

STEP NEWSLETTER

May 2020

Save the date!

Training webinar on STEP Applications and Verification [internal use]	5 May
Tune in at 17:00 CEST for a live-streamed webinar delivered by ELSA International to know everything you need to know about the STEP Application Form (SAF) and the Verification and Approval thereof in accordance with the <i>updated</i> Verification and Matching Guidelines . The webinar is recorded and thus available after the event.	
The ultimate Job Hunting deadline	7 May
You have time until 17:00 CEST to do the final touches to the submitted Traineeship Specification Forms (TSFs) and complete any last-minute submissions. Remember to communicate with this regard with ELSA International to avoid any miscommunication at step@elsa.org .	
The STEP Launch	8 May
The STEP Traineeships are published on step.elsa.org and the application period opens. The SAF will be ready and available on the STEP website and the three-week long Student Hunting period officially begins.	
The External Student Hunting deadline	29 May
The application period and the SAF close at 23:59 CEST . No late applications are accepted and there is no additional application period.	

What is more?

Take note of the **STEP promotion schedule for May** (cf. below).

Additionally, **STEP Open Calls** to engage the Officers of the Network may be scheduled on an *ad hoc* basis regarding specific issues. ELSA International will notify about such events separately.

Guidelines on STEP Launch and COVID-19

Read through carefully the [STEP Launch guidelines](#) that were communicated on 22 April 2020! This document contains important information to keep in mind regarding the STEP Cycle 2:

- **The updated STEP schedule and dates;**
- **“Online” STEP Traineeships;**
- **“On-site” STEP Traineeships;**
- **STEP promotion strategy;**
- **Student Hunting strategy, i.e. what to tell the prospective applicants.**

In case of any questions, do not hesitate to contact ELSA International at step@elsa.org.

STEP Promotion strategy

As communicated in the above-mentioned [STEP Launch guidelines](#) of 22 April, the international promotion strategy for STEP is led by **social responsibility, professional skills, life-long learning, and cultural awareness**. The traditional emphasis on international travel (#AirplaneBingo) is replaced by a stronger focus on raising awareness about professional experience from an international work environment and its benefits which is aligned with the “educational cycle of ELSA”.

The [STEP Marketing Kit](#) was released on 1 May and it contains in addition to the promotional materials to be used during this STEP Cycle also **templates** for National Groups to use.

ELSA International created the [STEP x MKT Facebook group](#) for all STEP Officers and Marketeers to share their STEP-related marketing materials in a more agile manner. In addition to the **National Portfolio posters** (cf. the template in the STEP Marketing Kit), these materials may be something of your National Group that you wish to share with others for inspiration or to have shared by others on their social media channels. #SharingIsCaring!

During the “Student Hunting” period after the countdown period before the STEP Launch, ELSA International promotes STEP **twice a week** (Tuesdays and Fridays) following the below *interim* schedule (exact details thereof are, naturally, subject to change as may be necessary):

Date	Promotion content
28 April	Instagram takeover by ELSA International ¹
1 May	Countdown to the Launch [7 days left]
3 May	Countdown to the Launch [5 days left]
5 May	Countdown to the Launch [3 days left]
7 May	Countdown to the Launch [1 day left]
8 May	STEP Launch
12 May	STEP Promo 1
15 May	STEP Promo 2 [Webinar : International career paths with ELSA’s Partners]
19 May	STEP Promo 3
22 May	STEP Promo 4 [Webinar : Application advice]
26 May	STEP Promo 5
29 May	The application period closes
30 May	Post-promotion

In case you have any questions regarding the Marketing Kit or the promotion strategy generally, do not hesitate to contact ELSA International at step@elsa.org or marketing@elsa.org.

¹ The videos are available on the STEP x MKT Facebook group for the discretionary use of National Groups.

Verification and Approval of SAFs

All SAFs submitted must be **verified and approved** by the respective Sending Group (i.e. the ELSA Group of an applicant's membership). Otherwise, the story of the SAF ends there as non-approved SAFs will not be considered during Matching or forwarded to the Traineeship Providers.

The [Verification and Matching Guidelines](#) have been updated for the STEP Cycle 2. Familiarise yourself carefully with the document as it includes the relevant information to keep in mind when verifying SAFs.

The verification process will also be explained in detail (step-by-step) during the **SAF webinar**. The webinar will be streamed live on **5 May at 17:00 CEST** and it will be made available post-event as a **recording**.

STEP Research Project (SRP)

The next deadline for the submission of National Reports, as explained in the [SRP Guide](#), is on **22 June 2020**. Unless you have not yet reached feedback and advice from your **STEP Coach**, do not hesitate to contact the STEP Coaching Team directly for a session at step.coaching@elsa.org or step@elsa.org.

Make sure to join the [ELSA STEP Team 2019/2020](#) group on Facebook!

You can find ELSA on [Facebook](#), [Instagram](#), and [LinkedIn](#).