



COMMUNICATIONS & MARKETING INTERNSHIP

Department
**HUMAN RESOURCES
DEPARTMENT**

Intern
LAURA CABRERA

Date
27 April 2022

PROPOSITION

DESCRIPTION/TASKS

Working alongside team members within the Human Resources department to learn about the internal units of our UC Merced HR team through collaborative work on website content.

Create process for content submission, review, maintain HR website landing page content by 1. Reviewing layout 2. Identifying possible content improvements 3. Creating plan for content update/revision/review.

HUMAN RESOURCES UNITS

- Talent Acquisition
- Compensation
- Talent Development
- Benefits
- Conflict Resolution
- ELR

PLANNING/IMPLEMENTATION

WHAT'S THE BIG PICTURE?

1. Set the stage for project with HR Leadership (internal TD unit)
2. Prepare and conduct Kick-off meeting with HR Unit Contacts
3. Schedule individual intake/consultative meetings with HR Unit contacts
4. HR Website content curation, review, and realignment of content priorities
5. Updating HR Website Unit Pages
6. Reviewing content and adjusting
(Continuous)

WEBSITE

<https://hr.ucmerced.edu/hr-units>

REFLECTION

IMPLEMENTATION

Meetings > Notes > Website Edits

REFLECTION

During the internship, I was able to participate in team meetings, brainstorm, design, develop, and implement a complete refresh of the marketing, communications, and site content for the HR website content.

ACKNOWLEDGMENTS

Yazil Navarro, Emanuel Alfaro, Kevin Reyes,
HR Unit Teams