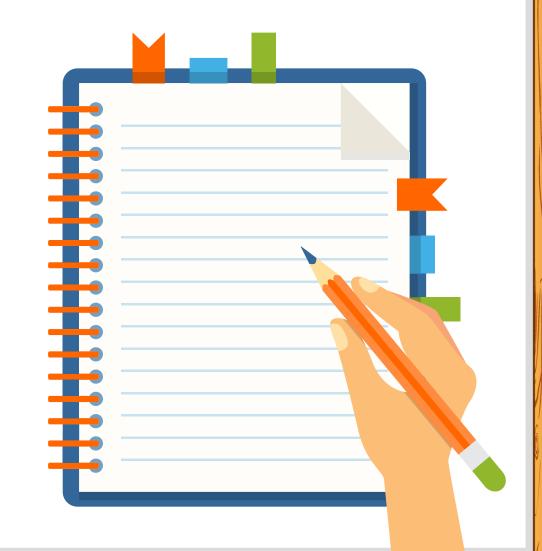
Our Student 5 year Strategy

Date: April 2014 (Draft)



Agenda

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Strategy Overview

The student strategy cover the 3 pillars of the corporate strategy

- 1. Employee
- 2. Customer
- 3. Community





By having a broader U.S. Student

Strategy we can align Bold to help achieve the overall corporate diversity strategy at a faster pace





Lets Explain How

Employee Pillar





Build company brand recognition for potential employee

Attend student Accounting Association Conference

2016	2017	2018	2019	2020
	⊘			



Engage employees to attend student events to foster Networking with students and internally

	2016	2017	2018	2019	2020
Chicago Cocktail					
Nola Conference					
ON-Campus Presentation					



Employee Pillar: Scholarship

Attract employees through 2 Scholarship offering to 2018







Customer Pillar

Promote our brand to student and parents at regional diverse college events

SWAC



STATS

UNCAF



STATS



Community Pillar





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2016	2017	2018	2019	2020

Support Education by participating in the UNCF walk

Target Target Target

	2016	2017	2018	2019	2020
Chicago					
Huston					
Columbus					



Consumer



Banking







Checks

