates* to the UCPATH online job board (ADP)



3.6 million views of UCPATH Center digital ads on social media, Google, Pandora and sites across the web

3.6  **Million**

 **74%**

74% of strategic candidates reached

Cost Savings

91%

91% cost reduction in "cost-per-click" to the UCPath job board (2017-2018)

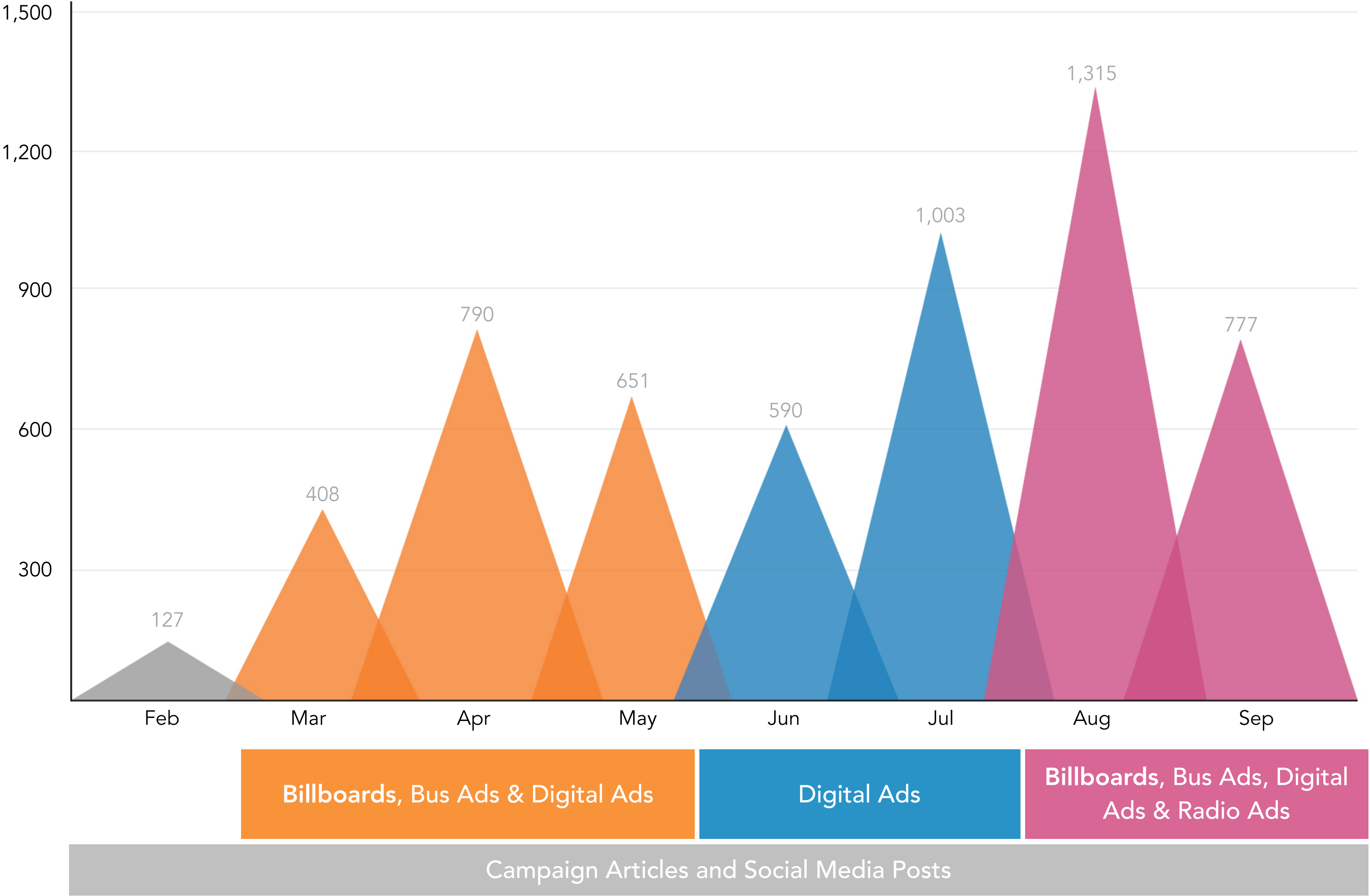
Beacons Point Monthly Retainer "Cost to Click" to UCPath Job Board (ADP)	
September 2017	\$ 50.68
September 2018	\$ 4.36
Delta	-91.4%



*Data calculated based on monthly retainer fee cost per total monthly clicks to the online job board (ADP). See appendix for month-over-month breakdown.

Application Peaks 2018

2018 TOTAL: 5,661



Even More Results

- Attracted approximately **33,000 visitors** to the [UCPathJobs.org](https://ucpathjobs.org)
- Campaign videos generated more than **3,300 views**
- Built a following of approximately **2,300 new people on social media**
- Established the UCPath Center as an exciting employer in Riverside that is **independent from UC Riverside**



Want to see more?

Past Challenges 2015-2017

The UCPATH Center had a few serious recruitment problems....

- No UCPATH brand identity
- No UCPATH recruitment website
- Small number of candidates per job opening
- Confusion about who we are /what we did for UC (confusion with UCR especially)
- No strategic recruitment efforts
- Outdated and ad hoc recruitment materials
- No strategic online presence or messaging
- Minimal and ad hoc social media presence

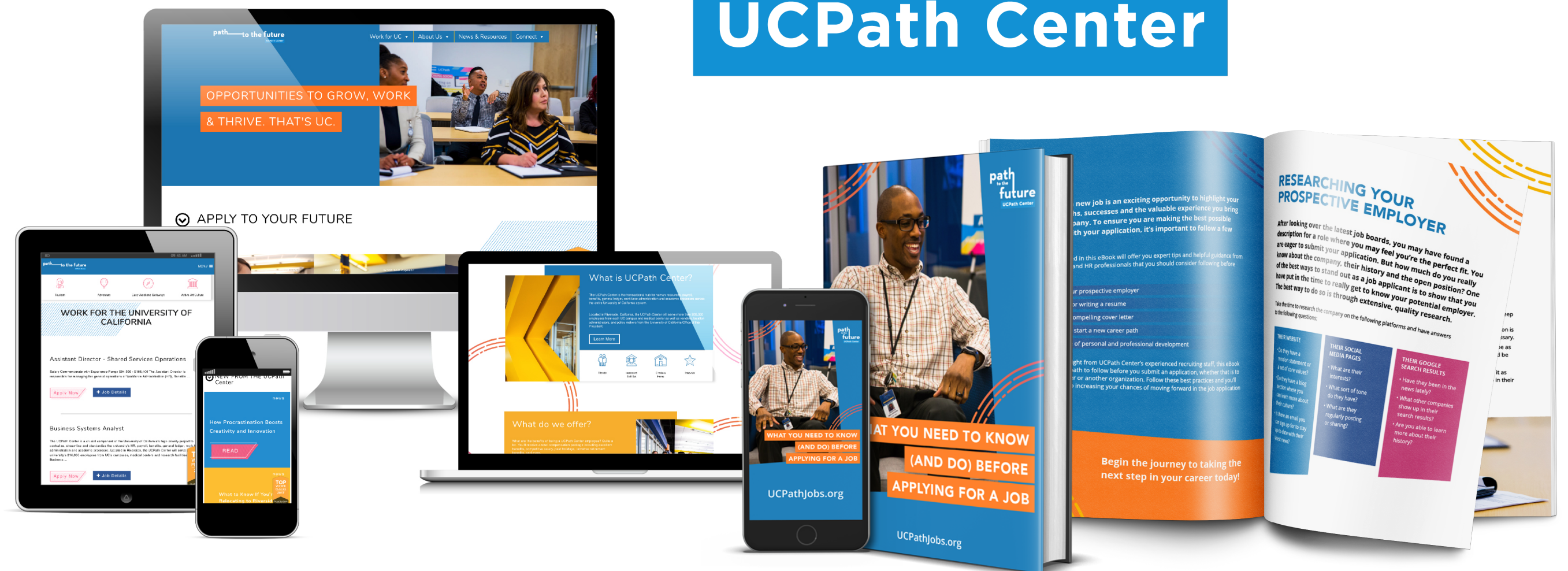
We changed all of that...

In 2017, the UCPath Center developed and executed an ambitious marketing campaign to **attract qualified candidates committed to making a difference at UC.**

Here's how **we did it.**

- Established a unique identity and built an online destination for the UCPath Center
- Attracted interested, qualified candidates with relevant, timely content
- Powered an effective marketing campaign reaching more than 3.6 million people using a mix of digital and traditional public relations and advertising opportunities to promote open jobs, the UCPath Center culture and the University of California as a whole

path
to the
future
UCPath Center



2017-2018

..... a wildly successful campaign



Today, it's important to tell a consistent story across multiple media platforms. This is currently referred to as **transmedia storytelling**.

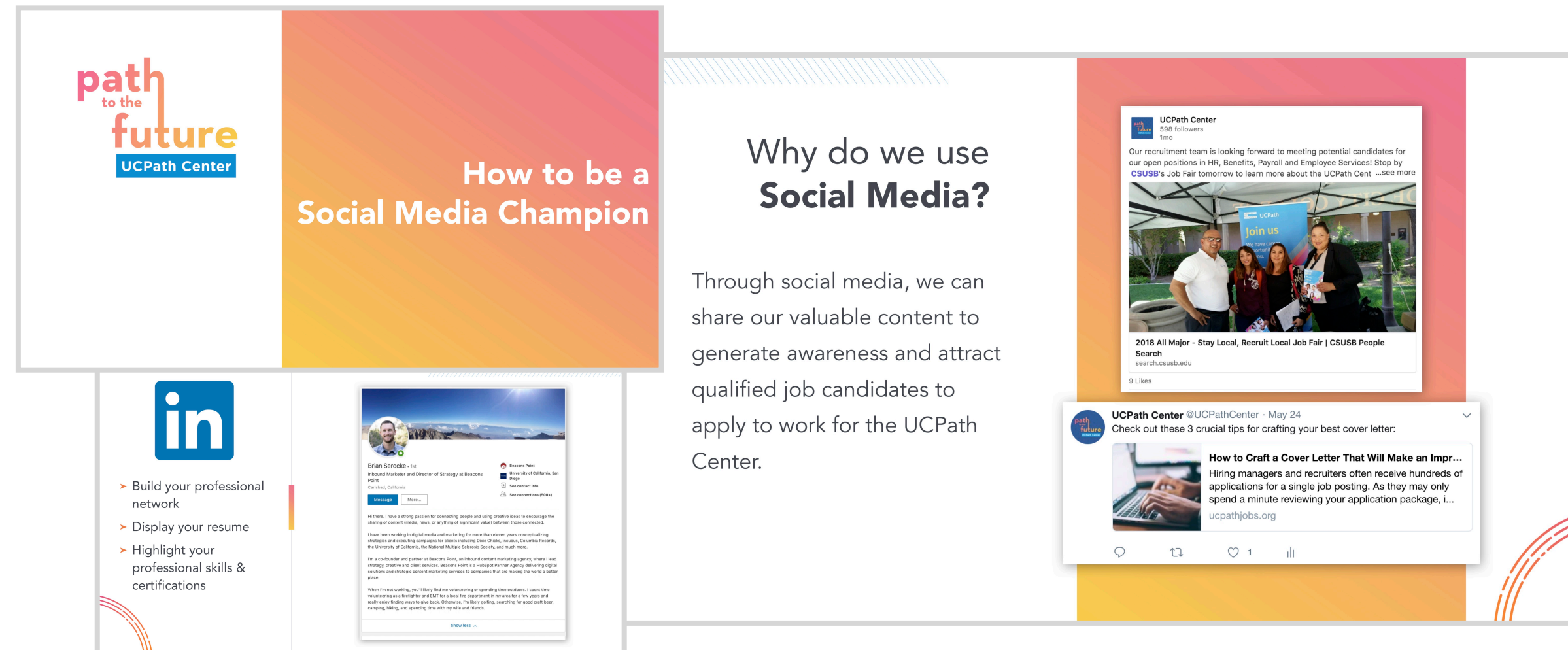
- It means our story needs to be shared consistently on **our own website, Facebook, LinkedIn, Twitter, Google+** as well as in different formats including **videos on YouTube**.
- By doing so, we **amplify our voice and presence** wherever our customers and our stakeholders are. This reflects the reality of our audience today and the way they process information.

This is what we did for the UCPATH Center throughout the 2017-2018 marketing campaign.

What We Did - Branding and Communications



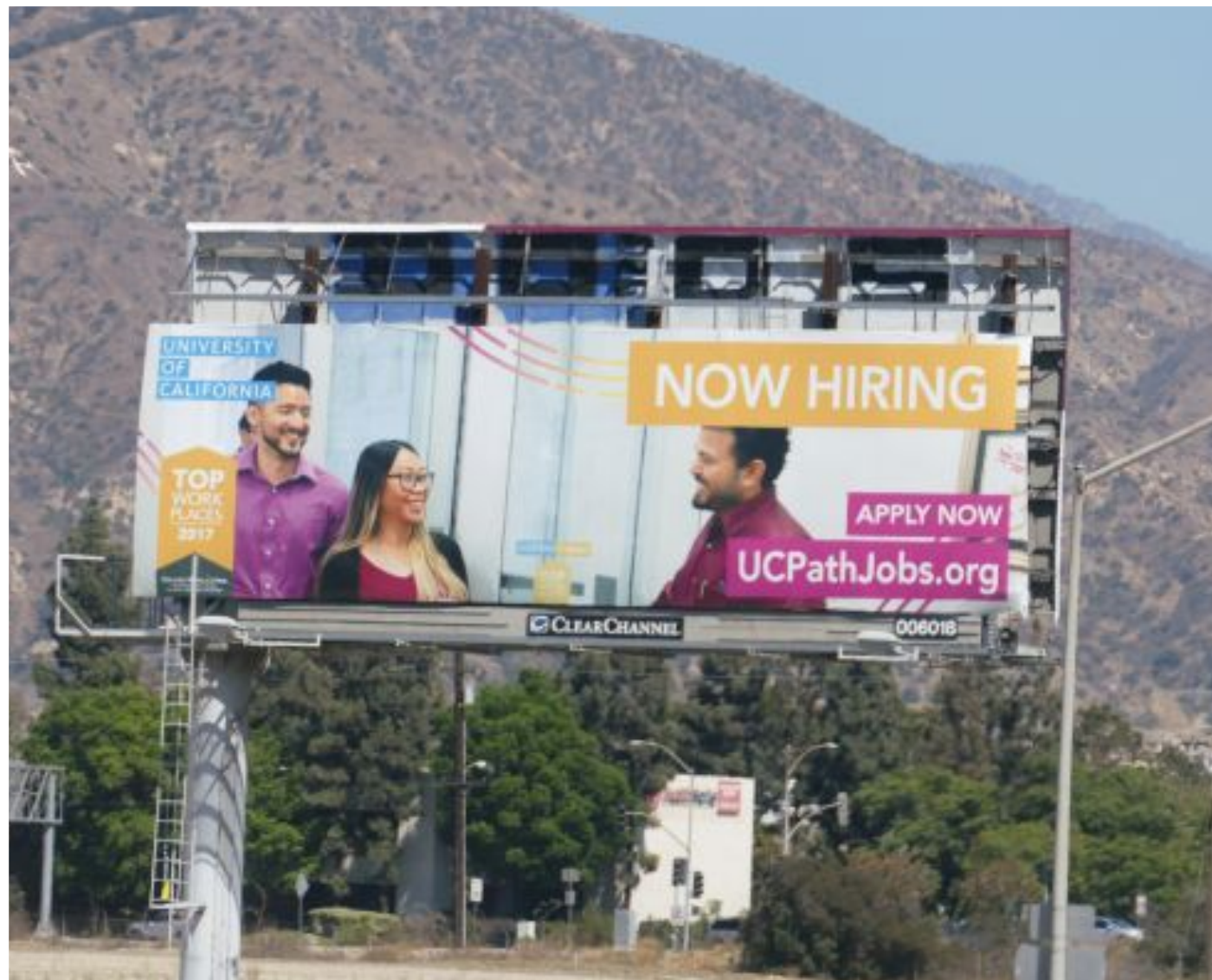
Created a separate, unique brand identity for the UCPATH Center and the recruitment campaign



Trained & Certified UCPATH Center employees on social media best practices



Built the online home for the UCPATH Center on the web at [UCPathJobs.org](https://ucpathjobs.org)



Designed engaging billboards and bus advertisements for distribution around Southern California



Executed a targeted digital media buy advertising campaign across social media, Google, display banner ads and Pandora digital radio

K V C R

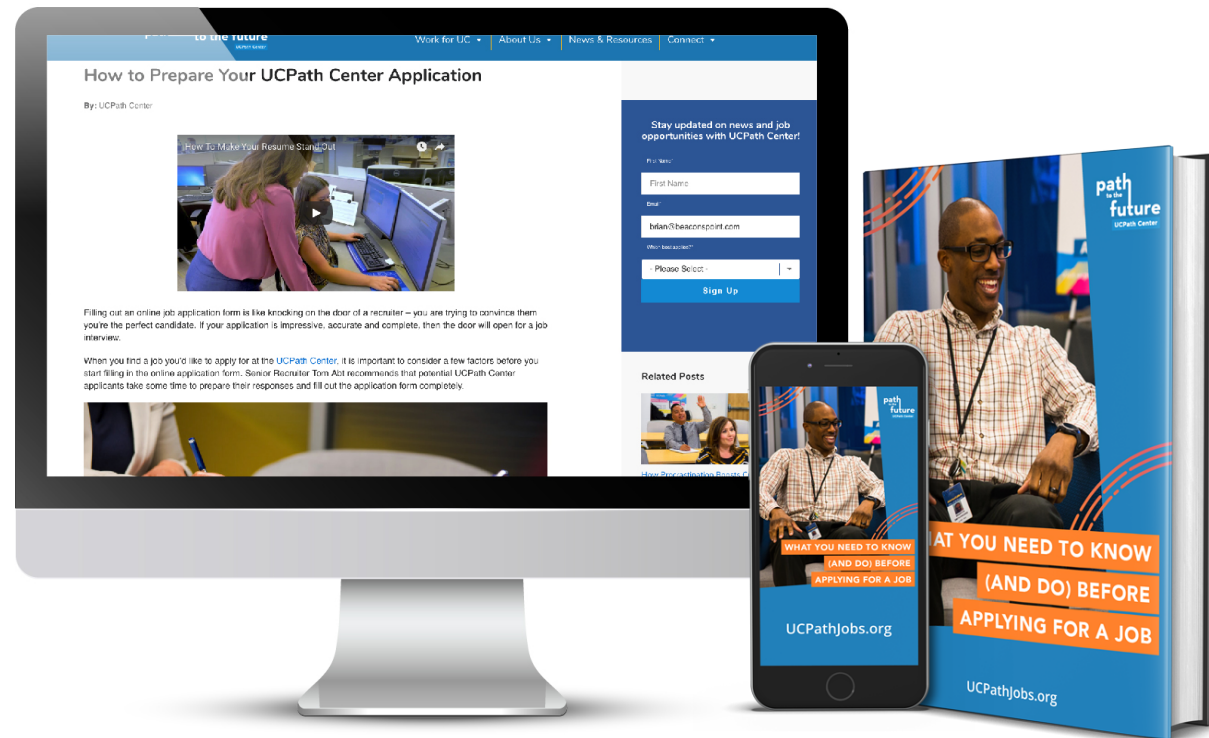
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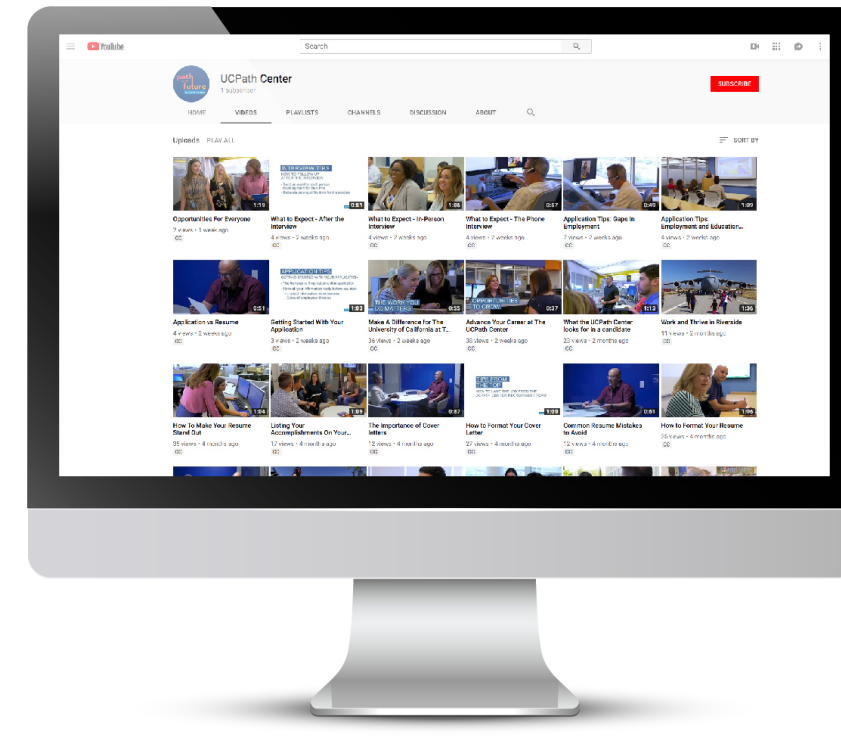
K. FROG
95.1 FM & 92.9 FM - New Country

Advised and consulted on radio advertising scripts, recording and production

What We Did - Content



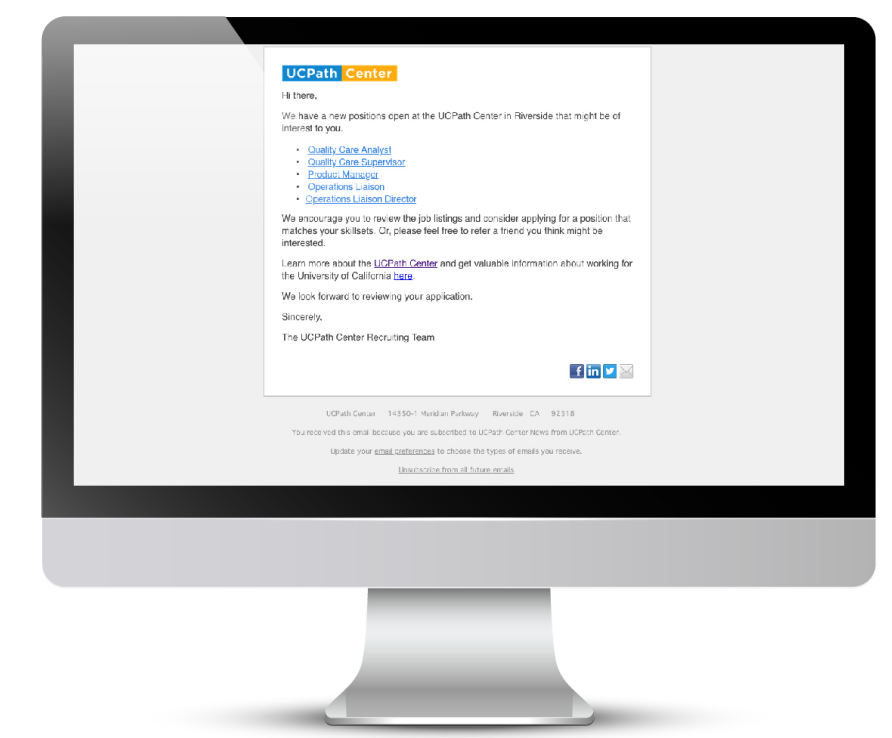
Published more than 45 articles and a 13-page eBook providing candidates insights on why they should work at the UCPATH Center



Produced more than 27 videos about the benefits of working at the UCPATH Center and living in the Southern California region



Published more than 700 posts on all UCPATH Center social media outlets



Sent approximately 2,800 targeted emails to interested job candidates



Created a digital "view book" for internal UCPATH Center and UC communications



Designed the "A Look Inside the UCPATH Center" book and posters for UC-systemwide distribution



Shot and edited custom, original high-resolution branded photography of the UCPATH Center offices and staff

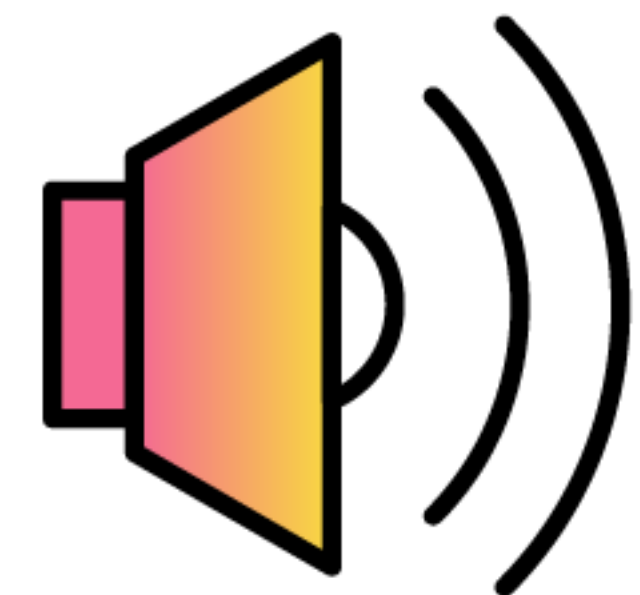
What We Did – Radio Ads

“Are you tired of the commute, looking to make a career change or want to make a difference in higher education? The UCPath Center in Riverside is hiring and we want you to join our team.

At the UCPath Center, we’re providing payroll and human resources services for more than 200 thousand UC employees. If you have a passion for public service and making a difference, apply today to start your career at the University of California.

We are currently hiring qualified candidates in the areas of payroll, information technology, benefits, customer service, Human Resources and more! Named a Top Workplace award by Press Enterprise, the UCPath Center offers employees a full range of benefits and the opportunity to grow and succeed. Working at UC means being a part of a vibrant institution that’s making things better for individuals, for California, for the world. Visit UCPathJobs.org. That’s UCPathJobs.org. Passionate people serve a greater good.

That’s UC.”



What We Did – **Radio Ads**

“Support for KVCR comes from the UCPath Center in Riverside, the shared services center for the University of California, which provides payroll and human resources services for more than 200 thousand UC employees. Career opportunities can be found at [UCPathJobs.org](https://ucpathjobs.org).”



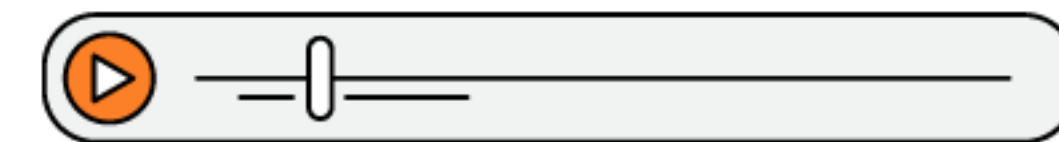
Word on the street is...

What are people saying?

About Our **Billboard Ads**....

“I saw the giant billboard on the 91 freeway and called my friend who’s looking for a payroll job and **she immediately applied!**”

“I was driving home from Orange County as I have been doing for 5 years. **I saw the billboard and applied.** I’m no longer commuting and got back two hours of my life every work day!”

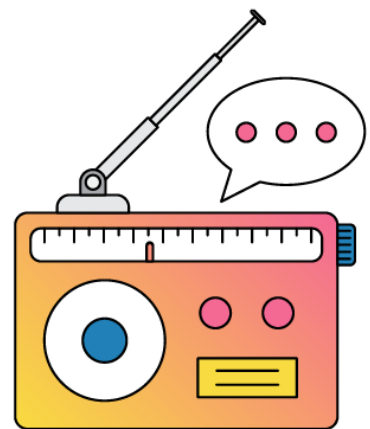


Are you tired of the commute, looking make a career change or want to make a difference in higher education?

About Our **Ads**....

“I like the challenges and opportunities I’ve had to **expand and grow while working at the UCPath Center.**”

– Jordan Trent, UCPath Center ITSS team



The UCPath Center in Riverside is hiring and we want you to join our team. At the UCPath Center, we’re providing payroll and human resources services for more than 200,000 UC employees.



About Our **Ads**....

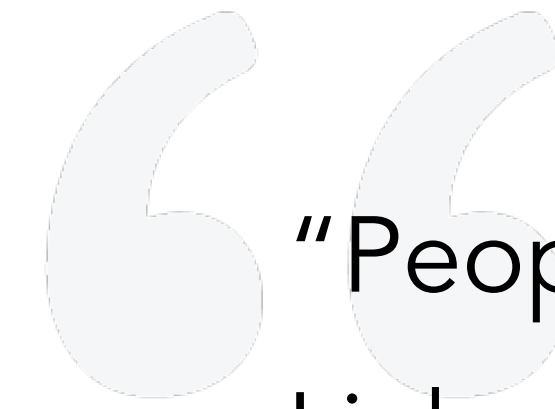
“I love working at the UCPath Center
with such an awesome group of people.”
- Omar Byon, UCPath Center Payroll team



If you have a passion for public service
and making a difference, apply today to
start your career at the University of
California.

From Our **Recruitment Team....**

“The colorful/well-branded marketing materials, new UCPathJobs.org website, videos and social media posts are all an **important part of our recruitment strategy** and also being used regularly by the recruitment team to help promote the UCPath Center and draw in potential candidates.”



“People say ‘Joe, you’re always on LinkedIn’ when actually, I’m just sharing and liking the UCPath Center posts (created/managed by our marketing vendor), which **makes us more well known to an even bigger network.**”



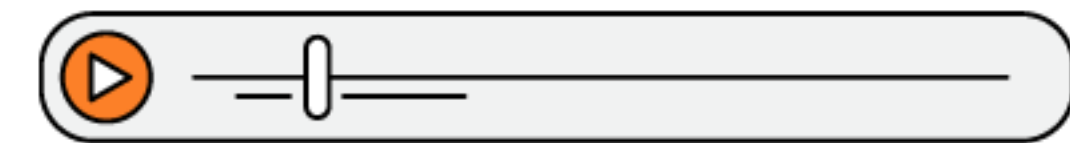
We are currently hiring qualified candidates in the areas of payroll, information technology, benefits, customer service, Human Resources and more!

What Our **Employees Are Saying....**

“My former work colleagues work at the UCPath Center and for a year kept trying to tell me to come over. **After watching the video about what the UCPath Center does and why, that’s what made me finally apply.** I want to be part of something big.”



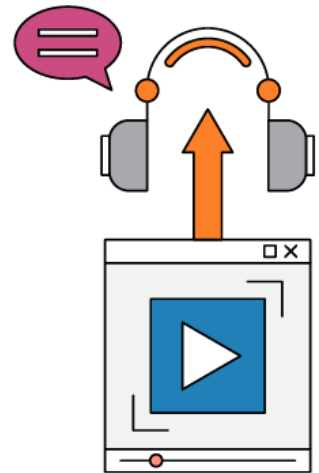
“After reading about the culture and seeing the videos and social media posts, **I could tell this was the kind of place where I wanted to be.**”



Named a Top Workplace award by Press Enterprise, the UCPath Center offers employees a full range of benefits and the opportunity to grow and succeed. Working at UC means being a part of a vibrant institution that’s making things better for individuals, for California, for the world.

Establishing the **UCPath Center Brand....**

“People know who we are now – no doubt. I think **the marketing campaign has been a great success.**”



Visit [UCPathJobs.org](https://ucpathjobs.org). That's [UCPathJobs.org](https://ucpathjobs.org). Passionate people serving a greater good. That's UC.

“A big change this past year is that **people are now able to separate us from UCR.** Even at the job fairs – we're no longer placed next to the schools, they put us by regular employers.”

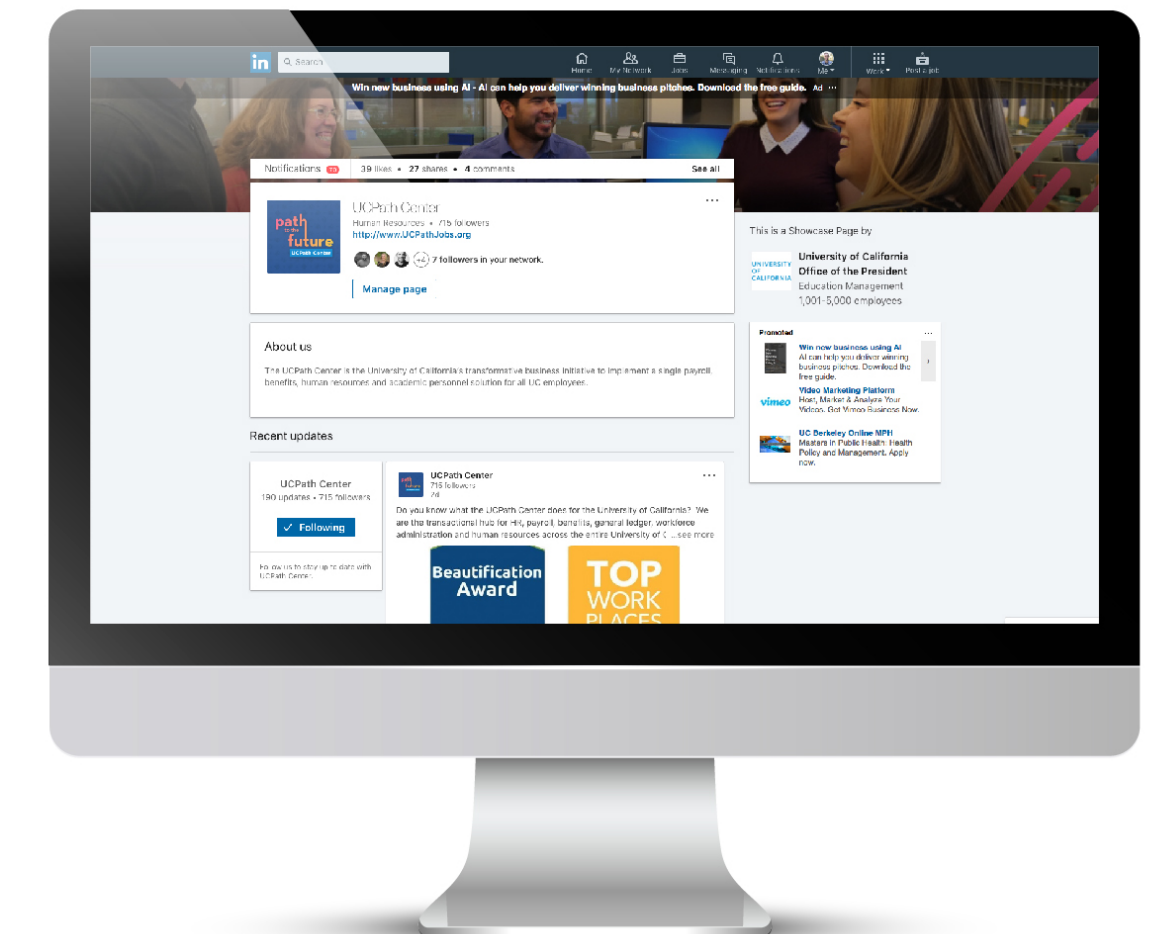
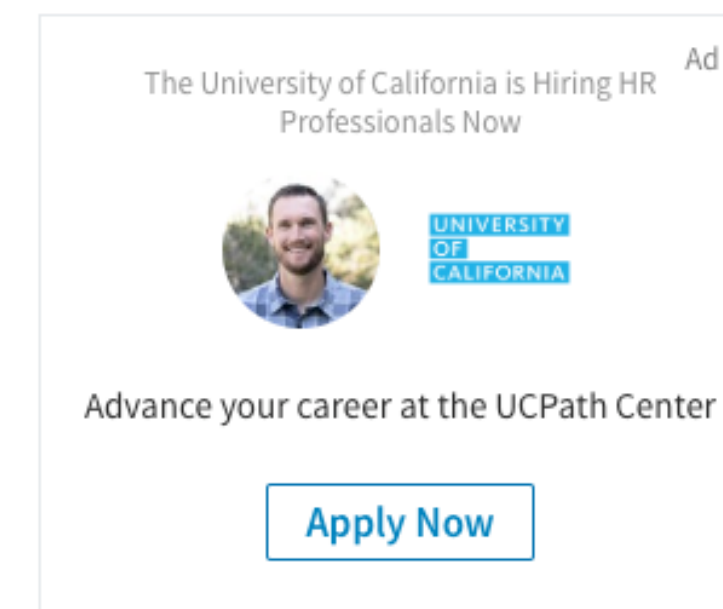
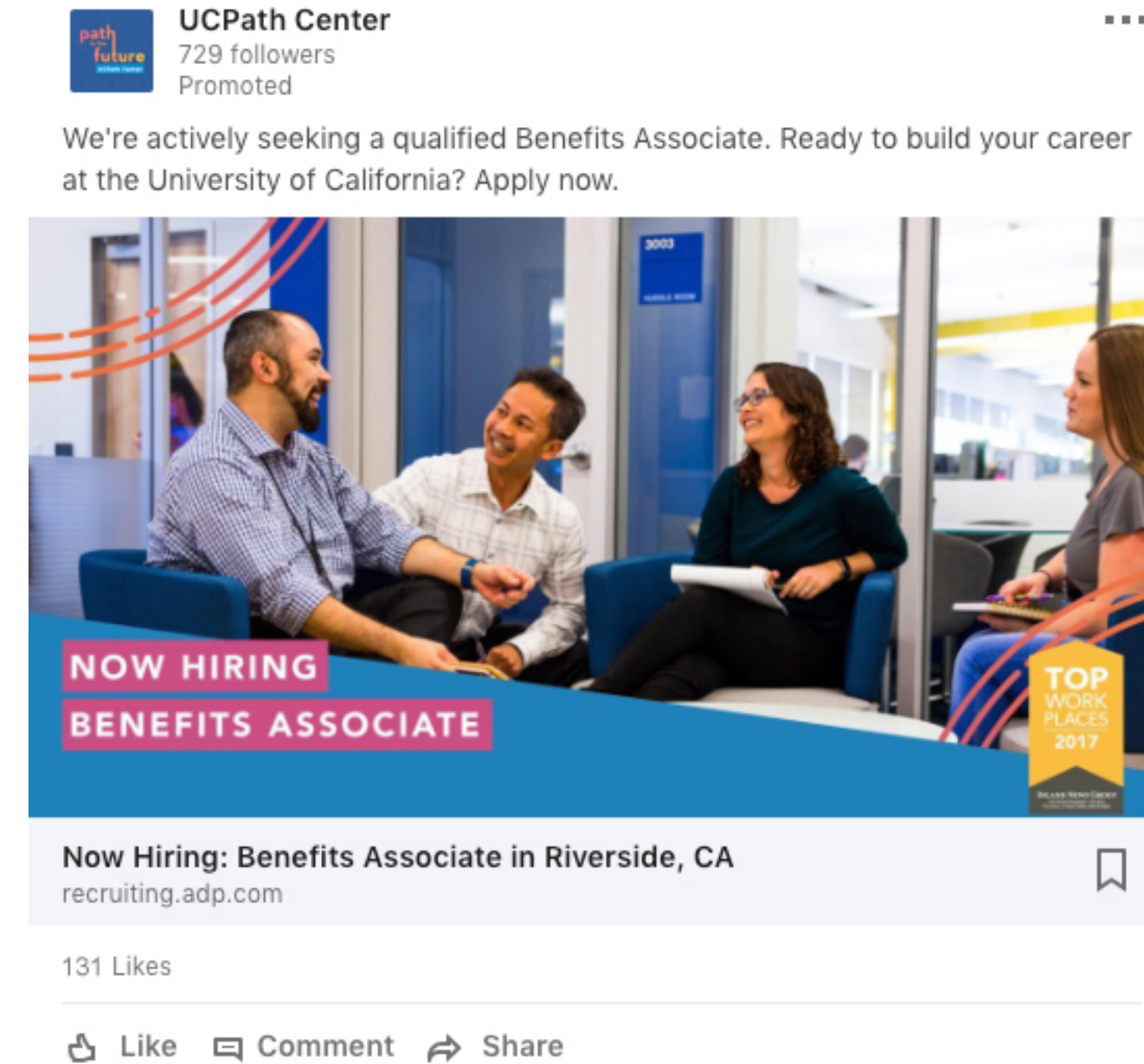
About Our Digital Media Ads....

“I was using LinkedIn as my job search engine searching for a job at a school and saw an online ad that said “Now Hiring.”

It took me to the UCPathJobs.org page.

When I saw that a prestigious company such as UC had a benefits department – I jumped on it and eventually accepted the job.”

– Zabrina Crespo, UCPath Center Benefits Team



Onwards and upwards!

Growth and Success 2019 and beyond



2019 Campaign Goal

Increase the average number of qualified candidates per UCPath Center job opening by 60% by the end of 2019 by educating and driving candidates to the ADP online job board to apply for an open position.

Why continue in 2019?

- **Solidify the UCPATH Center brand** and ensure a consistent, professional, engaging narrative continues to establish the UCPATH Center as a **top employer in the Southern California region**
- Target **new qualified candidates** with more content on in-depth topics such as PeopleSoft and Oracle based on data and campaign performance to support the UCPATH Center's hiring goals
- Continue to **increase the number of qualified candidates** per UCPATH Center job opening
- **Arm the UCPATH Center recruitment team** with the marketing content necessary to attract top talent
- Provide **operational** and **executional support** to the UCPATH Center HR and Communications teams



More Reasons.....

- **Consistent and well branded creative design** of marketing/press/communications collateral
- **Market research** for additional communications or advertising initiatives
- **Brand positioning** for internal and external press and public relations communications
- **Internal UC communications – consistent and well branded** creative design of posters, PowerPoint presentations and other collateral requested by the UCPATH Center Executive Director and leadership staff



Improved Efficiencies

After working with Beacons Point, our marketing vendor, we have streamlined our operational processes over the past year -- enabling us to pass those efficiencies to our recruitment team as well as reducing the monthly retainer rate for 2019, while still maintaining and exceeding our performance goals.

UCPath Center

2017-2018 Recruitment Marketing Campaign

Portfolio Sample

Website

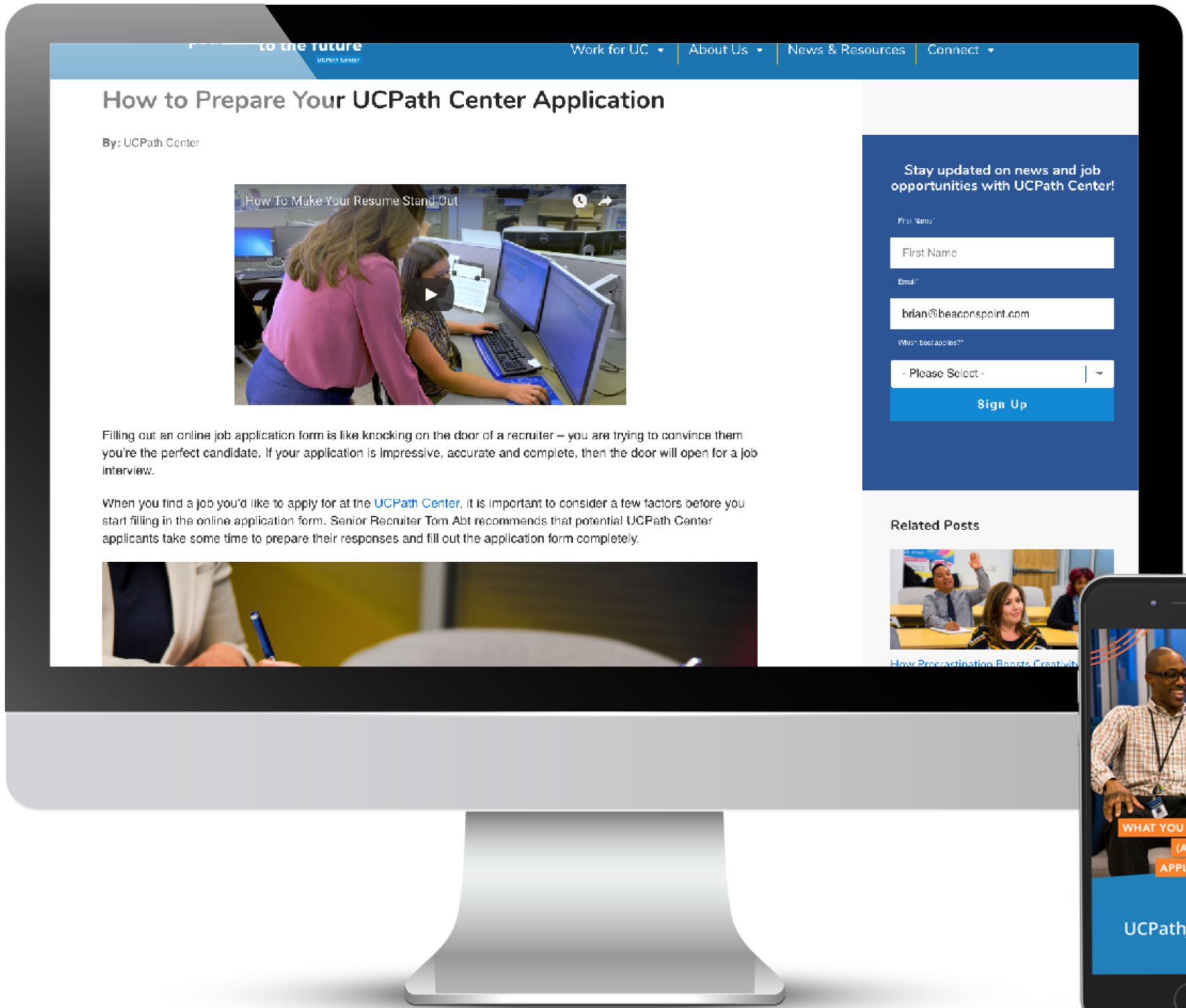


UCPathJobs.org

Content



[Viewbook](#)

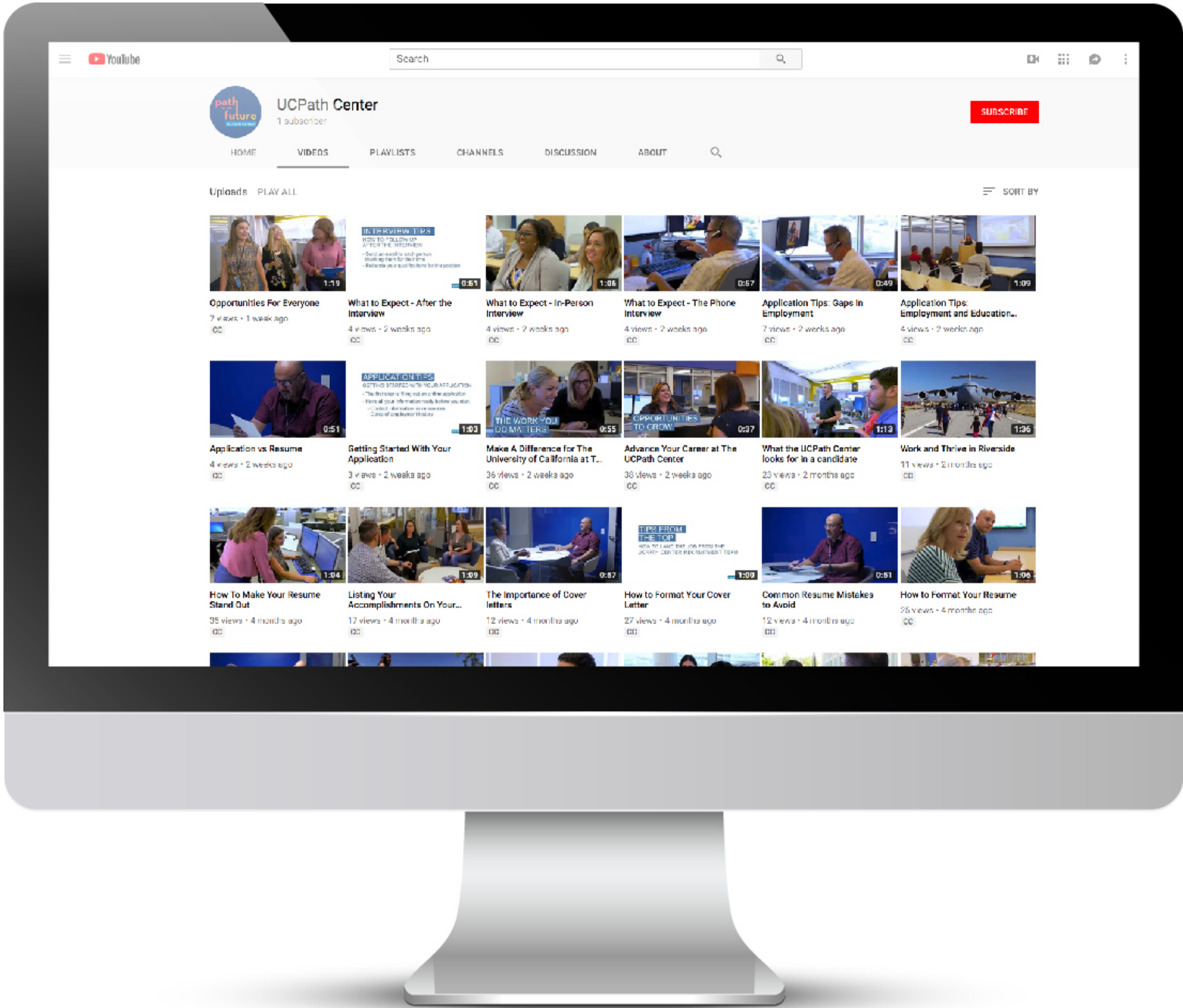


[UCPath Center Blog](#)



[Application eBook](#)

Video



[YouTube Channel](#)

Social Media



 /UCPathCenter

 @UCPathCenter

 UCPathCenter

 @UCPathCenter

 UCPathCenter

Digital Advertising



Traditional Advertising



THANKS TO KFRG FOR THEIR SUPPORT OF THE UCPATH CENTER

Listen mornings and afternoons throughout October to hear our radio spot.



Connect with us @UCPathCenter and let us know if you hear it.

UCPath Center



THANKS TO KVCR FOR THEIR SUPPORT OF THE UCPATH CENTER

You'll hear our radio spot mornings and afternoons throughout October.

K V C R



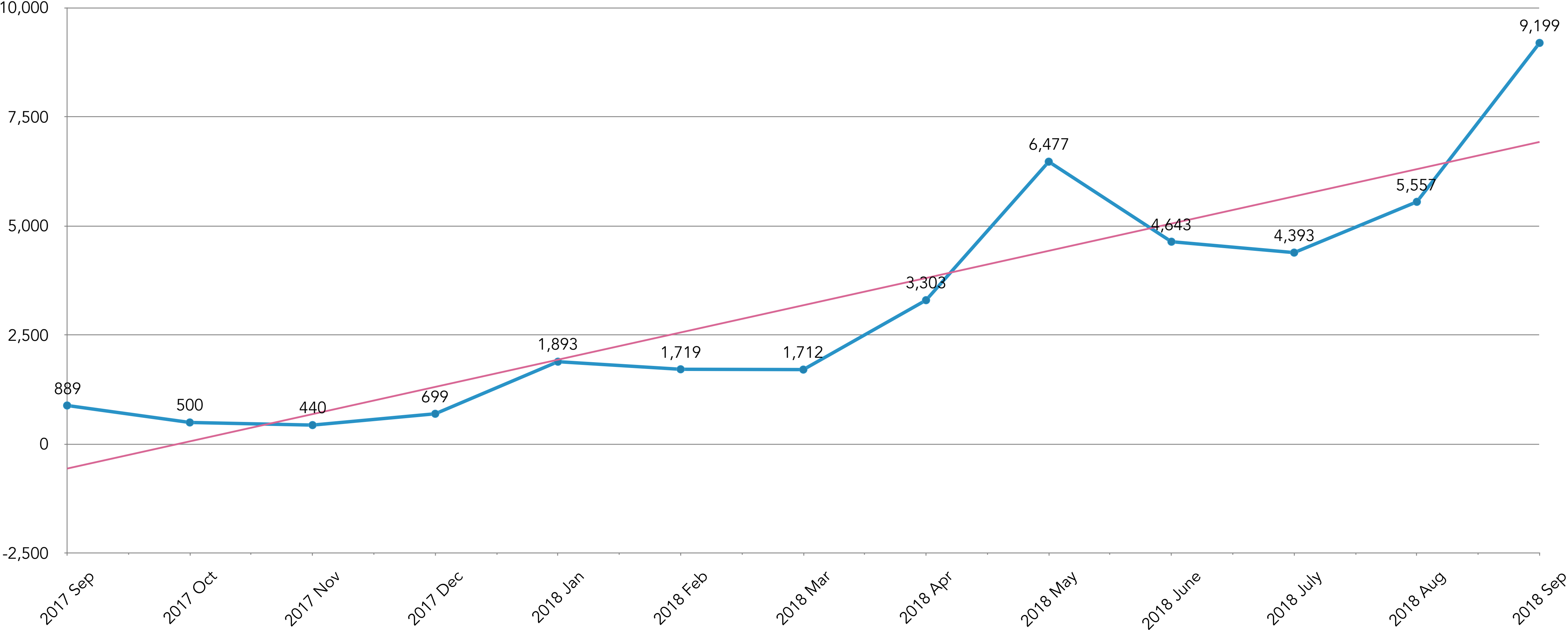
Connect with us @UCPathCenter and let us know if you hear it.

UCPath Center

Appendix

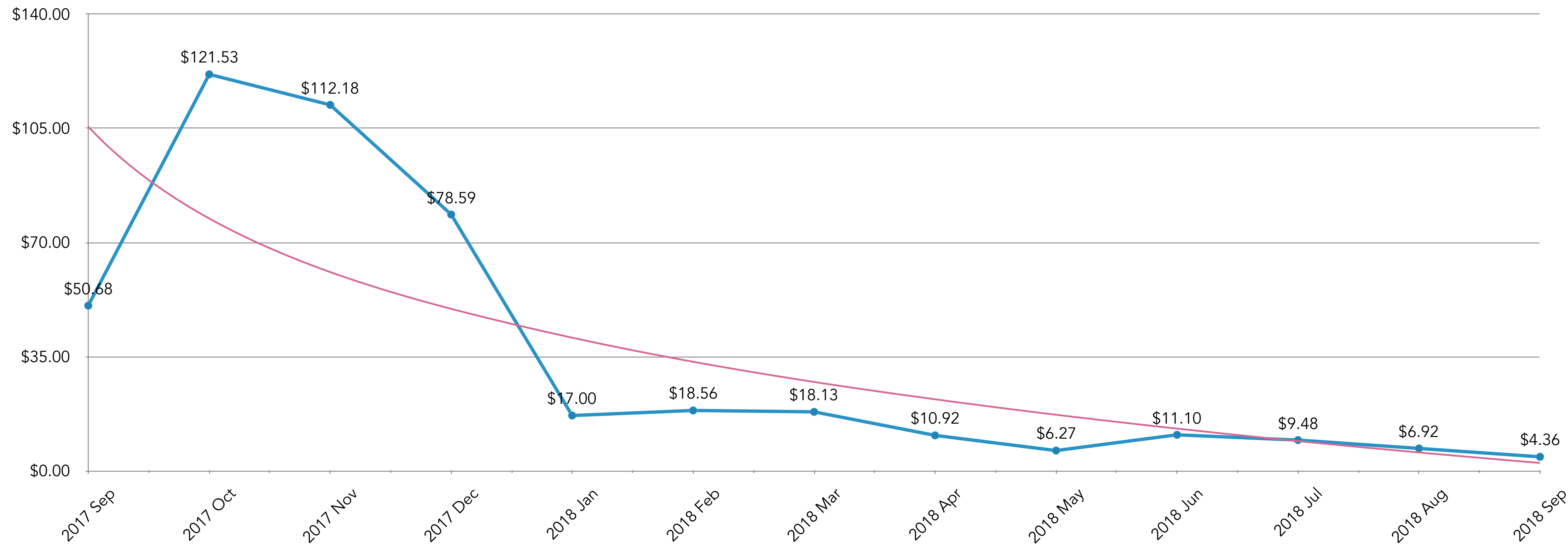
UCPathJobs.org Website Visits Year Over Year by Month

(Sept. 2017 – Sept. 2018)



Cost Per Click Year Over Year Trending by Month

(Sept. 2017 – Sept. 2018)

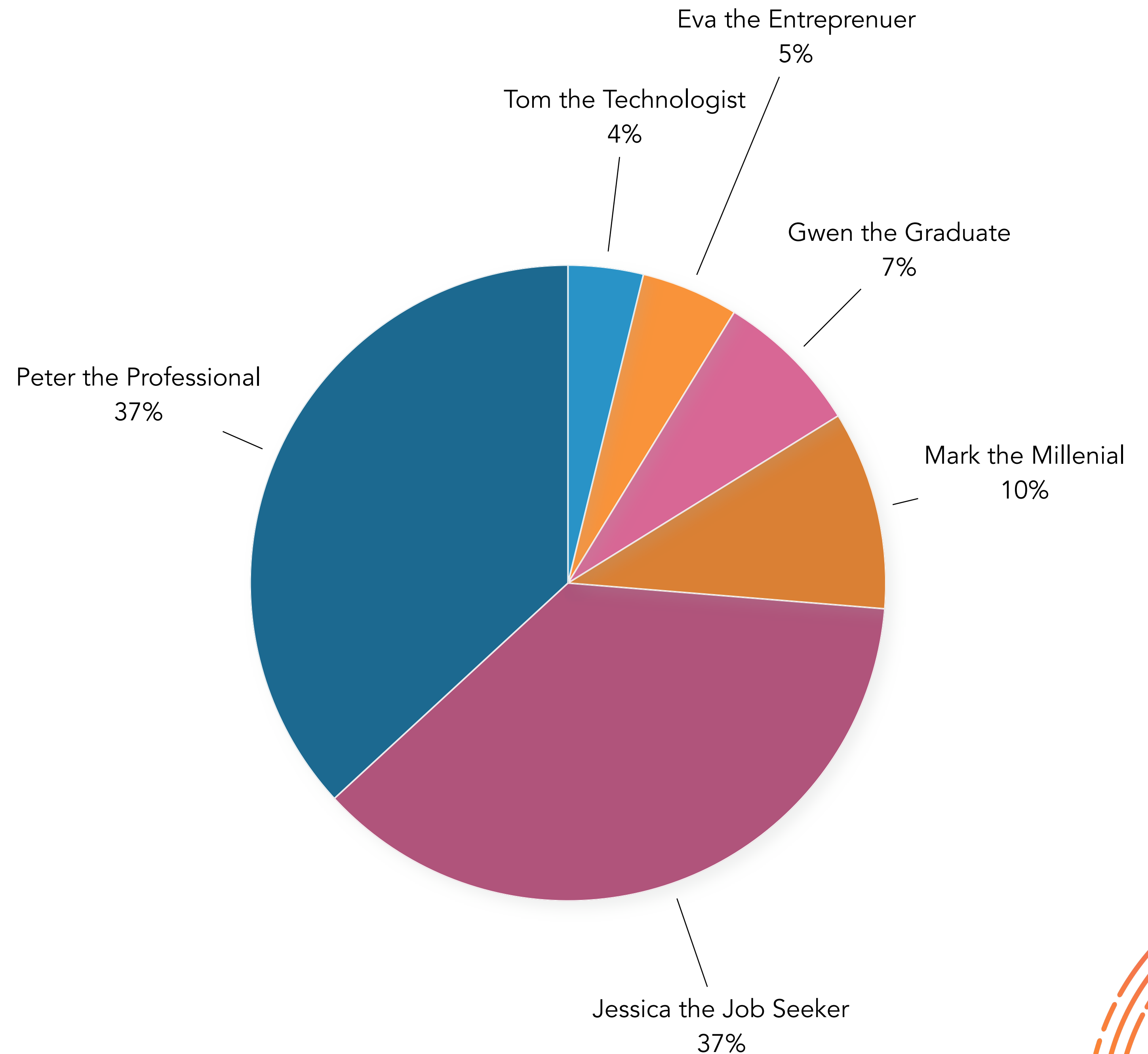


74% of candidates reached were the top two types of candidates identified as strategic priorities for the campaign

1. Peter, the Professional
2. Jessica, the Job Seeker

Based on ideal candidate personas defined with the UCPath Center.

Sample size of 490 candidates.



Cost Per Click Analysis (Sept. 2017 – Sept. 2018)

	Cost	Clicks to ADP	Cost per Click	Website Sessions	Conversion Rate (Clicks vs Sessions)
All Time (Total Campaign - Includes Branding Fee)	\$206,625.00	13,620	\$15.17	41,363	32.93%
All Time (Since Campaign Launch - Retainer Only)	\$170,625.00	13,620	\$12.53	41,363	32.93%
2017 September	\$13,125.00	259	\$50.68	872	29.70%
2017 October	\$13,125.00	108	\$121.53	495	21.82%
2017 November	\$13,125.00	117	\$112.18	419	27.92%
2017 December	\$13,125.00	167	\$78.59	685	24.38%
2018 January	\$13,125.00	772	\$17.00	1,889	40.87%
2018 February	\$13,125.00	707	\$18.56	1,719	41.13%
2018 March	\$13,125.00	724	\$18.13	1,712	42.29%
2018 April	\$13,125.00	1,202	\$10.92	3,303	36.39%
2018 May	\$13,125.00	2,092	\$6.27	6,477	32.30%
2018 June	\$13,125.00	1,182	\$11.10	4,643	25.46%
2018 July	\$13,125.00	1,384	\$9.48	4,393	31.50%
2018 August	\$13,125.00	1,898	\$6.92	5,557	34.16%
2018 September	\$13,125.00	3,008	\$4.36	9,199	32.70%
Notes:	<p><i>This is only tracking campaign metrics (clicks to the ADP job board and UCPathJobs.org website traffic) against the Beacons Point monthly retainer fee.</i></p> <p><i>Monthly costs not accounted for include the digital advertising media buy and any additional advertising paid for by UCPC (radio ads, billboard/bus ads).</i></p>				

Candidates Per Opening Tracking (Sept. 2017 – Sept. 2018)

Candidates		Reqs	Openings	Candidates / Reqs		Candidates / Openings			Candidates		Reqs	Openings	Candidates / Reqs		Candidates / Openings	
2016						2017										
September	425	7	35	60.7	12.1	September - Campaign Launch	911		6	12	151.8	75.9				
October	225	3	3	75.0	75.0	October	374		7	8	53.4	46.8				
November	333	1	1	333.0	333.0	November	473		2	4	236.5	118.3				
December	330	3	8	110.0	41.3	December	445		1	2	445.0	222.5				
2017						2018										
January	416	4	8	104.0	52.0	January	210		4	12	52.5	17.5				
February	642	7	7	91.7	91.7	February	127		3	3	42.3	42.3				
March	1,382	9	32	153.6	43.2	March	408		11	20	37.1	20.4				
April	647	7	10	92.4	64.7	April	790		1	16	790.0	49.4				
May	1,178	5	40	235.6	29.5	May	651		2	3	325.5	217.0				
June	597	6	13	99.5	45.9	June	590		4	5	147.5	118.0				
July	477	2	9	238.5	53.0	July	1,003		8	34	125.4	29.5				
August	957	8	29	119.6	33.0	August	1,315		11	15	119.5	87.7				
	7,609	62	195	122.7	39.0		7,297		60	134	121.6	54.5				

*Data table supplied by the UCPATH Center Recruitment Team.

Blog Posts *(45 total posts)*

Blog Post Title	Link to Blog Post	Category
How Procrastination Boosts Creativity and Innovation	https://ucpathjobs.org/company-culture/how-procrastination-boosts-creativity-and-innovation/	Lifestyle
What to Know If You’re Relocating to Riverside	https://ucpathjobs.org/about-riverside/know-youre-relocating-riverside/	Lifestyle
How to Prepare Your UCPATH Center Application	https://ucpathjobs.org/about-ucpath-center/prepare-ucpath-center-application/	UCPATH Center
5 Activities in Riverside Your Family Will Love	https://ucpathjobs.org/about-riverside/5-activities-riverside-family-will-love/	Lifestyle
How to Make the Most of Your Next Vacation	https://ucpathjobs.org/about-riverside/make-next-vacation/	Lifestyle
4 Ways to Create Growth Opportunities at the UCPATH Center	https://ucpathjobs.org/about-ucpath-center/4-ways-create-growth-opportunities-ucpath-center/	UCPATH Center
UCPATH Center Employees Lace Up for UC Walks	https://ucpathjobs.org/about-ucpath-center/ucpath-center-employees-lace-uc-walks/	UCPATH Center
Here’s What It Means to be a Top Workplace at the UCPATH Center	https://ucpathjobs.org/about-ucpath-center/heres-means-top-workplace-ucpath-center/	UCPATH Center
The Best Hikes to Explore in Riverside	https://ucpathjobs.org/about-riverside/best-hikes-explore-riverside/	Lifestyle
How UC Contributes to Saving Energy and Improving Sustainability in California	https://ucpathjobs.org/sustainability/uc-contributes-saving-energy-improving-sustainability-california/	UCPATH Center
How to Follow Up on an Application with the UCPATH Center	https://ucpathjobs.org/about-ucpath-center/follow-application-ucpath-center/	Employment Search
UCPATH Center Honored with the 2018 Beautification Award	https://ucpathjobs.org/about-ucpath-center/ucpath-center-honored-2018-beautification-award/	UCPATH Center
How to Find the Right Work-Life Balance	https://ucpathjobs.org/about-ucpath-center/find-right-work-life-balance/	Lifestyle
Explore These Top Riverside Neighborhoods	https://ucpathjobs.org/about-riverside/explore-top-riverside-neighborhoods/	Lifestyle
How to Celebrate Earth Day Everyday	https://ucpathjobs.org/lifestyle/celebrate-earth-day-every-day/	Lifestyle
Get to Know The Top-Rated Riverside Schools	https://ucpathjobs.org/about-riverside/get-know-top-rated-riverside-schools/	Lifestyle
How to Make the Strongest Impression in the UCPATH Center Interview	https://ucpathjobs.org/about-ucpath-center/make-strongest-impression-ucpath-center-interview/	Employment Search
3 Tips to Spring Clean Your Work Life	https://ucpathjobs.org/about-ucpath-center/3-tips-spring-clean-work-life/	Lifestyle
5 Important Reasons to Love Your Job and Colleagues	https://ucpathjobs.org/about-ucpath-center/5-important-reasons-love-job-colleagues/	Lifestyle
4 Resume Tips to Get Your Foot in the Door	https://ucpathjobs.org/about-ucpath-center/4-resume-tips-get-foot-door/	Employment Search
How to Spring Clean Your Life	https://ucpathjobs.org/work-life-balance/spring-clean-life/	Lifestyle
The Top 5 Ergonomic Tips You Need To Know	https://ucpathjobs.org/about-ucpath-center/top-5-ergonomic-tips-need-know/	Lifestyle
How to Spend Your Weekend in Riverside	https://ucpathjobs.org/about-riverside/spend-weekend-riverside/	Lifestyle
How Workplace Diversity is Beneficial at the UCPATH Center	https://ucpathjobs.org/about-ucpath-center/workplace-diversity-beneficial-ucpath-center/	UCPATH Center

Blog Posts continued *(45 total posts)*

Blog Post Title	Link to Blog Post	Category
4 Way to Fit in Fitness at Work	https://ucpathjobs.org/about-ucpath-center/4-ways-fit-fitness-work/	Lifestyle
2018 Tech Trends in HR to Watch	https://ucpathjobs.org/about-ucpath-center/2018-tech-trends-hr-watch/	UCPC
3 Simple Ways to Volunteer and Give Back in Riverside	https://ucpathjobs.org/about-riverside/3-simple-ways-volunteer-give-back-riverside/	Lifestyle
4 Unexpected Discoveries from UC	https://ucpathjobs.org/lifestyle/4-unexpected-discoveries-uc/	UCPC
How Workplace Culture Breeds Happy Employees	https://ucpathjobs.org/about-ucpath-center/workplace-culture-breeds-happy-employees/	Lifestyle
Getting into Human Resources without an HR Degree	https://ucpathjobs.org/human-resources/getting-human-resources-without-hr-degree/	UCPC
How to Craft a Cover Letter that Will Make an Impression	https://ucpathjobs.org/cover-letters/craft-cover-letter-will-make-impression/	Employment Search
5 Professional New Year’s Resolutions for 2018	https://ucpathjobs.org/employment-search/5-professional-new-years-resolutions-2018/	Lifestyle
12 Things UC Achieved in 2017 That You May Not Know About	https://ucpathjobs.org/working-at-uc/12-things-uc-achieved-2017-may-not-know/	UCPC
Transitioning to a Civilian Career: Veterans at the UCPath Center	https://ucpathjobs.org/about-ucpath-center/transitioning-civilian-career-veterans-ucpath-center/	UCPC
What Makes The UCPath Center’s Finance Department So Unique?	https://ucpathjobs.org/about-ucpath-center/makes-ucpath-centers-finance-department-unique/	UCPC
UCPath Center Named a Top Workplace for 2017	https://ucpathjobs.org/about-ucpath-center/ucpath-center-named-top-workplace-2017/	UCPC
4 Crucial Steps to Landing The Job	https://ucpathjobs.org/applications/4-crucial-steps-landing-job/	Employment Search
Six Places You Can Visit In Under Sixty Minutes (From Riverside County)	https://ucpathjobs.org/about-riverside/six-places-can-visit-sixty-minutes-riverside-county/	Lifestyle
Transform Your Job into a Career at UCPath Center	https://ucpathjobs.org/about-ucpath-center/transform-job-career-ucpath-center/	Employment Search
Getting in the Holiday Spirit - Riverside Style	https://ucpathjobs.org/about-riverside/getting-holiday-spirit-riverside-style/	Lifestyle
Monica Johnson, from the Peace Corps to the UCPath Center	https://ucpathjobs.org/working-at-uc/monica-johnson-peace-corps-ucpath-center/	UCPC
Making Energy Where the Sun Shines: Solar Energy System Installed at UCPath Center	https://ucpathjobs.org/sustainability/making-energy-sun-shines-solar-energy-system-installed-ucpath-center/	UCPC
The UCPath Center is Hiring. Here’s Why You Should Work Here	https://ucpathjobs.org/about-ucpath-center/ucpath-center-hiring-work-uc/	Employee Search
10 Common Resume Mistakes and How to Avoid Them	https://ucpathjobs.org/resumes/10-common-resume-mistakes-and-how-to-avoid-them/	Employment Search
How to Land a Job at the University of California	https://ucpathjobs.org/working-at-uc/how-to-land-a-job-at-the-university-of-california/	Employee Search
Considering Relocating for a Job? Here’s What You Need to Know	https://ucpathjobs.org/career-opportunities/considering-relocating-for-a-job-heres-what-you-need-to-know/	Lifestyle
When’s the Best Time for a Job Change	https://ucpathjobs.org/career-opportunities/whens-best-time-job-change/	Employment Search

Videos *(27 total videos)*

Video Title	Link to Video
Identify Your Niche at The UCPATH Center	https://www.youtube.com/watch?v=_aAJLMpSwA
Work/Life Balance as a Priority	https://www.youtube.com/watch?v=aYMGvpAwL9U
Opportunities for Growth at The UCPATH Center	https://www.youtube.com/watch?v=E5YALGgISTU
Working For The University of California	https://www.youtube.com/watch?v=9CYDYzZyGpc
Build Your Experience at The UCPATH Center	https://www.youtube.com/watch?v=nAgwXq3jXa8
The UCPATH Center Work Culture	https://www.youtube.com/watch?v=XeV1XWhwP9g
Working for The UCPATH Center	https://www.youtube.com/watch?v=jzwm7H8QtNY
Helping UCPATH Center Employees Succeed	https://www.youtube.com/watch?v=yiEZgQNR95E
UCPATH Center Receives the Riverside Beautification Award	https://www.youtube.com/watch?v=Ekiwhg5lUjc
Make an Impact at The UCPATH Center	https://www.youtube.com/watch?v=7WSlx6emT_I
UCPATH Center Honored with the Top Workplace Award	https://www.youtube.com/watch?v=RiOGprprtGA
The UCPATH Center's Collaborative Culture	https://www.youtube.com/watch?v=Bi1gFXGNBNY
A Look Inside the UCPATH Center's Engaging Culture	https://www.youtube.com/watch?v=lugLz6ac25w
The Benefits of Working at the UCPATH Center	https://www.youtube.com/watch?v=96-OYJL8mag
Why You Should Work in Riverside	https://www.youtube.com/watch?v=XH4sapeyCTQ
How to Make Your Cover Letter Stand Out	https://www.youtube.com/watch?v=h2zEqM85BEY

Video Title	Link to Video
How to Format Your Resume	https://www.youtube.com/watch?v=qW2baE4YJU8
Common Resume Mistakes	https://www.youtube.com/watch?v=KtgT_S79tgE
How to Format Your Cover Letter	https://www.youtube.com/watch?v=ssFgZe_38bl
The Importance of Cover Letters	https://www.youtube.com/watch?v=Sf2FXfOR00g
Listing Your Accomplishments On Your Resume	https://www.youtube.com/watch?v=H_FZDgeaCzM
How to Make Your Resume Stand Out	https://www.youtube.com/watch?v=wgk8b0HVDME
Work and Thrive in Riverside	https://www.youtube.com/watch?v=MqnBla0j7Zg
What the UCPATH Center Looks for in a Candidate	https://www.youtube.com/watch?v=dDav8GcRqAM
Advance Your Career at the UCPATH Center	https://www.youtube.com/watch?v=gZzqIZOSorg
Make a Difference for the University of California at the UCPATH Center	https://www.youtube.com/watch?v=xQneCpcWCXQ
Getting Started With Your Application	https://www.youtube.com/watch?v=utRkRpW8oYY
Application vs Resume	https://www.youtube.com/watch?v=6ZYjeg_HTbg
Application Tips: Employment and Education History	https://www.youtube.com/watch?v=LB4CftFBI9U
Application Tips: Gaps In Employment	https://www.youtube.com/watch?v=xj7z_fS3KJw
What to Expect: The Phone Interview	https://www.youtube.com/watch?v=eH7KFF8Op4w
What to Expect: The In-Person Interview	https://www.youtube.com/watch?v=e3LkRy0mJgo

Here's to our
continued success in
2019!