



BAROWSKY
SCHOOL of BUSINESS

Institute for
Leadership Studies

LEADERSHIP PRACTICUM PROJECTS



Institute for Leadership Studies
Barowsky School of Business
Dominican University of California

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OVERVIEW

The Leadership Practicum Projects enable your organization to engage a student team during the course of a semester to address a business or operational issue at your organization.

Student teams bring a diverse set of analytical and problem-solving skills, as well as an outside perspective that can produce fresh insights and approaches to your challenges.

At the same time, you'll contribute to student learning, growth and preparation for the workplace.



BACKGROUND

The hallmark of Dominican University of California's innovative curriculum is **The Dominican Experience**, an evidence-based approach to educating the whole student. A key component of The Dominican Experience is engagement with the community through a range of activities, including real-world projects.

Community-based projects are embedded in several of our undergraduate courses and designed to serve both community organizations and local businesses.

The Institute for Leadership Studies' Leadership Practicum is one such community-based activity, and is embedded in an advanced course at the Barowsky School of Business called "Leadership & Teams in Organizations" (BUS 4046).

This course is undertaken by undergraduates majoring in Business Administration and/or are minoring in Leadership. The Practicum offers students leadership and management experience working in teams to complete real-world projects for clients from businesses and community organizations.



HOW IT WORKS

Leadership Practicum projects are curated every year by the Institute for Leadership Studies in collaboration with the faculty of the course. Projects are curated primarily from North Bay businesses and community organizations. They cover a wide range of challenges such as creating marketing plans, project management plans, planning and conducting events, undertaking market or industry research, etc.



The projects typically involve teams of four upper division students, who work closely with an assigned representative of a client organization to plan and implement the deliverables of the project. The projects typically take up approximately ten weeks of a semester, with students contributing approximately 80 hours of work during that period.

The students report their progress on project deliverables to the client representative and professor on a weekly basis. A final written and oral report is provided to the client at the end of the semester.

CLIENT ROLE & RESPONSIBILITIES



Client representatives supervise the project, and provide coaching and advice to student teams. We hope clients have the sense of being a teaching partner with the course's professor, co-guiding the student team as they execute the project.

Responsibilities of client representatives include:

- Attend a 1 hour and 40 minutes kick-off session on the second week of the semester to discuss the project with the professor and student team
- Arrange for the team to visit their organization to learn more about its operations, if necessary
- Conduct weekly virtual meeting with their student team. Coach and guide the students as needed.
- Attend a 30-minute session on the last week of the semester, when student teams presents their findings
- Provide constructive feedback through a questionnaire of each student's leadership behaviors at the end of the project

THE ENGAGEMENT PROCESS

Once an organization decides to participate in the Leadership Practicum, the following steps will be undertaken:

- Client fills out a project description form
- Institute for Leadership Studies collaborates with client to refine and finalize project definition and scope
- A student team is matched with the project at the start of the semester
- Client representative meets with their student team to kick off the project during the 2nd week of the semester



The following pages contain sample projects from previous years. They will give you an idea of the scope and scale of projects that are suitable for the Leadership Practicum student teams.

SAMPLE PROJECT 1

ORGANIZATION: 10,000 Degrees

PROJECT NAME: 10,000 Degrees Social Media Campaign

PROJECT OBJECTIVE: Increase engagement with audiences on social media

BACKGROUND: 10,000 Degrees is seeking to grow its presence and engagement on our Facebook, Instagram, and LinkedIn pages. On all of these platforms, we create ongoing posts that celebrate our successes and impact, and share stories about our supporters, partners, alumni, students and staff. We also use the platforms to share news, information, updates, and event details about our organization. However, our engagement is fairly low. Comments are seldom, and shares and LIKES are few. We are seeking to learn more about what types of posts would resonate more with our audiences and inspire them to engage with us more frequently.

DELIVERABLES:

1. Conduct competitive research of social media campaigns of other college success organizations nationwide (uAspire, One Goal, etc.)
2. Develop 2-3 social media campaigns including a strategic plan, measurable goals, call to action, target audience, etc
3. Create a consistent schedule to publish 5 to 10 posts per campaign throughout the semester and track analytics in collaboration with 10,000 Degrees Marketing & Communications team
4. Assist 10,000 Degrees in producing content such as images and graphics to publish in support of the developed campaigns
5. Analyze, assess and make decisions based on metrics such as engagement, content interactions, accounts reached, demographics, etc
6. Prepare a final report featuring the goals and outcomes achieved

SAMPLE PROJECT 2

ORGANIZATION: Hispanic Chamber of Commerce of Marin

PROJECT NAME: Leadership Equity Report of Hispanic/Latino Representation on Marin's Boards and Commission

PROJECT OBJECTIVE: To create a baseline report to measure the ethnic representation of Hispanic/Latino professionals and residents on Corporate, Nonprofit and Municipal Boards and Commissions.

BACKGROUND: Hispanic Chamber of Commerce of Marin has served Marin County since 1982. Our mission is to support Hispanic/Latino businesses and professionals to increase their visibility across Marin County as decision and policy makers in our community. It is important to establish a baseline report on Marin's corporate, nonprofit and municipal boards and commissions that measures the current number of Hispanic/Latinos who serve on these bodies. Once this landscape is understood, the Hispanic Chamber can support Marin's Hispanic/Latino professionals to increase representation on Boards and Commissions. Going forward, the Hispanic Chamber will maintain this as an annual report card to the community, Board of Supervisors, community leaders and policymakers in Marin. Further, the Chamber will create a strategic plan to address the need to increase ethnic representation.

DELIVERABLES:

1. Research Corporate, Nonprofit and Municipal Boards and Commissions to determine the numbers of Hispanic/Latinos who currently serve on these appointed bodies.
2. Create a spreadsheet with this information, divided by organization sectors (e.g. corporate, nonprofit, municipal), Marin Co. Districts, and Marin jurisdictions (e.g. cities/towns/unincorporated County).
3. Write a one-page Executive Summary of the survey results.
4. Design a PPTX report with data and graphs that will be used to present to the community, Board of Supervisors, corporations/business community, community leaders and policymakers.

SAMPLE PROJECT 3

ORGANIZATION: Dominican University of California, Athletics Department

PROJECT NAME: Housing and Transportation Needs for DU Students

PROJECT OBJECTIVE: To help design a physical space that becomes a centralized area for students to find housing and transportation information.

BACKGROUND: Housing has become an issue over the years for our students. We have noticed that no centralized location or software service is available to show students throughout the year what local rentals are available, and what is available on or near campus. This is especially true during the summer when we have an abundance of student workers on campus with no place to stay. We think that there is a need to pilot a program that will dig deeper into this issue.

We also know that there is a transportation need on campus but don't know how to tackle it. We think a centralized place is also needed where students can post if they need a ride and be matched up with a student driver. The idea is to keep this within 300 miles of campus and help people get home or go where they need to go at any given time throughout the year by splitting the cost and the ride with a fellow student(s).

DELIVERABLES:

- 1) Survey current students to find out what they already know and don't know about finding housing and transportation throughout the year.
- 2) To help design a physical space in Conlan that will engage our students to want to use it for their own needs regarding housing and transportation.
- 3) Come up with a plan after we complete our pilot program: Ideas around designing an app, specific website, social media, etc. We want to find out what the students want before we move forward.

SAMPLE PROJECT 4

ORGANIZATION: Homeward Bound of Marin (HBOFM)

PROJECT NAME: Supercharge the Monthly Donors Program

PROJECT OBJECTIVE: Increase the number of monthly donors to Homeward Bound of Marin

BACKGROUND: HBOFM relies on donors large and small to help provide safety-net services in our community. Monthly giving can be a feasible avenue for smaller donors to get involved and grow their connection with HBOFM. While the number of monthly donors has grown little by little, there has been no recent effort to survey effective methods to significantly grow this donor base or create a strategy or materials to promote monthly giving.

DELIVERABLES:

- Conduct research on effective strategies and practices at other nonprofit organizations to grow monthly giving. Involves online research as well as interviews with HBOFM's contacts at nonprofit organizations.
- Create report on findings from research and interviews
- Craft an action plan for HBOFM to grow monthly donors, potentially including recommendations for different donor groups (e.g. age 35 and under, 35 to 55, 55 plus).
- Create sample materials to kick off a monthly giving campaign, including blog post and social media posts for Instagram and Facebook that are grounded in HBOFM's brand "personality."

SAMPLE PROJECT 5

ORGANIZATION: Vivalon

PROJECT NAME: Expanding Membership for Vivalon's Healthy Aging Campus and Immersive Learning Program

PROJECT OBJECTIVE: Broaden Vivalon's membership base, leveraging the enhanced capacity of the new Healthy Aging Campus and the Immersive Learning Program, with the aim of delivering comprehensive services and fostering a supportive community for the elderly in San Rafael and Marin County.

BACKGROUND: Marin is aging faster than any other county in the Bay Area. By 2030, 1 in 3 individuals here will be 60 or older, with the fastest-growing segment being people over 85. Today, 17,000 residents over 60 lack the income to meet their basic needs, and 7,000 older adults urgently require affordable housing. Vivalon's new Healthy Aging Campus will address the three needs most in-demand by older adults in Marin County: connection, affordable homes and healthy aging.

At Vivalon, we believe that community is about more than just shared spaces; it's about shared experiences, shared learning, and shared growth. Our mission is to create a sanctuary of support and belonging for seniors, where they can thrive and lead fulfilling lives.

Our new Healthy Aging Campus, opening in January 2024, will significantly expand our program capacity and introduce an innovative Immersive Learning Program. Our goal is to increase membership to better serve more of the elderly community in San Rafael and Marin County.

DELIVERABLES:

1. Market Analysis Report: Create a report analyzing current market and potential membership demographics, including trends, barriers to entry, and opportunities for growth within the elderly community.
2. Marketing and Outreach Campaign: Develop and execute a marketing campaign tailored to the interests and needs of older adults in the region.

SAMPLE PROJECT 6

ORGANIZATION: Youth in Arts

PROJECT NAME: Securing Sponsorship for the C Street Celebration

PROJECT OBJECTIVE: Increase local business sponsorship for the C Street Celebration through thoughtful prospecting, creating differentiated cultivation/messaging plans for respective sponsorship levels, and creating a general social media plan for sponsorship requests.

BACKGROUND: Building on the successes of the C Street Celebration in 2022 and 2023, YIA will once again present this free community arts festival on Saturday, May 18, 2024. The event will feature:

- Student music and dance performances
- Hands-on family art workshops
- Children's Avenue chalk painting
- Local food and drink
- Full-length 'Til Dawn a cappella concert
- More....

Business sponsorship is vital for the success of the C Street Celebration. To maximize business sponsorship, we need to engage in proactive outreach to local businesses. This outreach effort aims to raise awareness about the event and communicate YIA's mission. Additionally, it seeks to elucidate the significant value that arts education for youth brings to the community.

DELIVERABLES:

- Determine sponsorship list per levels
- Review and refine sponsorship benefits
- Create a differentiated cultivation plan for each level
 - Draft initial messaging
 - Create any additional collateral
- Create social media plan for sponsorships

SAMPLE PROJECT 7

ORGANIZATION: Office of Advancement - Dominican University of California

PROJECT TITLE: All In for Dominican: Campus Engagement

PROJECT PURPOSE: Effectively reach, engage, and educate the campus community about All In for Dominican, the university's annual day of giving.

BACKGROUND: All In for Dominican is a fundraising campaign with the goal of bringing in as many donors as possible in 24 hours. The dollar amount of the donor's gift isn't as important as their participation. If 500 donors give during the 24-hour giving day in March, we will "unlock" generous matching and challenge gifts from the Board of Trustees and other donors.

Last year's All In for Dominican and "All In Fest" provided the best outcome in terms of attendance/engagement. We hope to build on this momentum. Our primary objective is to increase engagement and the education of philanthropy to the campus community - both faculty & staff, and current students.

DELIVERABLES:

1. Understand the foundations of Philanthropy
2. Formulate recommendations for building on last year's All In Fest success with a focus on education on the importance of philanthropy
3. Draft a marketing strategy to outline recommendations for increasing engagement and education for All In for Dominican, including suggested key metrics for assessing the success
4. Create marketing and communication examples (platform/media specific) for potential use leading up to All In for Dominican
5. Create a calendar of these communications to market the All In for Dominican events to campus
6. Generate a list of metrics to analyze the success of the event. These metrics must include using key performance indicators such as dollars raised, number of donors, and social media engagement.

SAMPLE PROJECT 8

ORGANIZATION: Slide Ranch

PROJECT NAME: Corporate engagement campaign

PROJECT OBJECTIVE: Design a marketing and communications plan targeting businesses in the Bay Area

BACKGROUND: Slide Ranch is a non profit organization with limited sources of income. Revenue comes from donations, grants, program fees and earned revenue. Financial sustainability is always a challenge, so we use diversification as a strategy to make sure we receive funds from different sources. Corporate engagement can make a big difference in our funding but we don't have enough in-house capacity to develop the plan.

DELIVERABLES:

Develop a marketing plan including:

- Business research collecting data and lead generation with targeted contact information
- Based on target market, create messaging, marketing collateral and digital content that will resonate with businesses
- Create a targeted outreach plan

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