



FRESH SOLUTIONS FOR YOUR BUSINESS

Preparing for an Experiential Learning Engagement

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Why CapSource?

SKILLS GAP

Only 11% of Employers Believe College Graduates Have the Skills & Expertise They Need to Succeed Day One On the Job

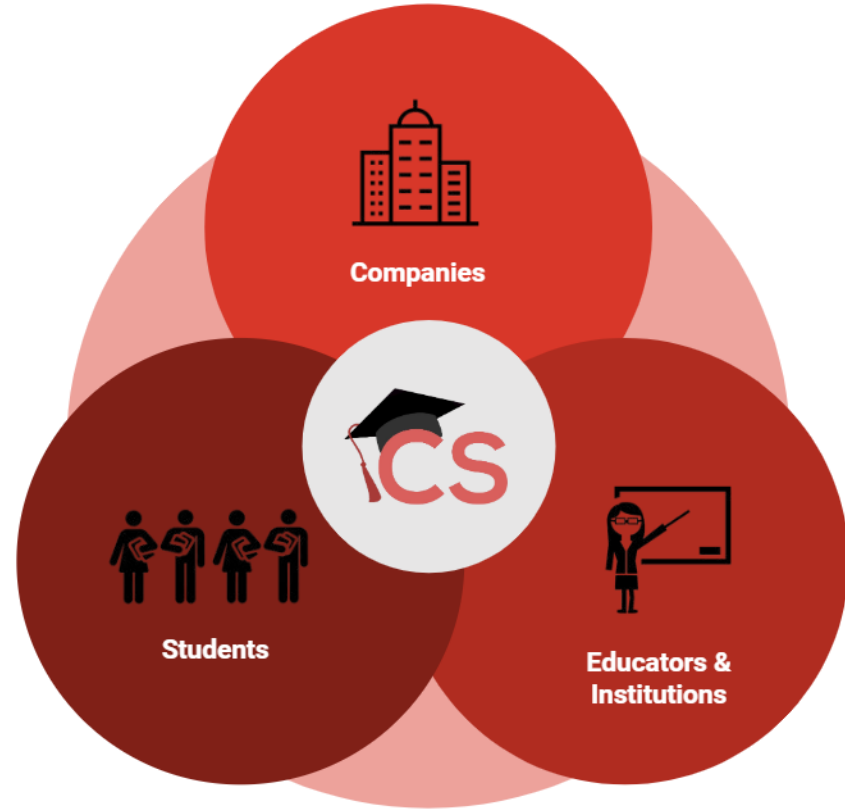
**Strada Education & Gallup Poll*

SOLUTION

CapSource is a **marketplace** that matches companies with schools and their students through **experiential learning**.

All of our projects are strategic, research-oriented **project-based** learning engagements.

We design our collaborations by aligning **student learning goals** with **company objectives** so everyone wins!



Why experiential learning?



Out-of-Box Thinking

Students use faculty mentorship and bring their course theories to life by tackling some of your company's most interesting strategic challenges. The deliverables are professional and organized, and the suggestions are creative and useful.



Simple, Easy Implementation

We've designed plug-and-play project formats and guidelines to make the process of reviewing and approving student collaborations easy. Each project is scoped so that the time commitment is manageable, but the results are relevant and impactful.



Student Access

While students work through your specialized project, you and your team will get a first look at these emerging young professionals for employment opportunities. Hire the ones that excel – they'll already know plenty about your business!

Experiential Learning Stakeholders

Students



- Give “Customers” what they are asking for: Career Preparation
 - Reference-worthy job experiences
 - Real-world training with tools and stakeholders
 - Context for career launch
-

Educators & Institutions



- Experiential learning that scales
 - Help with project scoping
 - Assistance with managing company relationships
 - Differentiate schools & programs
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Host Companies



- Standardized expectations & formats
- Help mitigate risk
- Ensure measurable outcomes
- Turn students into employees

Experiential Learning Process Best Practices



Finalize Project Scope

**Manage Stakeholder
Expectations**

**Organize Necessary
Docs & Info**

Prepare Legal Paperwork

Welcoming Introductions

Kickoff Meeting

Stick to Scope

Feedback

Manage Engagement

Performance Review

Keeping in Touch

Debrief

PRE-ENGAGEMENT: How to set yourself up for success

Finalize Project Scope

- Define and clarify what is expected of the student
- Ensure project scope is research oriented and clearly defined
- Establish engagement schedule and communication cadence
- Ensure deliverables are clearly defined in advance

Manage Stakeholder Expectations

- Ensure internal stakeholders are aware of engagement
- Determine if/when students will be on-site
- Encourage a welcoming, fun, interactive environment

Organize Necessary Docs & Info

- Organize info for students to review before in advance
- Deliver info to students as early as possible
- E.g., marketing materials, decks, financial models, product demos, articles, videos, or other special links
- Geared for students to familiarize themselves with business

Prepare Legal Paperwork

- Ensure legal paperwork is finalized and ready for execution so students can gain access to materials and get started
- E.g., CapSource Rules of Engagement, which includes IP Assignment and Non-Disclosure Agreement (NDA)

ENGAGEMENT KICKOFF: How to start off on the right foot



SEND A WARM WELCOME EMAIL

Provide details about engagement launch, location, in person or remote, if you will ever meet face to face.



SCHEDULE AND ORGANIZE A KICKOFF MEETING

Set the tone for engagement. Reiterate that you're expecting real outcomes and professionalism.



ADMINISTER ENGAGING AND EFFECTIVE KICKOFF MEETING

Topics of discussion: Introductions, company overview, team and org structure, deep dive on student project and next steps.

PROJECT RUNNING: How to keep students engaged & producing results

STICK TO THE SCOPE!

Use scope as a guide for the engagement, students will be graded based on outcomes set in the project plan.

The opportunity to make changes and add items to the project scope is difficult once the project begins, so make sure you stick to the scope once it has been finalized.



STAY ENGAGED

Expect 1-2 hours per week of time commitment and respond to inquiries/information requests in a timely manner.

Remember this type of learning may be new to faculty or students, answer questions and be patient.

PROVIDE FEEDBACK

Provide as much feedback throughout the process as possible. Focus on areas like: communication, collaboration, teamwork, tactics, outcomes, and deliverables.

Grading & Feedback

Grading will be done by faculty but you may be required to provide your input during the grading process. Please try and be timely and fair with your responses.

Feedback for the students (and faculty) is crucial. The students should be graded on their effort, teamwork, and professionalism, and the quality of their ultimate deliverable.

Reach out if you need clarification on criteria.

Keep in Touch

Students usually leave engagements on a high, inspired by you, your company, and your team. Keep in touch with them, and they should keep in touch with you, as friends, mentors, and professional contacts.

Consider helping them navigate through open job requisitions at your company if you really liked their performance.

Questions? Comments? Concerns?

We're here to help! Contact us:



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