

Date: 03/06/2023

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

CC:

From: Moritz Albrecht, Assistant Researcher

Subject: **Research for Boeing**

Students here at Alliance University get help from Career Services in order to find possible internships during their time of studying or also to get help finding jobs for after graduation. Career Services does this by bringing in companies that possibly fit and get students in contact with them.

The Problem

While there are so many companies out there, only a selected few can actually be brought into our university in order to get in contact with the students. Furthermore, it is not easy to see whether a company is a good fit or not from the outside right away, because it might look a lot different from the inside. Consequently, it is important to do research on the companies that are being brought into our university in order to make sure the students are offered opportunities of high value. Boeing seems like a company that would offer valuable possibilities for students, but more investigating needs to be done.

Overview

Boeing is an American multinational corporation and is one of the largest aerospace manufacturers worldwide. Furthermore, it is the largest US exporter by dollar value.

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 career service, you have the ability to accept this proposal to invite Boeing onto our campus in order to interact and offer potential internship and job opportunities.

Primary: Those who have a say as to whomever may be invited to our campus to interact with students: Specifically, the career services director, and other members of the faculty and staff—This is the target audience whom we want to influence.

Secondary: All of the faculty, staff, and students who walk around campus.

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

My first resource will be the Boeing website. Furthermore, I plan on going through any recent articles written on Boeing for example in the NY Times, Forbes, Business Insider and other related resources. I will also be in contact with someone who currently works for Boeing as I have a contact there and might gain more insights through that. Another way of possibly getting into contact with another person from Boeing would be through their website.

Qualifications

As a person who is highly interested in having more businesses come on campus and make connections with our students, I am qualified. Furthermore, I do have an interest in the Boeing company as well which will help make my research more valuable. Boeing is a company that appears to be a good fit for our students.

Work Schedule

Researching	-	5 hours
Creating Report	-	6 hours
Revising Report	-	3 hours
Editing Report	-	3 hours
Proofreading Report	-	1 hour
Rehearsing Report	-	3 hours

Call to Action

After researching the topics listed above, I hope for the opportunity to invite representatives from Boeing. It would be exciting to have them build connections with students and possibly extend internship and job opportunities to the students as well. This would greatly benefit the students and help them prepare and take the next step in their career.