

**A Professional Development Podcast
about success in the Tech Industry**



ONPOINT

with TechPoint

Explore...

- Advice from successful innovators
- Stories from recent graduates
- Best tips for landing your dream job
- Job posts, programs, funding, and more!

December 7th, 2020

OnPoint Podcast Proposal

Proposed To:

TECHPOINT

Digital Collaborative Writing Class and TechPoint

Proposed By:

Lauren Bishop

Julia Yelnick

Rob Hageboeck

Pragyan Dey

Danielle Kameristy

December 7th, 2020

OnPoint Podcast Proposal

Table of Contents

Introduction - page 03

What - page 05

Why - page 07

How - page 10

Appendix - page 14

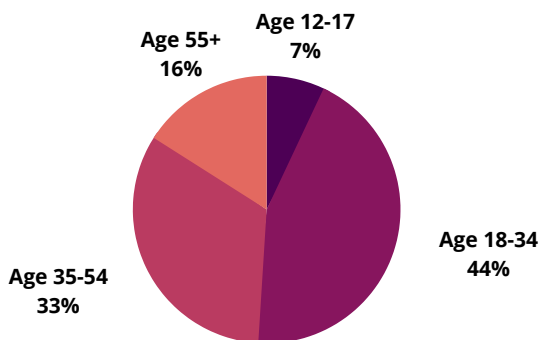
Citations - page 17



Introduction

The Booming Popularity of Podcasts

Podcasts have introduced a new, innovative medium for sharing stories. As they connect people from all over the world in unprecedented ways, podcasts have become a key feature in people's ears, cars, and kitchens, **delivering media quickly yet impactfully.** Podcasts are thriving in a plethora of different disciplines, ranging from crime to self development to entrepreneurship, and they intertwine easily with other social media platforms like Instagram, YouTube, and Facebook. Organizations and individuals are embracing this new podcasting medium as a way to efficiently connect to listeners as they move through their everyday lives. Instead of fighting to capture the eyes of a target market through visual assets on a digital platform, podcasts allow the messages, values, and insights of companies to move with agility and **meet audience members where they are.**



Monthly Podcast Listeners

(Infinite Dial 2020)

16 Million

people in the US consider themselves "Avid Podcast Fans"

(Infinite Dial 2020)

Younger Demographics & Podcasts

Podcasts have specifically connected with younger age demographics, with the largest bulk of listeners being between the ages 18 and 34 (Infinite Dial 2020). This group gravitates towards podcasting for a sense of solidarity with others, and also to gather information in a fast-paced, engaging way. Podcasts have incited impressive loyalty, with podcast listeners each subscribing to an average of 7 shows per week (Infinite Dial 2020). This illustrates how the intimate yet quickly digestible nature of podcast episodes appeal directly to the desires of younger generations.



Introduction

TechPoint's Mission

TechPoint targets this **same young demographic**, roughly ages 18-24, to explore professional opportunities in the Indianapolis tech ecosystem. TechPoint has a **robust communication network and a highly successful Xtern program**, with alumni who work in top companies after completing successful internships. This Xtern program, along with additional technology and startup competitions such as the 2020 Summer Opportunities for Students Challenge, have molded strong relationships with a network of young people. These programs have also connected budding students with influential mentors from technology companies, helping them navigate job hunting while also advocating the appeal and growth of Indianapolis as a technology hub.

Our Proposal

TechPoint is in the perfect position to communicate with highly talented graduates throughout the state of Indiana. However, Techpoint's typical communication channels - emails, newsletters, social media posts, and attendance at career fairs - **are all quick forms of contact**. We believe that TechPoint can strengthen their long-term relationships with young demographics through a **bi-monthly professional development podcast**. By featuring both TechPoint program alumni and corporate partners, the OnPoint podcast will leverage Techpoint's strengths by telling stories about how individuals are finding professional and personal fulfillment after working with TechPoint. This will create continued engagement with young technology talent, connect students and graduates with professional resources, and immerse them in a community of individuals that share similar passions and career aspirations.

We propose a bi-monthly podcast, *OnPoint*, that interviews TechPoint alumni and corporate partners about their tech careers and topics in professional development.



What

The OnPoint Podcast

Our bimonthly podcast, "Onpoint", will share ideas about professional development in the tech industry and how Techpoint, a growth accelerator for Indiana's tech ecosystem, can help assist professionals in tech. **The podcast will feature two interviews each month: one with a TechPoint program alumni, and one with a corporate partner, employer, or mentor.** These episodes will dive into the backgrounds of these guests, illustrating how they became passionate about working in the tech industry, what their specific interests are, and their most valuable insights and experiences.

Episode 1

Amy Brown

Founder and CEO: AuthentiCx



Winner of the 2020 TechPoint Rising Entrepreneur Mira Award, Amy Brown is a 20 year old healthcare veteran who launched AuthentiCx to transform the way humans understand humans. AuthentiCx analyzes and aggregates customer data to reveal transformational opportunities in healthcare. Here about her startup story in this episode!

Episode 2

Bryan Wade

CEO: Sigstr



A participant in TechPoint's Venture Capital Speed Dating program, Bryan Wade is a software executive with deep operational experience in SaaS. He builds and leads customer success, engineering, sales, partner/channel and product teams. Listen as Bryan shares his insights from his CEO position, the challenges of his experiences in the tech industry, and his advice to those starting out in the field.

TechPoint Interns

OnPoint will be managed and produced by a **Marketing & Communications Intern as well as a Podcasting Intern.** The interns will be recruited from university Media Communication, Arts Administration, Business, or Music programs. The internship will be unpaid but interns will **receive school credit** after the semester is over. In addition, interns will help with the writing of the podcast script, assist with the retrieval of equipment and help to advertise OnPoint on their social media accounts. The goal of the internship is for interns to be able to identify with the episode guests, compare the guests' experiences to their own and unpacking the similarities and differences. They will find community and inspiration through the alumni episodes, and uncover resources and advice through the episodes featuring corporate leaders.



What

Podcasting Intern

Responsibilities

- Recording, mixing, and producing audio
- Interviewing episode guests in person and over the phone
- Creating a basic script/series of questions for each guest
- Working in Digital Audio Workstation of choice
- Handling tech equipment like mics, filters, and voice recorders
- Acting as a host personality for one season of podcast episodes

Marketing & Communications Intern

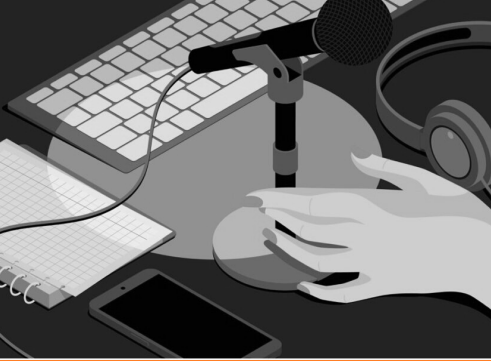
Responsibilities

- Outlining and recruiting guests for one season of podcast episodes
- Creating marketing materials for podcast episodes
- Writing creative episode descriptions
- Coordinating with TechPoint employees in marketing roles
- Organizing and scheduling podcast interviews
- Working with Podcasting Intern to establish a clear, consistent work flow
- Develop consistent branding

Internship Execution

Having interns will help Techpoint **strengthen relationships with educational networks and tech professionals.** It is common in podcasting for the person recording the interview to also be the one speaking with the guests, therefore it is plausible for the podcasting intern to adopt hosting responsibilities. This will also keep the podcast interesting as different interns cycle through rather than stagnating with an unevolving model. **Each semester will constitute one season of Podcast Episodes**, so the host will naturally change as each new season airs.

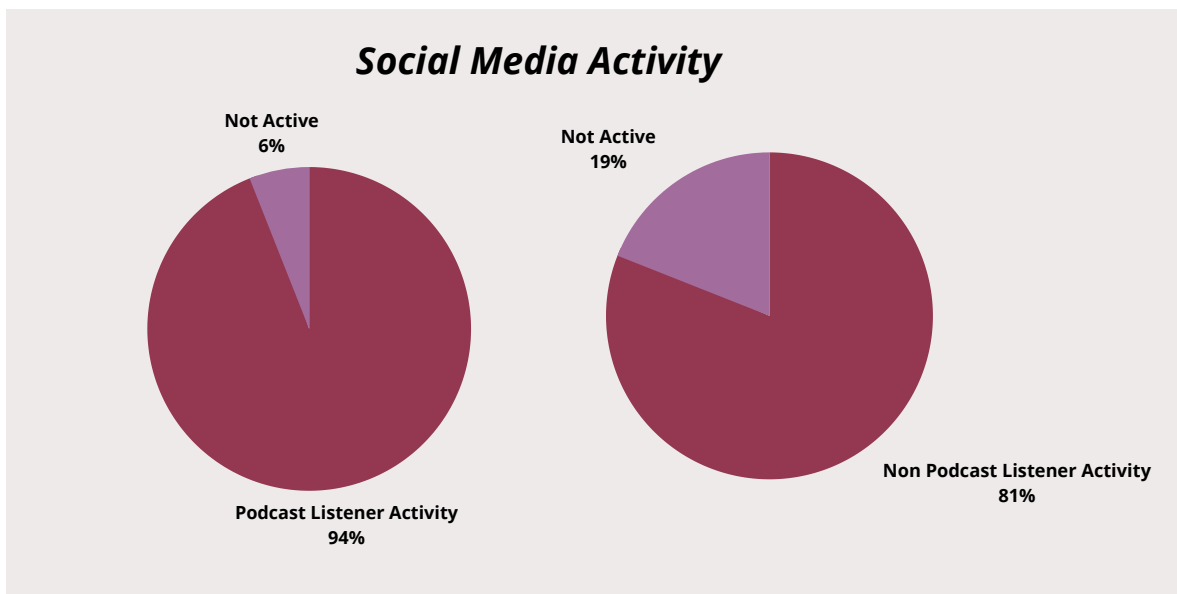
The combination of these two interns will take the majority of the **pressure off of TechPoint employees** for creating and producing the podcast. The main responsibility of full time employees will be managing the interns, which consists of checking in on their tasks and assuring their internships aligns with school credit requirements. These credit requirements are outlined in our implementation section. Overall, the effort of managing interns is far less than that of producing a podcast. Additionally, working with interns will strengthen university relationships and embed TechPoint's name more deeply into educational networks of students.



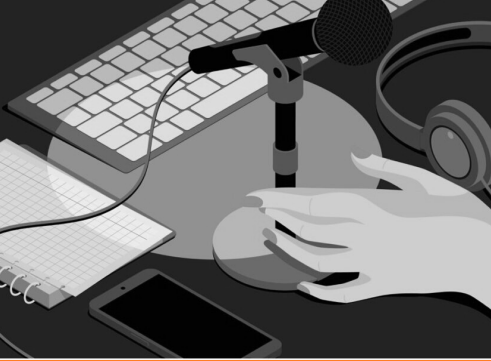
Why

Why a Podcast is Right for TechPoint

OnPoint will create, strengthen, and nurture relationships with **TechPoint's target market**. Connecting meaningfully and consistently with the age demographic of 18-24 year olds is essential for TechPoint's **central mission** - recruiting young talent into the Indianapolis tech ecosystem. People ages 12-24 make up 40% of all listeners, which aligns directly with the TechPoint audience. Additionally, podcast listeners are shown to be more active on social media channels, with 94% of listeners active on at least one versus 81% for the general population (improvepodcast.com).



Podcast listeners are also **more likely to follow companies and brands on other social media accounts**. (Infinite Dial 2020). A professional development podcast is therefore positioned to connect directly with the Techpoint's target market, young professionals and college-aged students, because this demographic is already driving the majority of podcast activity and growth. Since engagement through podcasting is shown to drive engagement on other social media channels, the time and energy invested in the podcast production will be rewarded not only with successful episode listeners, but an overall increase of digital engagement and networks. Most importantly, **education focused podcasts are the second most popular genre in the field**, so there is great precedent for audience interest and listener loyalty for information-focused podcasts.



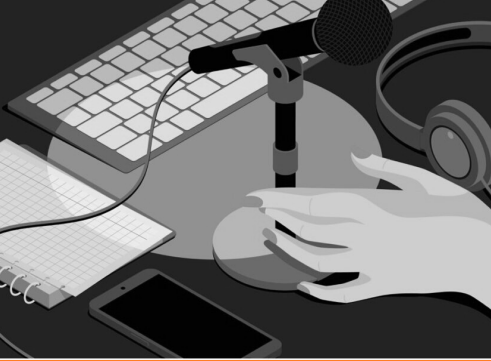
Why

Leveraging TechPoint's Strengths

The OnPoint podcast will also allow TechPoint to strengthen its pre-existing networks and communities. By interviewing and reaching out to previous program participants, OnPoint keeps alumni relationships alive and continuous. Alumni will also now have a forum to **keep in touch with TechPoint, hear relevant stories, and share information with their friends and family.** "My mentor in my internship was so cool this summer - you can actually listen to this podcast episode where TechPoint interviews her and she shares her story!" Since TechPoint works primarily with young professionals, those individuals' careers don't cease after they finish their TechPoint program or internship. They are still navigating interviews, employment, mentorships, and all other elements that come with being a young professional. **Having a place where they can continue to gather guidance, hear from employers and like-minded young professionals, and receive helpful resources is exactly what those young professionals need.** OnPoint can do this by creating a stream of Professional Development insights packed into an ongoing community.

Marketing Personalization

The OnPoint podcast can also make TechPoint's marketing channels more **personal and long-lasting.** It was specified that TechPoint has established relationships with University Clubs and Career Offices throughout the state of Indiana, but that these relationships can be difficult to maintain and lag in efficient communication. Producing bi-monthly podcasts episodes that relate directly to the activities and experiences of collegiate students is **a clever way to bolster these relationships.** Rather than advertising TechPoint's mission, programs, and opportunities each semester to new club officers and career counselors, the podcast can streamline this information and be a constant tool used and shared with these networks of people. Including podcast advertising in the successful and wide-reaching TechPoint Newsletter would be a fantastic way to start this. In networking with University contacts, certain episodes that focus on corporate employers, mentors and partners could even be assigned for homework or extra credit. OnPoint will personalize Techpoint's online presence by **sharing unique stories that come directly from people in the world of technology.** Rather than spotlighting opportunities, programs, forms, seminars, etc., the Podcast **spotlights people.** This brings a level of authenticity that will elevate TechPoint's overall value, offering not just services but deeply impactful experiences, stories, resources and relationships.



Why

Newsletter

- Audience of 30,000
- Consistent communication
- Established credibility from previously shared resources

Podcast can utilize the reach of this tool

Xtern Program

- Large applicant pool
- Established alumni network
- Easily grabs the attention of students

Podcast caters to interested or rejected Xterns

University Connections

- TechPoint has a presence at career fairs
- Already have contact with uni. clubs, but trouble maintaining consistency

Podcast leverages networks that are already established

Benefits of Interns

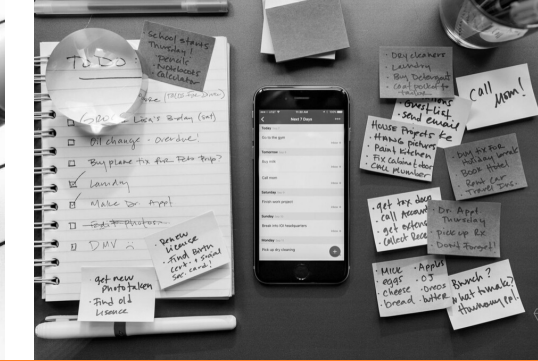
Placing the primary responsibilities of this podcast on two student interns - a Podcasting Intern and Marketing & Communications Intern - **reduces the energy required by TechPoint employees to produce this podcast while simultaneously strengthening relationships with University students.** Posting this podcast on forums like LinkedIn and Career Service Websites will connect directly to college-aged individuals. Additionally, as these internships are offered each semester in exchange for college credit, they will become well known on different campuses and even by university programs and professors. This will increase the brand recognition of TechPoint throughout the state as the company's mission, internships, and opportunities circulate in multiple ways through these university networks. Since many internships for young students lack challenging tasks and responsibilities, the value of two responsibility-filled, semester-long internships will increase TechPoint's credibility with young professionals and college students.

Pros for TechPoint

- Dedicated workers who don't require pay
- Minimal increase in employee workload
- Influence of young, student perspectives
- Strengthening of connections with universities

Pros for Interns

- College credit
- Professional connections with episode guests
- Real world experience with legitimate responsibilities
- Possible future job/program recommenders



How

Core Details

The first phase in launching a successful podcast is establishing the core details and objectives of the project. We propose the TechPoint podcast be branded OnPoint and shape itself around the topic of professional development in the tech industry. This can include showcasing up and coming startups, successful Xtern stories, advice from leaders and mentors, and strategies for building a thriving career. The **target length of the proposed OnPoint podcast will be 30-45 minutes and will be interview style conversations between the host and the episode's interviewee(s)**. This eliminates the need for a written script, instead opting for guiding questions and free-form conversation. A few examples of people that could be interviewed for the episodes employees from member companies in the TechPoint directory, including Passageways, Cornerstone, or Cummins. See page 13 for a full directory of potential guests, materials for reaching out, and question templates.

The second phase involves recruiting a Student Podcasting Intern and Marketing Intern. TechPoint will need to find someone with audio expertise to edit, produce, and potentially host the episodes. We propose **focusing on Universities and Colleges throughout the state, including Indiana University, Purdue, Butler, and IUPUI**. The most important element is organizing the ability to earn school credit through this internship. We have outlined the requirements for large universities in the state on Page 12.

In order to get our internship advertised to students, we suggest creating a descriptive job post on **LinkedIn and share the internship information with the career centers at each school**. It is typical that audio engineering and media communications students have access to podcast production equipment through their universities, so this can mitigate the cost for TechPoint needing to invest in recording equipment. A list of tools that interns are required to have (computer, editing software, etc.) can be provided by the interviewer during an applicants specified interview time. In a general sense, access to a iPhone/microphone and laptop are necessary. January of 2021 is the aimed start date. **The decided intern manager at TechPoint will interview applicants and ultimately decide upon who gets the internship**. The process our applicants undergo will be selective and precise - see the implementation plan on page 16.



How

Where to Recruit Student Interns

Indiana University

- Walter Center for Career Achievement
 - Handshake
- <https://careers.college.indiana.edu/>

Purdue University

- Center for Career Opportunities & Pre-Professional Advising
- <https://www.cco.purdue.edu/>

Butler University

- CaPS: Office of Career and Professional Success
- <https://www.butler.edu/career>

IUPUI

- Career Services Council
- <https://career.iupui.edu/>

LinkedIn

Posting your job on LinkedIn allows you to reach the world's largest professional network to connect your job with qualified candidates. You can post your job opening in minutes, track applicants, and share top picks with your team to gather valuable feedback.

Indeed

Posting a job on Indeed is simple. When you're ready, Indeed will help you create your post by asking you simple, step-by-step questions. The info you provide for each question will add up to a comprehensive job post that helps you reach great candidates. Then you can focus on what matters most: making connections.

Glassdoor

Candidates from glassdoor are 2X more likely to be hired because they are a good fit, and you can post up to 10 jobs free for 7 days! Glassdoor is the leader in employer branding, and gives you the power to bring your company's story to life so you can reach and influence the best talent!

The final phase is to publish the podcast to the TechPoint website using the branding and marketing materials designed early on in the process. Look to future podcasts, episodes, and seasons during publishing so that listeners can easily access all of the podcasts produced and quickly play them back. After this project is off the ground, TechPoint may choose to expand its podcast publishing. Publishers like Apple Podcasts rely on an RSS feed (a way to map out your podcasts) to share your podcast with their users. **TechPoint can choose to generate a feed for their podcast themselves or use an online service for free or a small fee depending on usage.**



How

Credit Requirements for Interns

These vary slightly from school to school, but generally:

- A supervisor from TechPoint whose information is submitted to the school
- This supervisor completes an evaluation of the intern at the end of the internship, sometimes also at the halfway mark
- 45 hours of work = 1 credit hour. Generally, most students prefer earning 2 or 3. This puts their work at roughly 100-150 hours per week over 15 weeks, which is about 8-15 hours of work per week.
- Accounting for school breaks where students will have time off (Fall Break, Thanksgiving Break, Spring Break.)

Episode Recruitment Outlines

- 8 episodes each season (2 per month)
 - September to December, January to May, optional summer term
- Each episode: roughly 45 minutes of content
- Each episode guest
 - 25 minute meeting to go over the podcast basics (this can happen day of recording)
 - 45 - 1 hour to record episode
- Future possibility of revenue from included ads

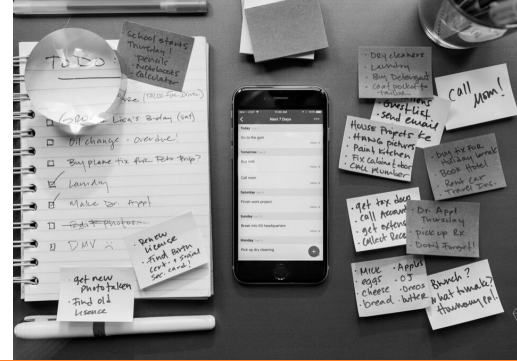
Where to Publish

Apple Podcasts



Podbean Membership

- \$9/month
- Unlimited Audio Storage
- Unmetered Bandwidth
- Podcast Music Themes
- Map your own domain
- Comprehensive Podcast Stats
- iPhone and Android App
- Podcast Monetization



How

Possible Guests

- Signature Events Alumni
 - Kristian Anderson
 - Vera Vander Kooy
 - KSM Consulting Rep
 - Jenny Vance
 - Ilya Reckhter
- Tech 25 Teams
 - Carlee Montgomery
 - Peh Keong Teh
 - Julia Kauffman
 - Emily Trimble Williams
 - Luke Zhang
 - Greg Morris
 - Kristen Hamerstadt
- Xterns, Talent Network
 - Steve Caldwell
 - Salesforce reps.
 - GEICO reps.
 - Cummins reps.
 - Allison Hartman
 - Nick Turner
 - Kyle Shipley

Reaching Out Template

Hello, _____!

My name is _____ and I am the Marketing and Communications Intern at TechPoint. TechPoint is a growth accelerator for Indiana's tech ecosystem - we work to recruit young technology talent and set them up for success in Indianapolis through our wide-reaching, tech focused networks. We have jumpstarted an exciting new podcast, OnPoint with TechPoint, focused on Professional Development topics in the tech field. We are eager to interview you for one of this season's episodes, focusing on your experiences in _____. This would require a 25 minute preliminary meeting to plan the episode and go over some mechanics, and then 45 minutes - 1 hour of your time to record the episode. Please let me know if this is something you would be interested in!

Guiding Episode Questions

- Tell us about your background - how have you ended up where you are?
- What does your daily life look like?
- What attracted you to your current position?
- What were some of your biggest challenges pursuing a job in the tech world?
- What are some of your biggest challenges as a young professional?
- What would be your advice to new tech graduates?
- What is one book or resource you recommend to everyone?
- What are your biggest interview or recruitment tips?
- What do you wish you would have known earlier in your career?



Appendix: Equipment

Minimal Option

1. Recorder: iPhone voice memo application (free)
2. Audio Software: Adobe Audition
 - a. Any student with audio editing experience typically owns their own software or can access the adobe suite free through their school.
3. Podbean Membership: \$9/month
 - a. This includes publishing resources, music, RSS server, and connection to Apple Podcasts

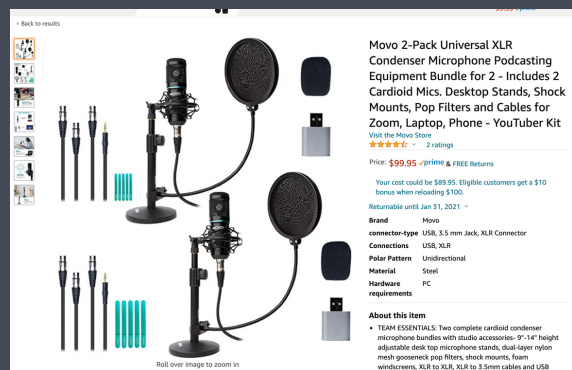
Medium Option

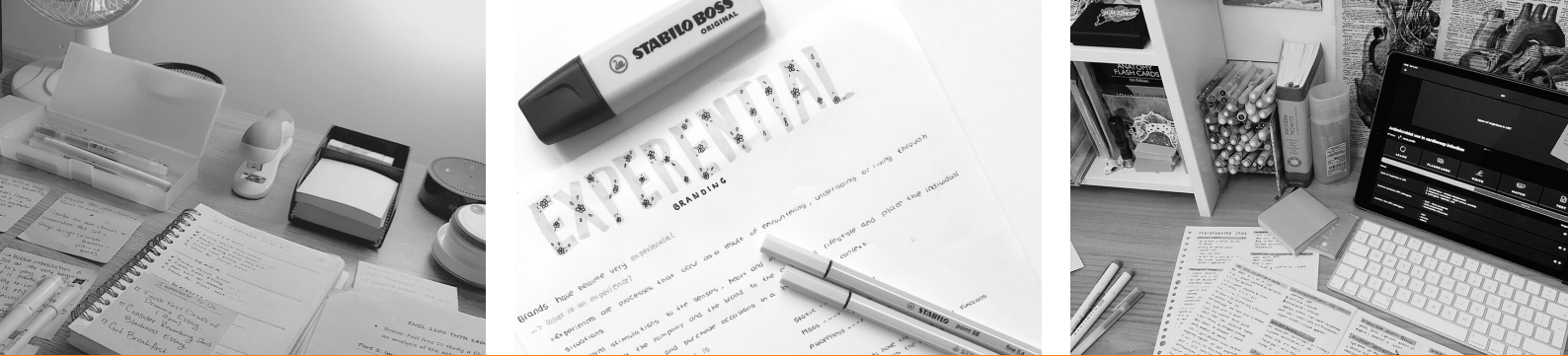
1. Recorder: USB Condensor Microphone and Pop Filter (\$40 - Amazon)
2. Audio Software: Adobe Audition
3. Podbean Membership: \$9/month



Higher Option

1. Recorder: 2 Cardioid Podcasting Microphones (\$99 - Amazon)
2. Audio Software: Adobe Audition
3. Podbean Membership: \$9/month





Appendix: Intern Descriptions

TechPoint Podcast Marketing & Communications Internship

Spring 2021

Job Description:

Are you a collegiate tech enthusiast with a passion for podcasting? Indianapolis-based TechPoint is looking for a self-starting, experienced Marketing & Communications Intern to lead our new OnPoint podcast initiative. You'll work closely with a member of our team based in Indianapolis and a fellow audio host and audio engineering intern and have an opportunity to meet some of Indiana's greatest entrepreneurs and academics. This internship is focused on marketing and organizing production of a new podcast, OnPoint, sharing information with the tech community throughout the state of Indiana!

You Will:

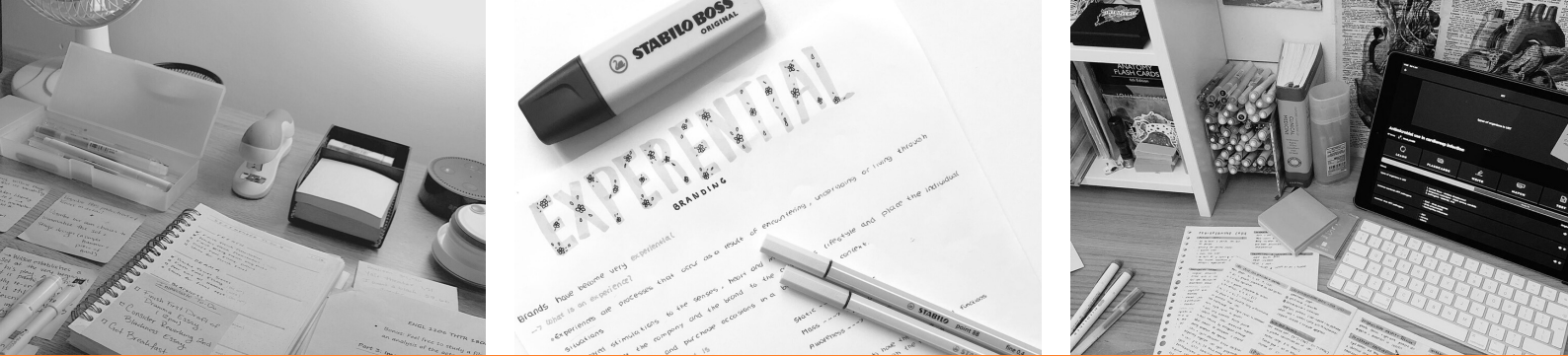
- Handle marketing of a bimonthly Indiana-tech-based podcast
- Recruit and connect with podcast episode hosts
- Organize episode recordings, manage channels of communication
- Create social media and email marketing content
- Develop consistent branding themes and materials for the OnPoint podcast

You Have:

- Experience working in the Adobe Suite
- Ability to network with new individuals and build a wide community
- Familiarity with social media content creation
- Determination to succeed in a collaborative and creative environment

You Are:

- Highly organized, with an ability to manage multiple projects at once
- Collaborative, creative, and an excellent time manager
- Excited about Indiana and all its entrepreneurial scene has to offer!
- A Sophomore, Junior or Senior in an undergraduate academic program



Appendix: Intern Descriptions

TechPoint Podcasting Internship *Spring 2021*

Job Description:

Are you a collegiate student with a passion for podcasting? Indianapolis-based TechPoint is looking for a self-starting, experienced podcast host and audio engineer to lead the production of our new OnPoint podcast initiative. You'll work closely with a member of our team based in Indianapolis and a fellow marketing and communications intern and have an opportunity to meet some of Indiana's greatest entrepreneurs and academics. This internship is focused entirely on podcast production so you can do what you love!

You Will:

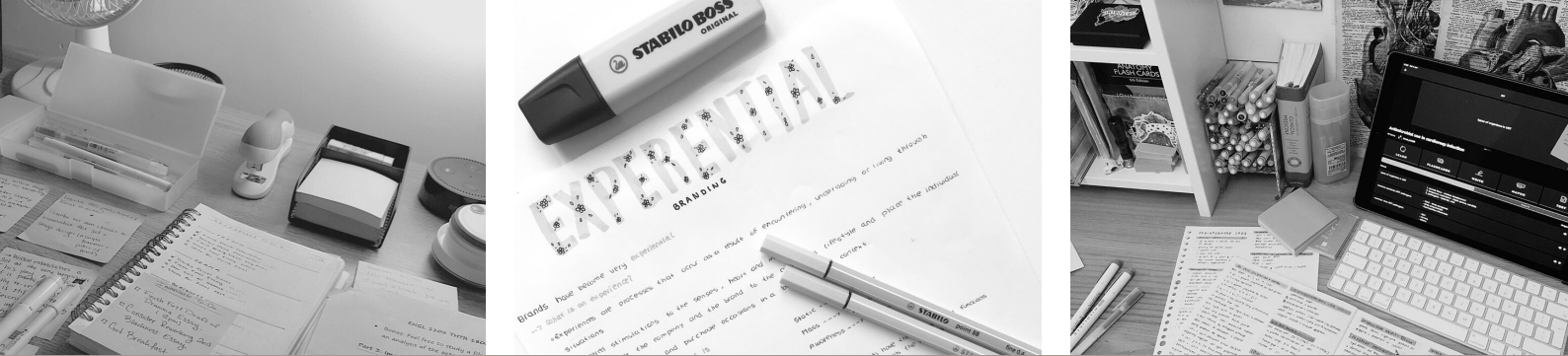
- Handle the necessary audio editing for the bimonthly OnPoint podcast
- Assist in conducting interviews remotely and in-person as circumstances allow
- Brainstorm with your supervisor to create new podcast ideas
- Share ideas with the marketing team on branding and episode specific information.

You Have:

- Experience in editing audio-based storytelling
- Able to make substantial modifications to audio files so that voices can be heard clearly over other sounds
- Experience with recording in suboptimal audio environments and understand best practices to minimize background noise for better sound quality
- Experience mixing many different tracks into a single export

You Are:

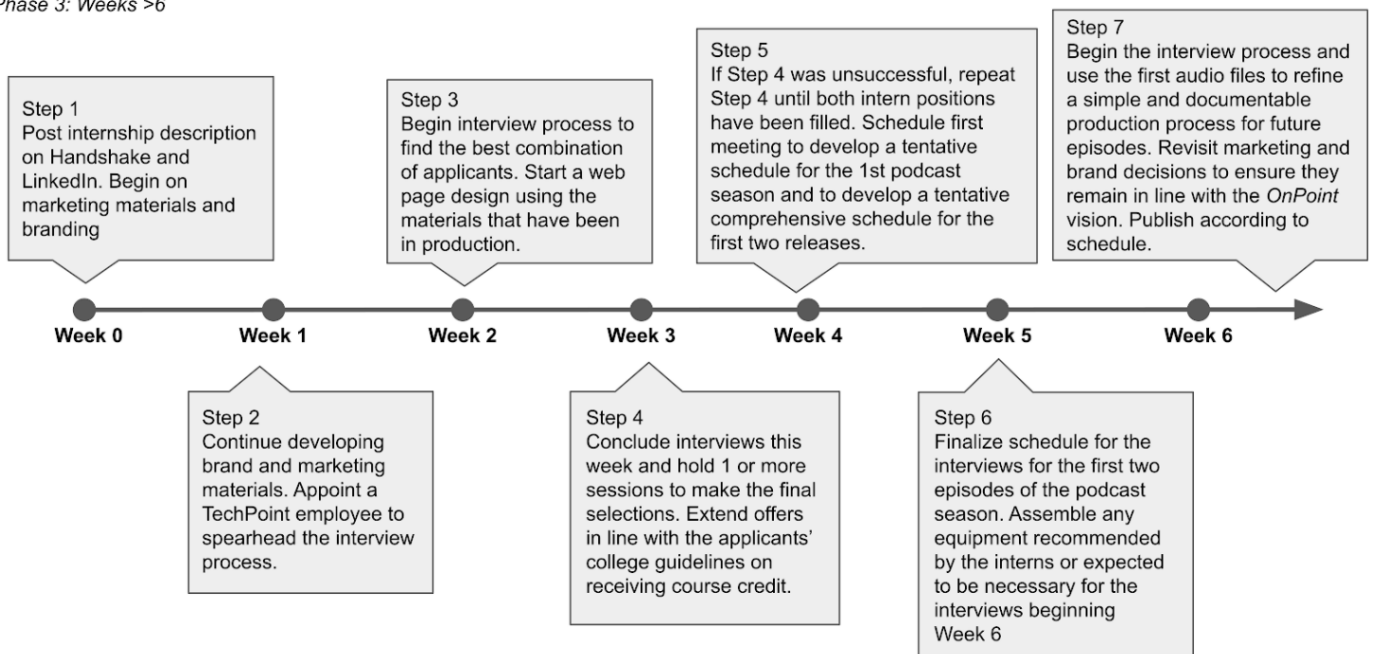
- Highly organized, with an ability to manage multiple projects at once
- Collaborative, creative, and an excellent time manager
- Excited about Indiana and all its entrepreneurial scene has to offer!
- A Sophomore, Junior or Senior in an undergraduate academic program



Implementation Plan

Phase 1: Weeks 0-2
 Phase 2: Weeks 3-5
 Phase 3: Weeks >6

6 Week OnPoint Implementation Plan



Citations

Publishing and Creating a Podcast. (n.d.). Retrieved December 3, 2020, from <https://improvepodcast.com/>

Edison Research. "The Infinite Dial 2020." Edison Research, Edison Research <Http://Www.edisonresearch.com/Wp-Content/Uploads/2014/06/Edison-Logo-300x137.Jpg>, 22 May 2020, www.edisonresearch.com/the-infinite-dial-2020/.

"TechPoint." TechPoint, 14 Apr. 2020, techpoint.org/.