

Date: March 3, 2023

To: Professor Hartl, Business Department Chair & Career Services Director

CC:

From: Ryan Simpson, Assistant Researcher

Subject: Research for Spotify

Graduating is a scary process for most students as they are beginning the transition into complete independence. In order to safely guide our students toward a comfortable and less-stressful future, it's important we find them jobs and opportunities in which they can continue to grow with great mentorship.

### **The Problem**

There are many companies out there that gear jobs toward recent college graduates. Whether they be entry-level, or just plain internships these titles exist to give new graduates a stepping stone in their professional careers. While many companies will want to SEEM like a good fit for recent graduates, many workplace cultures can be harmful and discourage employees from continuing their professional careers in a certain field. When looking for positive companies to bring to campus, Spotify appears to be a place that would give our students the tools to succeed and provide a great workplace environment.

### **Overview**

Spotify is a Swedish music streaming company with a large corporate office right here in NYC. They offer a wide range of jobs from data and IT, graphic design/ creative positions, and business or finance jobs, the perfect variety for such a diverse campus of different majors.

### **Audience**

**The results of our research and analysis will be presented and reviewed by the following:**

Gatekeeper: The Career Services Director— as the director of our service, you have the final say in which company comes to our campus, as well as the choice to even take my advice.

Primary: The primary audience is unique in this case because as the Career Services Director you are both the Gatekeeper and Primary audience for this proposal, as I wait for your approval of this proposal.

Secondary: General visitors of the campus who may hear about the visit from a company.

### **Topics to Investigate**

- What training is available to new employees?
- How soon is the average entry-level person promoted?
- How much travel and weekend work are expected?

- Is there a “busy season,” or is the workload consistent year-round?
- What fringe benefits are offered?
- What is the corporate culture?
- Is the climate nonracist and nonsexist?
- How strong is the company economically?
- How is it likely to be affected by current economic, demographic, and political trends?

### **Methods & Resources**

Spotify has many resources listed on their website from office tours, to lists of job openings, you can find so much information about their work culture and daily office life straight from their website. Also because they are the largest music streaming service on the internet, there are plenty of testimonials and articles written about the company and its work environment that you can find from a quick Google search.

### **Qualifications**

I am someone who loves music and also knows the struggle of trying to find job opportunities after college. Although they have many competitive positions and it could be difficult getting a spot on their team, you can trust that I select this company for all that they offer to their employees and the environment they can provide to our students.

### **Work Schedule**

Research	4 hours	March 3-10th
Creating Report	3 Hours	March 17th
Revising Report	2 Hours	March 24th
Editing Report	3 Hours	March 31st
Proofreading Report	1 Hour	April 7th
Final Report/ Presentation Practice	2 Hours	April 18th

### **Call to Action**

Although further research into Spotify and its opportunities is still needed, I hope my request for Spotify to visit our campus is appealing and that you see why they first came to my mind. As they always are in need of new interns and give lots of opportunities to young workers, they would make the perfect visitors to our campus. My wish is that after Spotify visits our campus, even if a student does not choose to apply, they feel just a little bit more confident that there is a fit out there for them in their professional careers.