

A blurred background image showing several people sitting around a wooden table in a meeting or workshop setting. They appear to be engaged in a discussion or collaborative work. The lighting is warm and natural, suggesting an indoor space with large windows.

# Student & Emerging Professionals Outreach Playbook

Methods for a successful and scalable academic outreach approach for the next generation of project professionals

# Powering the Future of Project Leadership

Across the globe, PMI Chapters are uniquely positioned to shape the next generation of project leaders. **This Playbook** is your starting point — a guide to connect with students and emerging professionals and help them discover their future in project management.

By 2030, the world will need 25 million new project professionals. That's a challenge we're proud to meet — and one that starts with you. Chapter leaders are stepping up to build connections, guide growth, and welcome new talent into our thriving profession.

This is more than outreach. It's a shared mission to build a better world — one project at a time.



# Your Roadmap to Impactful Outreach

This Playbook is a practical tool for chapter leaders starting academic outreach.

Use this guide to:

1

## Get to Know Your Audience

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Understand who you're reaching and what they need, so the chapter can create outreach plans that truly connect.

2

## Build Lasting Relationships

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Use this guide to connect with academic leaders and create continuity — so your efforts grow year after year.

3

## Learn From What Works

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Explore ideas, examples, and ready-to-use tools to help the chapter support student growth and long-term learning.



# Get to Know Your Audience



# Who Are You Reaching...

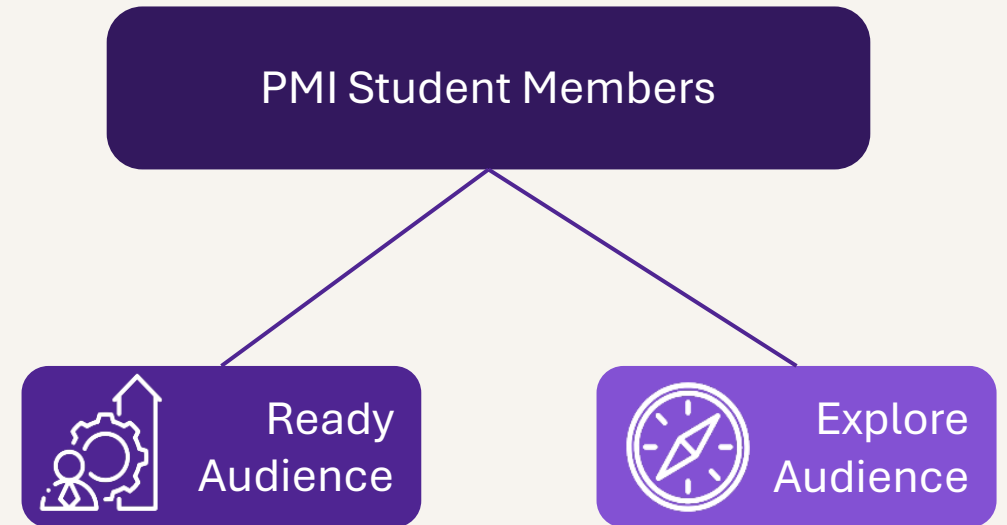
And what do they need?

Our latest research highlights a clear opportunity for chapters: **PMI Student Members**. By understanding who they are and what they're looking for, you can tailor your outreach to build stronger, more meaningful connections.

Two distinct student groups emerged from the *2022–2023 PMI Student Membership Survey*:

- A **Ready Audience** — students already committed to project careers
- An **Explore Audience** — students still discovering where they want to go

Knowing the difference helps chapters create targeted strategies that meet students where they are — and support them as they grow.



# Who You're Reaching...

And how to support them.



## Ready Audience

### Who they are

- Graduate students (and some undergraduates) in formal PM programs
- Career ready with 5–9 years of experience

### How the chapter can support them

- Share advanced workshops and real-world applications
- Host networking events with industry professionals
- Offer certification prep and mentoring for next steps



## Explore Audience

- Undergraduate or early-stage students in PM-related programs
- Exploring options with 0–4 years of experience

- Provide career stories and path overviews
- Host intro-level workshops or project-based learning
- Connect them with working professionals for inspiration



# Building Lasting Relationships



# Amplify Your Impact

## Build Smart, Sustainable Academic Relationships



### Leverage Existing Relationships

*Use what students already trust — their schools.*

- Partner with academic institutions to reach students more effectively.
- Build on pre-existing connections with schools and faculty.



### Engage Faculty & Admin Allies

*They're the key to consistent, long-term outreach.*

- Build strong relationships with professors, instructors, and academic staff.
- These allies help maintain continuity as students graduate and new ones enroll.



### Strengthen Year-Over-Year Impact

*Consistency drives better outcomes.*

- Collaborate with institutions to create repeatable outreach touchpoints.
- Return annually to meet new cohorts and reinforce chapter presence.



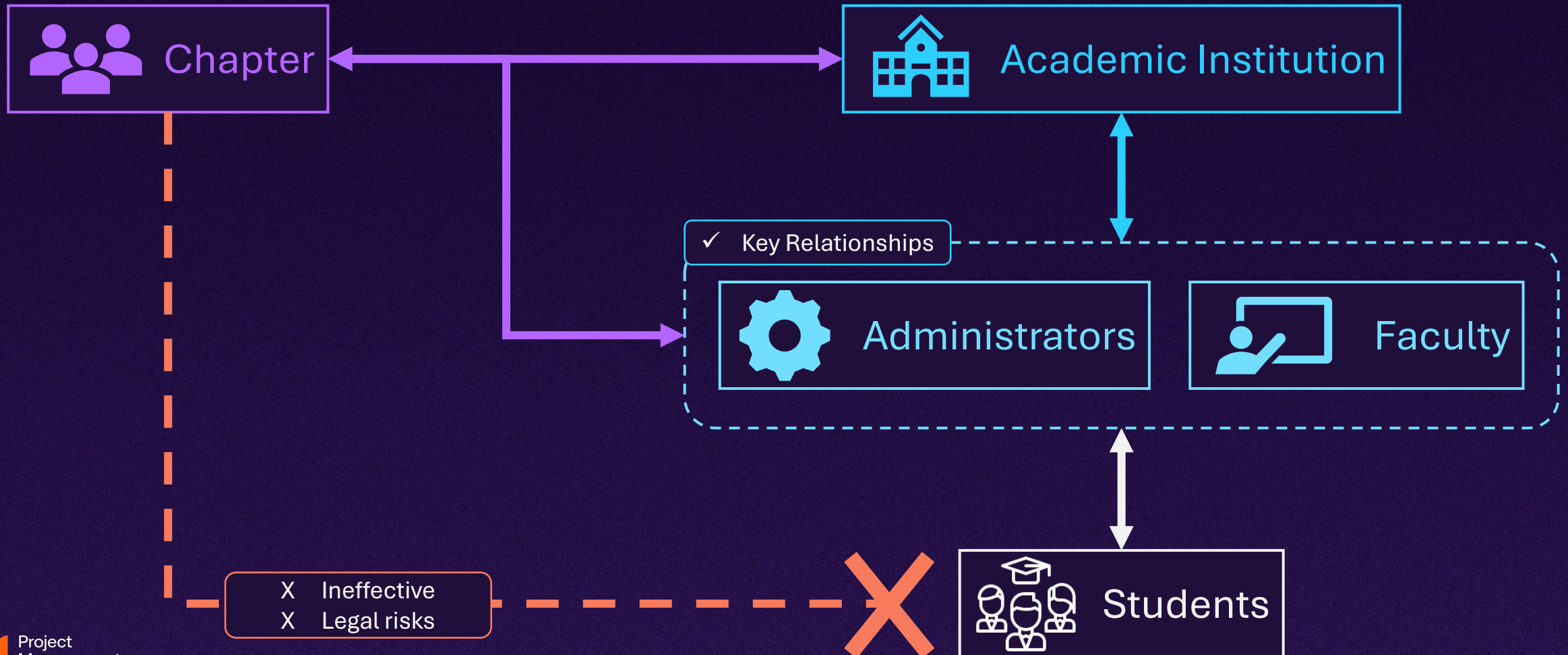
### Stay Compliant & Informed

*Work smart within legal boundaries.*

- Some regions limit direct contact with students — faculty can be your legal liaison.
- Understand and adapt to local requirements to keep your outreach safe and effective.

# The Most Effective Path to Student Engagement

Strong relationships with faculty and admin help your chapter reach students



# How Academic Engagement Supports Chapter Growth

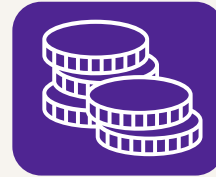
Engage schools not just for students — but for chapter momentum.



## Membership Growth

*Reach new members through schools already building PM careers*

- Partner with institutions to offer Group Student Membership or launch student clubs.
- Work with educators and students to engage across the whole campus community.



## Sponsorship Opportunities

*Turn partnerships into financial support for your chapter*

- Academic institutions often fund or sponsor activities tied to professional growth.
- Explore both annual and one-time sponsorships for events or programs.



## Accessible Networking

*Build relationships that open doors — for you and for them*

- Connect through student orgs, faculty invites, and career events.
- Leverage speaking gigs, meetups, and panels to grow visibility.



# Internal Capability Building



# Plan for the Long Run

## Build Sustainable Outreach with Academic Partners



### Use Formal Agreements

*Create clarity and commitment with your academic partners*

- Use MOUs or partnership agreements to outline shared goals and expectations.
- A structured agreement helps both sides stay aligned and accountable.



### Continuous Improvement

*Keep outreach efforts fresh, relevant, and responsive*

- Gather feedback and document lessons to adjust strategy in real time.
- Build a record of what works to strengthen future planning and avoid repeat mistakes.



# Measure What Matters

## Use Data to Strengthen Chapter Impact



### Success starts with what you measure.

When chapters track both numbers and insights, they can improve what matters most.

Report your outreach metrics regularly to your board to inform strategy and highlight growth.

#### ➤ STUDENT ENGAGEMENT

*Track reach and relevance of your student activities*

- Use ThoughtSpot to identify new student members
- Measure total students reached through outreach
- Track event attendance and engagement

#### ➤ FACULTY ENGAGEMENT

*Know who you're connected to — and how*

- Count active relationships with faculty teaching project management

#### ➤ INSTITUTIONAL ENGAGEMENT

*Monitor your academic partnership strength*

- Total number of institutions engaged
- Categorize the type or depth of each partnership



# Chapter Academic Outreach Stories



# Leveraging Success Stories

to enhance student and early career professional engagement initiatives

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In the dynamic landscape of inspiring student and early career professional engagement, drawing insight from real-world experiences is invaluable.

These success stories offer a wealth of knowledge and actionable strategies for chapter leaders to elevate their initiatives.

By exploring these narratives, leaders can glean essential lessons, discover innovative approaches, and identify best practices to improve, initiate, or expand their engagement programs.



# How To Use:

## Starting points for new initiatives:

For chapter leaders looking to initiate engagement programs, success stories serve as valuable blueprints.

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These initiatives offer practical insights to overcoming challenges, building partnerships, and establishing a foundation for successful initiatives.

Leaders can leverage this information to kickstart their own projects with confidence.

## Identification of best practices:

These cases highlight specific practices that have proven successful in engaging students and early career professionals.

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By analyzing these practices, chapter leaders can identify approaches that align with their goals and adapt them to their unique circumstances.

This allows for a more targeted and efficient implementation of strategies.

## Inspiration for improvement and growth:

Success stories offer inspiration. They highlight the real impact that thoughtful engagement can have on students and early career professionals.

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By examining the journey of others, chapter leaders can identify areas of improvement within their own programs, refining strategies to enhance overall effectiveness.

# Collegiate Competition: Pitching Project Management

PMI Southern Italy Chapter

## PROMISE,

a competition created by the PMI Southern Italy Chapter, brought together university students to develop project plans based on themes like construction and sustainability using PMBOK® Guide-based principles, and then pitch these plans to industry experts



## Objective:

Engage local schools and students by applying project management knowledge to real-world issues.

## How they did it:

- **Contacted Local Universities:** Invited universities to join the competition, highlighting benefits and registration deadlines.
- **Organized Information Calls:** Discussed competition details, including the theme, project constraints, content requirements, and format.
- **Recruited Students:** Universities formed student teams to work on projects. Optional internal challenges narrowed it down to one team per university.
- **Ran Competition:** Hosted an event where a jury of experts evaluated 10-minute team presentations and selected the winner.



## Outcomes:

- Students gained practical project management skills and learned to apply concepts to real-world problems, sparking interest in project management careers and preparing them for future roles.

## For more information:

<https://www.pmi-sic.org/contatti/>

# Playing Matchmaker: From Academia to Industry

PMI Kerala India Chapter

In September 2023, PMI Kerala Chapter hosted WINGS 2023 at Saintgits College of Engineering, uniting over 550 aspiring project managers, industry gurus, and academics with a single objective in mind.

## Objective:

Bridge the gap between academia and industry, offering a platform for students, faculty, and professionals to learn, network, and grow.

## How they did it:

- **Launched Academic Outreach:** Established programs to teach project management as a vital skill to students. Since 2018, this initiative has expanded to over eight Academic Forums in colleges and two School Forums.
- **Engaged Eminent Speakers:** Invited industry experts, academicians, and motivational speakers to deliver keynotes and sessions, enriching the event with diverse perspectives and involving over 550 delegates.
- **Recognized Excellence:** Presented awards for Best Student Project, Best Conference Paper Presentation, and Best Faculty of the Year. Unveiled the PMI Kerala Student Club logo and recognized student volunteers.



## Outcomes:

- WINGS 2023 facilitated networking, mentorship opportunities, and highlighted the PMI Kerala Chapter's commitment to preparing students for careers and strengthening academia-industry connections.

## For more information:

[vp-finance@pmikerala.org](mailto:vp-finance@pmikerala.org)

# Phoenix Rising: Empowering Future Project Managers

## Project Management Institute Phoenix Chapter



In Phoenix, Arizona, the PMI Phoenix Chapter ignited a passion for project management among youth through various activities, from judging student competitions to creating educational materials and partnering with local universities



### Objective:

Provide feedback, mentorship, and learning opportunities in project management principles.

### How they did it:

- **Engaged Volunteers:** Established a task force of volunteers to drive the initiative and cultivate future leadership.
- **Partnered with Faculty:** Connected with local academic institutions to identify interested students and promote project management.
- **Started Small:** Began with small initiatives like "meet and greets" and "TED Talk"-style events to build relationships with universities.
- **Collaborated with Non-Profits:** Partnered with Future Cities, engaging directly with students by annually fielding judges for competitions since 2018.



### Outcomes:

- The PMI Phoenix Chapter's efforts have made significant impacts. Judges provided personalized feedback to student teams, sparking enthusiasm and a deeper understanding of project management.
- The program also developed two virtual project sessions for 150 Paradise Valley Junior High students, later sharing materials with PMI members. Finally, a \$2000 annual scholarship for students of the Fresh Start Women's Foundation was initiated, supporting women in their pursuit of project management certification.

### For more information:

<https://pmiphx.org/contact>

# You're Hired: The Next Generation Of Career Fairs

## Project Management Institute France Chapter

In a world where students struggle to transition from education to employment, the PMI France Chapter launched Project Management Professional Days. This hybrid career fair connected students with potential employers through virtual booths, speed-recruiting interviews, and preparation sessions.



### Objective:

Provide feedback, mentorship, and learning opportunities in project management principles.

### How they did it:

- **Added Interactivity:** Chose an interactive platform for virtual booths, speed-recruiting interviews, and direct communication.
- **Streamlined Registration:** Implemented a simple registration process requiring minimal information and collected phone numbers for effective communication.
- **Communicated Across Channels:** Promoted the event on LinkedIn, crafted targeted emails, shared information across campuses, and sent regular reminders.
- **Engaged Companies:** Highlighted participating universities to attract companies and explored sponsorship opportunities to cover costs.
- **Attracted Students:** Showcased a variety of employers and industries, along with webinars and preparation sessions to boost student participation.



### Outcomes:

- The well-organized event allowed students to engage with company representatives, apply for positions, and participate in speed-recruiting interviews. Company representatives were impressed, leading to several job offers
- Many students reported new employment. One final-year student **secured a job offer from a leading firm**, thanks to the skills gained from preparation sessions.

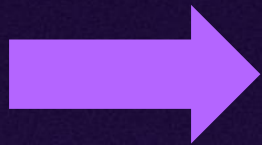
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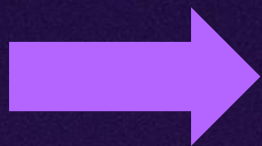
# Call For Submissions:



*Have a chapter success story you'd like to share?*



Send the details, high-resolution photos, along with any relevant links to [AcademicPrograms@pmi.org](mailto:AcademicPrograms@pmi.org).



A member of our team will be in touch with you.