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## **Fifth Third Bank Offers Career Development Programming for HBCU Students**

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## HOSETTA COLEMAN | SENIOR VICE PRESIDENT, UNIVERSITY RELATIONS

In 2017, Fifth Third Bank, National Association, implemented a multicultural college and university recruitment program that establishes relationships with multiple colleges to recruit, hire and retain the best and brightest students.

As part of the strategy, the Bank has deepened its relationships with traditional colleges as well as Historically Black Colleges and Universities (HBCUs) as a way to strengthen the pipeline of diverse talent. The strategy also emphasizes internships and long-term employment through leadership programs. Moreover, it strengthens the Bank by developing an employee base that reflects the communities we serve, and it enhances the lives of tomorrow's leaders.

Since the program's launch, Black students have been recruited from the following HBCUs: Central State University, Florida A&M University, Johnson C. Smith University, Clark Atlanta University, North Carolina A&T, Tennessee State University, Spelman College and Morehouse College. Because of their close proximity, the Bank has combined recruiting efforts at Wilberforce University with activities at Central State. It also has supported Wilberforce with financial literacy and career literacy programs through its partnership with NextJob. In 2020, the Bank extended the program to include North Carolina Central University and Hampton University.

While many companies have either stopped or limited their internship programs due to the pandemic, Fifth Third has kept its internship and 2-year leadership programs running, and the Bank continues to provide educational and career development programming for its college recruits.

Some of these activities have included Hosetta Coleman, senior vice president, university relations, sharing success tips with students on the Internship Show podcast; the Bank joining the HBCU Partnership Challenge, a bipartisan congressional effort to connect HBCUs with companies that recruit from them; continuing to participate in a variety of college career fairs and virtual campus events, and hosting a virtual luncheon and presentation where Bank interns and leadership participants connected with Bank executives and leaders. Earlier in October, the Bank hosted a virtual information session where students from HBCUs could learn about the leadership program opportunities and later in the month, two additional activities will be hosted:

### **October 21st from 11:30am EST to 1:00pm EST**

#### **Dr. William Pickard – Virtual Book Tour**

Fifth Third Bank will host a virtual book tour with William F. Pickard, Ph.D. who is Chairman and Executive Founder of GAA Manufacturing and Supply Chain Management, GAA New Ventures, Co-Managing Partner MGM Grand Detroit Casino, CEO of Bearwood Management McDonald's and co-owner of five Black-owned newspapers. Dr. Pickard is also creating a new generation of entrepreneurs with Millionaire Moves – Seven Proven Principles of Entrepreneurship: Vision/Attitude, Opportunity, Relationships, Talent/Skillset, Financial, Failure and Faith. Dr. Pickard will share his principles that anyone can use to

become a successful entrepreneur. He will also share an overview of his best-selling book and answering live questions from students. All students who attend will receive a **free** copy of his book, courtesy of Fifth Third! Register at <https://bit.ly/30aWzw1>

**October 28th from 11:30am EST – 1:00pm EST**

**Banking While Black: The Next Generation of Leadership**

Fifth Third Bank's multicultural recruitment team, current leadership program participants and recent leadership program alumni will highlight the experiences of African American young professionals at the Bank. This discussion will be centered around leadership program opportunities and how to navigate Corporate America as a Black professional. Register at <https://bit.ly/3mMax1v>

Fifth Third believes that inclusion and diversity in the workplace are essential to living our Core Values: serving our customers, delivering financial performance, and being recognized as a leader in building an engaging workplace, a strong supplier base, and vibrant communities. We also believe in providing the leaders of the future with information that will help them succeed in the workplace. To learn more about internship, leadership program and career opportunities at Fifth Third, please visit [www.53.com/careers](http://www.53.com/careers).



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