

Our Student 5 year Strategy



Date: April 2014 (Draft)

Agenda

- Lorem ipsum dolor sit amet.
- Lorem ipsum dolor sit amet .
- Lorem ipsum dolor sit amet .
- Lorem ipsum dolor sit amet .
- Lorem ipsum dolor sit amet .



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					



BOLD
BLACK ORGANIZATIONAL
LEADERSHIP AT DISCOVER

Employee Pillar: Scholarship

Attract employees through 2 Scholarship offering to 2018



BOLD
BLACK ORGANIZATIONAL
LEADERSHIP AT DISCOVER

Customer Pillar



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

SWAC



STATS

STATS

UNCAF



STATS

STATS



BOLD
BLACK ORGANIZATIONAL
LEADERSHIP AT DISCOVER

Community Pillar



Offer training on Financial Literacy at select Universities

	Target	Target	Target	Target	
	2016	2017	2018	2019	2020

Support Education by participating in the UNCF walk

	2016	2017	2018	2019	2020
Chicago					
Huston					
Columbus					



Consumer



Banking



Loan Card



Checks

