COURSE PROJECTS

- Volunteer training program to expand services of non-profit to client base.
- Annual fundraising training program at a college,
- Quality control improvement program for a global science company.
- A process improvement project to improve customer satisfaction while reducing costs,
- A change management project designed to align divisional structures to a team-based, customer focused orientation
• “Never had problems with performance at work, but this course has impacted my leadership capabilities.”

• “Allowed me to take my 16 years of firm knowledge and apply it to an area outside of my expertise. While doing so certainly required me to operate outside of my comfort zone, I feel it has been extremely beneficial in that it has exposed me to another area of the firm (marketing)…”

• “Showcased the work we are doing. Completed a project with the support and encouragement from supervisors, peers, schoolmates – not afraid to fail or embrace failure.”
Employer Feedback

- Overall satisfaction + impact
- No significant burden on sponsor’s time
- Students showcased new skills
- Liked engagement with the college
ADVANTAGES

For Students:

• Demonstrate new skills
• Customized learning and immediate application
• Merge academic and career interests
• Positioned for internal career advancement

For Employers:

• Showcased employees unused skills
• Provided “free consulting” on internal projects
• Helped with professional Development
• A give-back for tuition benefit
ENGAGING ACADEMIA

Challenges

- Engaging and training faculty
- Recruitment of students
- Resources necessary to marketing, recruit, execute, assess

Benefits

- Fosters a relationship with industry by integrating practice orientated skill component into the curriculum
- Sustainable by satisfied alumni
- Possible retention benefits
ENGAGING INDUSTRY

Challenges:

- Engaging Mentors/Stakeholders
- Resources to Support Activities
- Measuring Return on Investment

Benefits:

- Addresses specific areas of improvement unique to the organization
- Provides a safe internal environment to experiment and practice new innovations
- Increase in retention within organization
KEYS FOR SUCCESS

✓ Get leadership buy-in to ensure success
✓ Design projects around a functional competency – Project Management
✓ Create a master course to enable scalability
✓ Establish clear metrics for success
✓ Evaluate consistently
Course has run three times with approximately 40 students total enrolled

- Formal student self assessment earlier in process
- Help define project scope (broad or deep)
- Help identify “mentor” based on characteristics
- Engage employers in earlier feedback mechanisms (talent management).
- Identify opportunities and benefits for organizations to participate
QUESTIONS?