

Abode



THE FULL GUIDE

The Early-Career Program Calendar

When programs happen, what teams focus on, and how far ahead to start planning. With checklists, best practices, and templates for every quarter.

Keep-warm

Pre-boarding

Intern programs

Conversion

Mentorship

Manager training

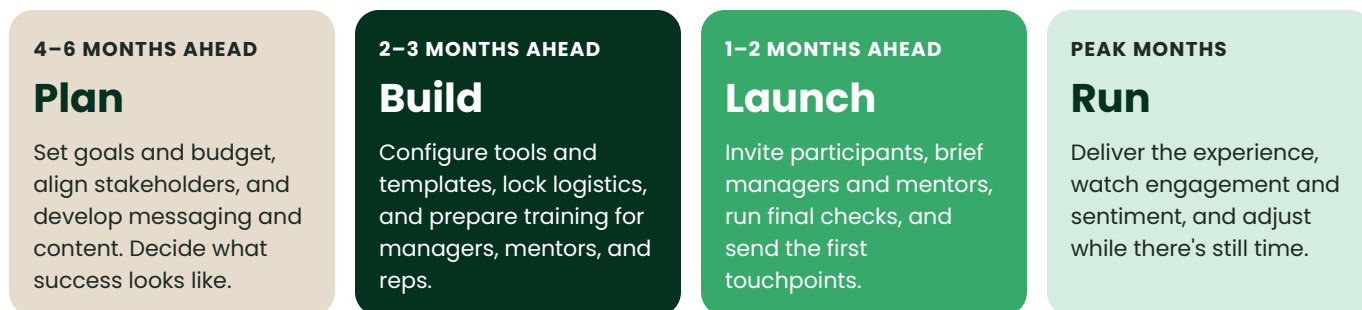
Campus reps

For campus recruiting, university relations, and early-career program teams

The early-career year follows a predictable rhythm

Every early-career program has a peak: the weeks when candidates and participants feel it most. Pre-boarding peaks in spring. Intern programs peak in summer. Keep-warm matters most in the quiet months after offers go out. The work behind each peak starts much earlier, and teams that plan backward from the peak spend far less time scrambling.

This guide maps a typical year for an enterprise early-career team, then works backward from each peak in three phases.



WHY TIMING MATTERS

87%

of candidates say they'd be willing to renege on an offer

Veris

90%

of students want to hear from their employer 2-3 times a month between offer and day one

Veris

50%

lower cost to convert an intern to full-time than to hire externally

SHRM

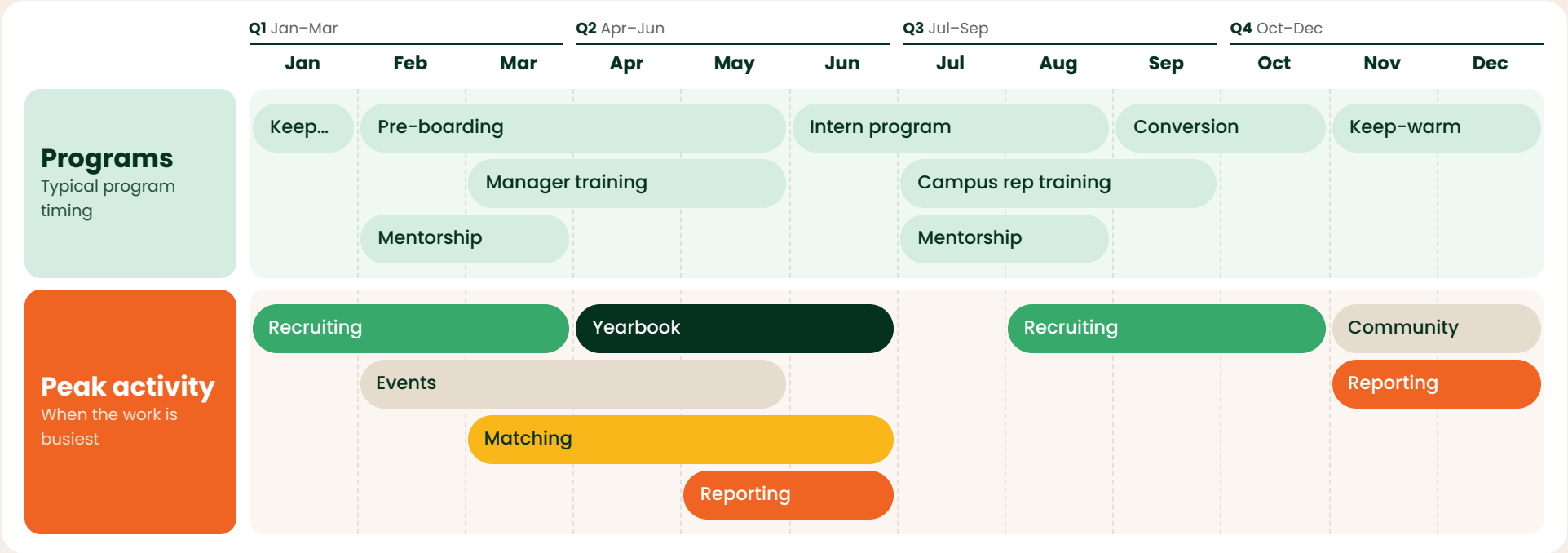
WHAT'S INSIDE

- 01 The year at a glance** — when each program and activity peaks
- 02 Your planning calendar** — Plan, Build, and Launch windows for each one
- 03 Quarter by quarter** — focus areas, best practices, and a month-by-month checklist
- 04 Program playbooks** — what to do in each window, program by program
- 05 Templates** — a planning worksheet and a keep-warm cadence you can copy

Your calendar will shift with your hiring cycle, fiscal year, and geography. Use these windows as a starting point and adjust the months to fit your team.

When each program and activity peaks

The months participants experience each program, and the months each activity is busiest for your team.



☐ Program ☒ Campus recruiting ☐ Events & community ☒ Matching ☒ Yearbook ☒ Reporting & ROI

JAN – MAY

Spring is for arrivals

Pre-boarding, manager training, events, and matching all peak while the incoming class gets ready for day one.

JUN – AUG

Summer is the program

Interns are on site. Mentorship and campus rep training run alongside it, and fall recruiting kicks off.

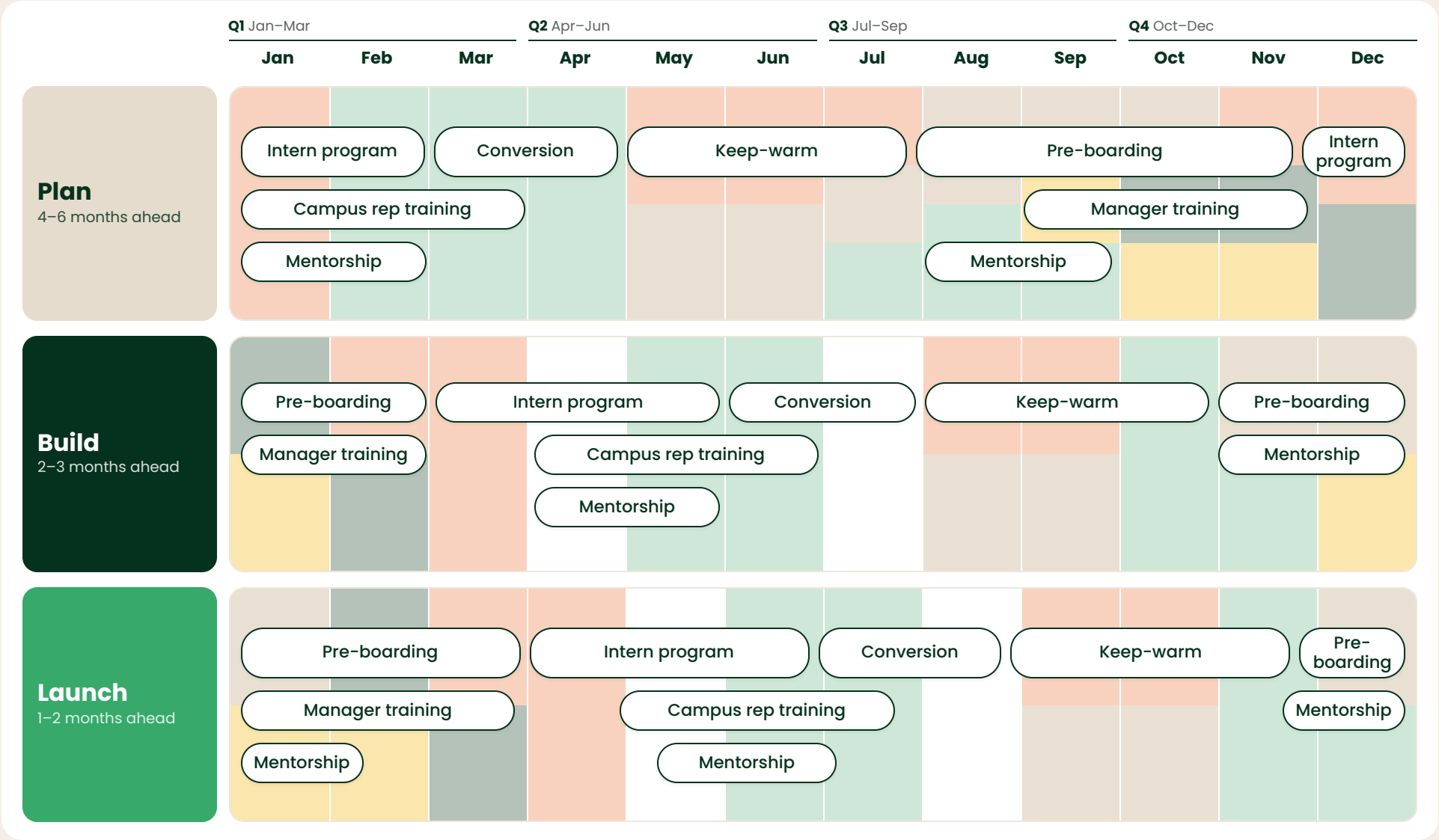
SEP – DEC

Fall is the crunch

Campus recruiting, conversion decisions, and keep-warm for the next class land at once. Front-load what you can.

Work backward from every peak

Bubbles show the programs to plan, build, or launch. Shaded columns show the activities to work on that month.



○ Program ■ Campus recruiting ■ Matching ■ Yearbook ■ Events & community ■ Reporting & ROI

Lay the foundation before your interns arrive.

Use the first quarter to keep incoming hires engaged, get them set up for success, and prepare your managers and programs for what's ahead.

PROGRAM FOCUS

- Keep-warm and community building
- Pre-boarding and paperwork
- Mentorship program setup
- Plan spring recruiting season
- Early-career manager training

START PLANNING

4–6 months ahead

- Campus recruiting strategy
- Employer brand and marketing
- Major events and career fairs
- Intern program design
- Budget and resourcing

BEST PRACTICES

- Send something every 2–3 weeks. Silence between offer and start is when renege happens.
- Segment pre-boarding by location or team so every message feels relevant.
- Confirm managers and mentors now. Training them in Q2 depends on it.

WHERE ABODE HELPS

Campus recruiting

Capture candidates, communicate, and enroll

Events

Host early events and build community

Matching

Launch mentorship programs

MONTH BY MONTH

January

RUNNING

Keep-warm & Community
Campus Recruiting

LAUNCH

Pre-boarding
Early Career Manager
Training
Mentorship
Events & Info Sessions
Mentor & Peer Matching

BUILD

Pre-boarding
Early Career Manager
Training
Mentor & Peer Matching
Cohort Yearbook

PLAN

Intern Program
Campus Rep Training
Mentorship
Reporting & ROI

February

RUNNING

Pre-boarding
Mentorship
Campus Recruiting
Events & Info Sessions

LAUNCH

Pre-boarding
Early Career Manager
Training
Mentor & Peer Matching
Cohort Yearbook

BUILD

Pre-boarding
Early Career Manager
Training
Cohort Yearbook
Reporting & ROI

PLAN

Intern Program
Campus Rep Training
Mentorship
Campus Recruiting

March

RUNNING

Pre-boarding
Early Career Manager
Training
Mentorship
Campus Recruiting
Events & Info Sessions
Mentor & Peer Matching

LAUNCH

Pre-boarding
Early Career Manager
Training
Cohort Yearbook
Reporting & ROI

BUILD

Intern Program
Reporting & ROI

PLAN

Conversion & Campus
Ambassadors
Campus Rep Training
Campus Recruiting

Bring everything together before program start.

This is when programs get finalized and managers, mentors, and interns are preparing for the summer.

PROGRAM FOCUS

- Finalize internship program details
- Run pre-boarding and onboarding
- Host events and build community
- Match mentors and cohorts
- Prepare managers and teams

START PLANNING

2–3 months ahead

- Manager training
- Mentorship programs
- Cohort matching
- Pre-boarding experience
- Community building
- Event planning

BEST PRACTICES

- Publish the full summer calendar before day one so interns and managers can plan around it.
- Make matches a few weeks before start so pairs can meet early.
- Agree now on the metrics leadership will ask about in September.

WHERE ABODE HELPS

Matching

Match mentors and build cohorts

Events

Plan and promote pre-start events

Reporting & ROI

Track progress and engagement

MONTH BY MONTH

April

RUNNING

Pre-boarding
Early Career Manager Training
Events & Info Sessions
Mentor & Peer Matching
Cohort Yearbook

LAUNCH

Intern Program
Reporting & ROI

BUILD

Intern Program
Campus Rep Training
Mentorship

PLAN

Conversion & Campus Ambassadors
Campus Recruiting

May

RUNNING

Pre-boarding
Early Career Manager Training
Events & Info Sessions
Mentor & Peer Matching
Cohort Yearbook
Reporting & ROI

LAUNCH

Intern Program
Campus Rep Training
Mentorship

BUILD

Intern Program
Campus Rep Training
Mentorship
Campus Recruiting

PLAN

Keep-warm & Community
Community & Directory
Reporting & ROI

June

RUNNING

Intern Program
Mentor & Peer Matching
Cohort Yearbook
Reporting & ROI

LAUNCH

Intern Program
Campus Rep Training
Mentorship
Campus Recruiting

BUILD

Conversion & Campus Ambassadors
Campus Rep Training
Campus Recruiting

PLAN

Keep-warm & Community
Community & Directory
Reporting & ROI

Run an amazing intern experience.

Keep interns engaged, support managers, and collect feedback to measure what's working and prepare for conversion.

PROGRAM FOCUS

- Run internship programs
- Monitor engagement and sentiment
- Host events and learning opportunities
- Track performance and collect feedback
- Prepare for conversion and return offers

START PLANNING

1–2 months ahead

- Program logistics
- Content and resources
- Surveys and feedback
- Communication cadence
- Dashboards and reporting

BEST PRACTICES

- Run a pulse survey in the first three weeks, while there's time to act on it.
- Collect manager feedback before interns head back to school.
- Recruit returning interns as campus ambassadors before they leave.

WHERE ABODE HELPS

Campus recruiting

Continue candidate communication and pipeline management

Yearbook

Capture intern stories and build alumni communities

Reporting & ROI

Monitor engagement, identify risks, and track outcomes

MONTH BY MONTH

July	RUNNING	LAUNCH	BUILD	PLAN
	Intern Program Campus Rep Training Mentorship	Conversion & Campus Ambassadors Campus Rep Training Campus Recruiting	Conversion & Campus Ambassadors	Keep-warm & Community Campus Recruiting Community & Directory Reporting & ROI
August	RUNNING	LAUNCH	BUILD	PLAN
	Intern Program Campus Rep Training Mentorship Campus Recruiting	Conversion & Campus Ambassadors	Keep-warm & Community Community & Directory Reporting & ROI	Pre-boarding Mentorship Campus Recruiting Events & Info Sessions
September	RUNNING	LAUNCH	BUILD	PLAN
	Conversion & Campus Ambassadors Campus Rep Training Campus Recruiting	Keep-warm & Community Community & Directory Reporting & ROI	Keep-warm & Community Community & Directory Reporting & ROI	Pre-boarding Early Career Manager Training Mentorship Campus Recruiting Events & Info Sessions Mentor & Peer Matching

Turn great interns into long-term talent.

Focus on conversion, activate campus ambassadors, and keep the next class engaged.

PROGRAM FOCUS

- Extend return offers and drive conversion
- Activate campus ambassadors
- Plan next year's recruiting strategy
- Keep-warm for incoming hires
- Build yearbooks and alumni communities

YEAR-ROUND OPPORTUNITY

The best early-career teams aren't just reacting to what's happening today. They're preparing for what their candidates, interns, and managers are going to need next.

BEST PRACTICES

- Fall is the heaviest stretch of the year. Front-load next summer's planning in spring.
- Keep accepted candidates warm through the holidays with peer connections, not just emails.
- Bring a year-end results summary to leadership before budgets are set.

WHERE ABODE HELPS

Campus recruiting

Support conversion and next year's pipeline

Yearbook

Celebrate your interns and build alumni networks

Reporting & ROI

Measure conversion and program impact

MONTH BY MONTH

October

RUNNING

Conversion & Campus Ambassadors
Campus Recruiting

LAUNCH

Keep-warm & Community
Community & Directory
Reporting & ROI

BUILD

Keep-warm & Community
Campus Recruiting

PLAN

Pre-boarding
Early Career Manager Training
Events & Info Sessions
Mentor & Peer Matching
Cohort Yearbook

November

RUNNING

Keep-warm & Community
Community & Directory
Reporting & ROI

LAUNCH

Keep-warm & Community
Campus Recruiting

BUILD

Pre-boarding
Mentorship
Campus Recruiting
Events & Info Sessions

PLAN

Pre-boarding
Early Career Manager Training
Mentor & Peer Matching
Cohort Yearbook
Reporting & ROI

December

RUNNING

Keep-warm & Community
Community & Directory
Reporting & ROI

LAUNCH

Pre-boarding
Mentorship
Campus Recruiting
Events & Info Sessions

BUILD

Pre-boarding
Mentorship
Events & Info Sessions
Mentor & Peer Matching

PLAN

Intern Program
Cohort Yearbook
Reporting & ROI

What to do, and when

Keep-warm & Community

Peaks Jan • Nov–Dec

The quiet stretch between an accepted offer and pre-boarding. Silence is when candidates start entertaining other offers.

PLAN
May–Jul

BUILD
Aug–Oct

LAUNCH
Sep–Nov

- ☐ Map a touchpoint cadence of 2–3 messages a month
- ☐ Line up content from current interns, alumni, and future managers
- ☐ Open a community space so the incoming class can meet each other
- ☐ Watch engagement to spot renege risk early

With Abode Engage journeys and announcements keep the cadence going; Forum and Directory give the cohort a place to connect.

Pre-boarding

Peaks Feb–May

Paperwork, logistics, and first introductions before day one, so people show up ready instead of overwhelmed.

PLAN
Aug–Nov

BUILD
Jan–Feb •
Nov–Dec

LAUNCH
Jan–Mar • Dec

- ☐ Build tasks with due dates relative to each start date
- ☐ Share relocation, housing, and first-week logistics
- ☐ Segment by location or business unit so details stay relevant
- ☐ Introduce managers and buddies before day one

With Abode Templates schedule tasks off each candidate's start date, segmented by cohort, with e-signature forms built in.

Intern Program

Peaks Jun–Aug

The summer itself. Structure, visibility, and community decide whether interns leave wanting to come back.

PLAN
Jan–Feb • Dec

BUILD
Mar–May

LAUNCH
Apr–Jun

- ☐ Publish the full program calendar before week one
- ☐ Set clear expectations for managers and mentors
- ☐ Run pulse surveys early enough to act on the results
- ☐ Plan capstones or final presentations with leadership

With Abode Program journeys, events and calendars, and NPS and sentiment pulse surveys in one place.

Conversion & Campus Ambassadors

Peaks Sep–Oct

Turning strong interns into full-time hires, then turning them into your best recruiters on campus.

PLAN
Mar–Apr

BUILD
Jun–Jul

LAUNCH
Jul–Aug

- ☐ Lock the return-offer timeline and decision criteria
- ☐ Collect manager feedback before interns head back to school
- ☐ Invite returning interns to become campus ambassadors
- ☐ Keep offer recipients engaged through the fall

With Abode Candidate profiles and recruiter notes support offer decisions; keep-warm journeys and analytics track conversion.

Early Career Manager Training

Peaks Mar–May

Preparing the people who manage interns and new grads. Manager quality is the biggest driver of the intern experience.

PLAN
Sep–Nov

BUILD
Jan–Feb

LAUNCH
Jan–Mar

- ☐ Define what great early-career management looks like
- ☐ Build a toolkit: first-week plan, feedback guides, check-in rhythm
- ☐ Schedule training sessions and office hours
- ☐ Confirm manager assignments before pre-boarding wraps

With Abode Templates and events can host training content and sessions alongside the program they support.

Campus Rep Training

Peaks Jul–Sep

Equipping campus reps (often returning interns) to represent your brand before fall recruiting begins.

PLAN
Jan–Mar

BUILD
Apr–Jun

LAUNCH
May–Jul

- ☐ Select reps and set clear goals for the season
- ☐ Train on messaging, brand, and what to say about roles
- ☐ Prepare event kits, sign-ups, and QR codes
- ☐ Agree on how you'll track leads by source

With Abode Abode Recruit landing pages, QR codes, source tracking, and event check-in turn rep activity into a pipeline.

Mentorship

Peaks Feb–Mar • Jul–Aug

Structured mentor and buddy relationships, typically running alongside pre-boarding and again during the summer.

PLAN
Jan–Feb •
Aug–Sep

BUILD
Apr–May •
Nov–Dec

LAUNCH
Jan • May–Jun
• Dec

- ☐ Recruit and brief mentors well ahead of launch
- ☐ Decide your matching criteria and pairing format
- ☐ Give each pair a session plan and conversation guides
- ☐ Check in on match health partway through

With Abode Matching programs pair participants on the criteria you choose; templates give every pair a session plan.

Adapting the calendar

Off-cycle starts? Anchor each window to your own start dates rather than the calendar month.

Multiple intern classes? Run a separate set of windows per class or region, and stagger the build work.

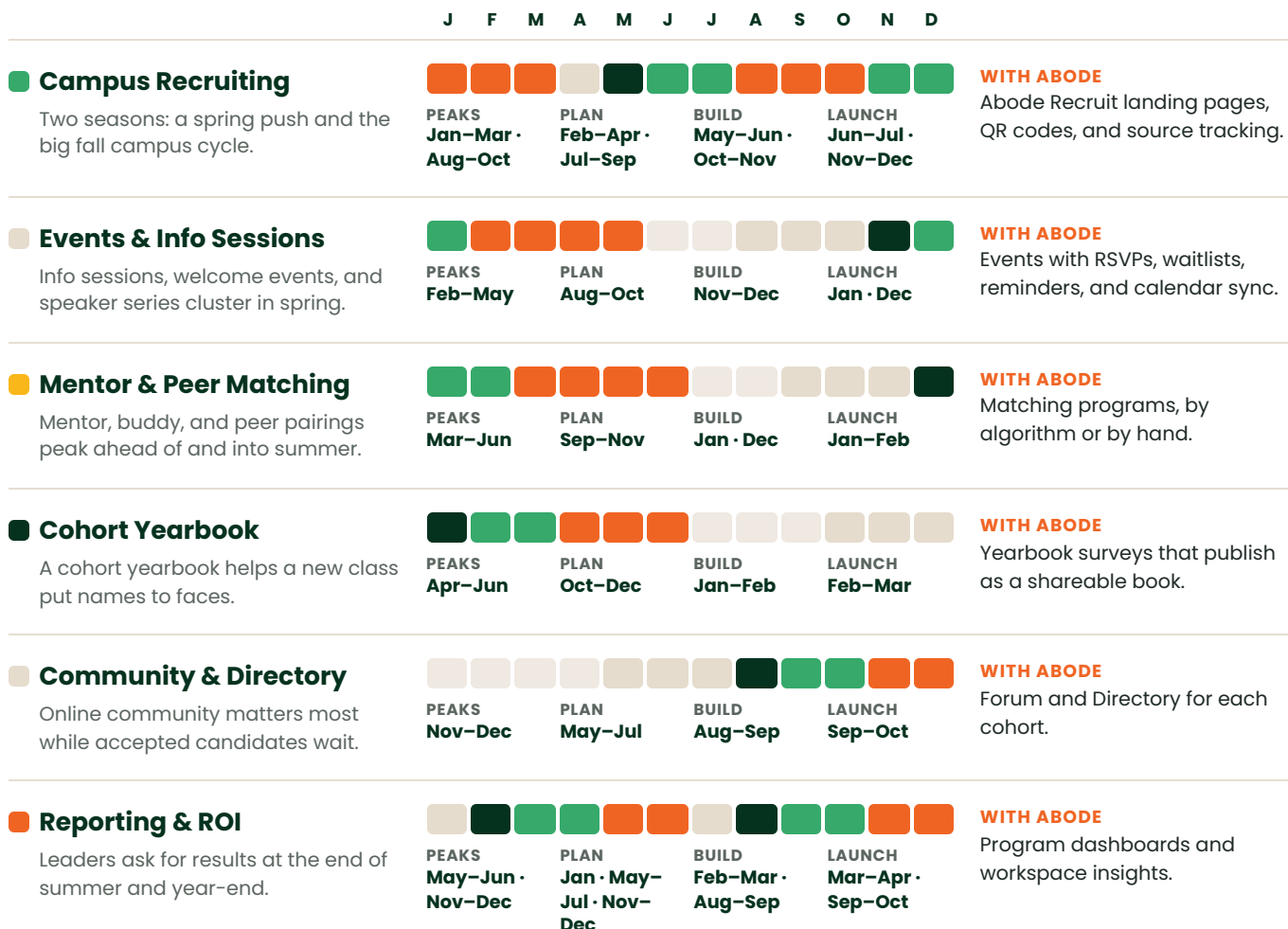
Lean team? Reuse content year over year. Most keep-warm and pre-boarding material only needs a refresh.

Returning interns make strong campus reps and mentors. Recruit them before they leave in August.

Activity windows

Some work cuts across programs. These activities drive the busiest weeks of the year. Here's when to get ahead of each one.

Plan Build Launch Peak



Your program planning worksheet

List every program you run, note when it peaks for your organization, then count back to set your Plan, Build, and Launch dates. Typical peaks are filled in as a starting point.

PROGRAM	TYPICAL PEAK	YOUR PEAK	PLAN BY 4–6 mo	BUILD BY 2–3 mo	LAUNCH BY 1–2 mo	OWNER
Keep-warm & Community	Jan · Nov–Dec					
Pre-boarding	Feb–May					
Intern Program	Jun–Aug					
Conversion & Campus Ambassadors	Sep–Oct					
Early Career Manager Training	Mar–May					
Campus Rep Training	Jul–Sep					
Mentorship	Feb–Mar · Jul–Aug					

KEEP-WARM CADENCE: OFFER TO DAY ONE

Students want to hear from you 2–3 times a month between offer and start. Use this as a baseline and make each touch feel personal, not like a mass email.

WEEK 0

Offer accepted

Personal welcome from the hiring manager or recruiter

WEEK 2

2 weeks after

Welcome to the class: who else is joining, and where to connect

WEEK 4–5

Month 1

A day-in-the-life story from a current intern or recent grad

WEEK 8

Month 2

Invite to a virtual meet-and-greet or Q&A with leaders

WEEK 12

Month 3

Company news, team spotlights, or a small piece of swag

ONGOING

Every 2–3 weeks

Peer prompts in the community: polls, intros, city tips

PRE-BOARDING

8–10 weeks before start

Pre-boarding opens: paperwork, logistics, first tasks

FINAL STRETCH

2 weeks before start

Manager intro, first-week agenda, and buddy match



One calendar. One platform.

Most early-career teams run this calendar across spreadsheets, email tools, event platforms, and survey links. Abode brings the whole journey into one place, from first campus touchpoint to full-time conversion.

Recruit

Landing pages, QR codes, event check-in, and source tracking to capture and convert candidates from campus events to offer.

Engage

Keep-warm, pre-boarding, and program journeys with tasks, announcements, events, and community that feel like your company, not a mass email.

Match

Mentor, buddy, and peer matching on the criteria that matter to your program.

Analyze

Engagement, sentiment, and conversion across every program, cohort, and touchpoint, ready for your next leadership review.

41%

increase in conversions

50%

decrease in reneges

30%

time saved per week

See how teams run their calendar in Abode

abodehr.com