



February 2022 Newsletter

Hello,

2022 is moving right along! It's already February and I hope you are going strong with your New Year's resolutions! We here at Firsthand, have been striving hard to keep our commitments and resolutions for this year. Please take a look below for some new releases, new marketing ideas, and updates from us. As always, if you have any questions, please feel free to reach out to your Customer Success Manager.

Upcoming MBA Career Fair!

On February 11th, Firsthand will be hosting an MBA Virtual Career Fair! During this virtual fair day, you'll learn about various MBA career paths from senior professionals in the consulting, banking, and technology industries – as well as from entrepreneurs who founded their own startups. You'll have the opportunity to ask questions, listen to the keynote speech, and join various panel discussions that address the various concerns that MBAs have who are looking for internships, full-time roles, and starting their own business. For more information and to register, click on the link below! Go ahead and share this link to anyone you feel would benefit in attending!

<https://fairs.firsthand.co/f/mba-career-fair>

February is a Great Month!

February is a great month for celebrating, reflecting and researching. With Black History Month, LGBTQ+ History Month, National Women Inventors Month, and even Bike to Work Month all landing here in February, check out some of the relative content and share with your institution! Use the search feature to find these and many more great items!

- Diverse Voices: A Black History Month Reading List - Article
- Best Internships for Diversity; Racial & Ethnic Diversity – Vault Rankings
- A Historic Year: 686 Employers Earn Perfect Scores in HRC's 2020 Corporate Equality Index – Article
- Best Internships for Diversity; LGBTQ+ Diversity – Vault Rankings
- Abbott's 'Shaping the Future of STEM Podcast' (Episode 5) – Podcast
- 7 Ways to Promote Physical Wellness in the Workplace - Article

What's New and Coming?

In late January, we updated and made live our 2022 Banking Rankings. Go ahead and check them out today! Coming soon to a Firsthand Platform near you: 2022 Consulting Rankings! Keep an eye out for this and many more great things!

Upcoming Webinars

- **Preparing for a Successful Mentoring Session** - As we are approaching Summer, your Students are going to be knee-deep in their career journey. Join us for an information session on why mentoring is beneficial to this exploration along with tips for a having successful mentoring session. March 8th - <https://register.gotowebinar.com/register/4109197530878170635>
- **Know What? Come Start Your Career Exploration Journey using Firsthand** - Join us for an overview of the Firsthand Resources, formally known as Vault. March 21st - <https://register.gotowebinar.com/register/7846820183761803787>

Feature Highlight – Messaging and Welcome Campaigns!

If you are still new to the Firsthand Platform or looking to gain some more traction, Emails and Welcome Campaigns can be a great feature to use! Please check out these videos to help demonstrate how you can leverage these two features! If you are looking for a way to use these features soon, we would suggest maybe leveraging these features for promoting the MBA Career Fair!

- [Messaging - Send an Email](#)
- [Messaging - Welcome Campaign](#)

Additional Release Highlight

Job Opening are now available on Company Profile Pages! As people are researching companies, they will now see job openings and internships directly on Company Profiles. “Job Openings at This Company” is now its own section within the Company Profile and will be visible among other great sections that you are used to including... Employee Reviews, Why Work Here, Getting Hired Here, etc.

As always if there's anything I can help with or you have any questions, please let me know.

[Feedback?](#) We are looking for feedback, if you are willing to share, please fill out this quick 5 question form that will better assist us in getting the most value to you.