

A photograph of two women in professional attire. One woman with short blonde hair is seated at a wooden table, smiling and pointing at a document. The other woman with long brown hair is standing next to her, also smiling and looking at the document. They appear to be in a collaborative work environment.

# Experiential Network

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2016 PROJECT SPONSOR PROGRAM  
INTRODUCTION

Northeastern University

## What is the Experiential Network?

The Experiential Network is a new initiative by Northeastern University in which graduate students work with sponsoring organizations on short-term projects. This enables organizations to move forward on project-based work and connect with rising professional talent, while providing students with real-world learning opportunities. Northeastern University does not charge project sponsors for participating in the program.

## Benefits for Project Sponsors

- Increase your bandwidth without increasing your budget
- Receive insights from students who bring a fresh perspective to your organization
- Assess and engage rising student talent through project-based work
- Provide new and rising managers with opportunities to mentor and develop high-potential students

## Project Details

Project work is completed remotely (i.e. via email, phone, Skype) over a six-week period. Students spend approximately five hours per week working on the project. Projects are typically research-based and conclude with an actionable deliverable that provides insight and recommendations to inform critical business decisions. The following table details example projects as tailored to students enrolled in the represented Master’s programs.

| Degree Program                              | Example Project   |
|---|---|
| Project Management                          | Development of a stakeholder engagement plan                            |
| Organizational and Corporate Communications | Creation of a marketing communication plan for a new product or service |
| Leadership                                  | Evaluation of team efficacy and success                                 |
| Nonprofit Management                        | Developing a strategy for identifying and pursuing grants               |

## How it Works

### 1. Project Creation

Experiential Network staff work with sponsoring organizations to scope projects that will be both impactful to your business and applicable to students' in-class learning.

### 2. Student Partner Review

After closely reviewing program applicants, the Experiential Network team will propose one student to partner with for a particular project and send you the student's resume for review. This saves you the hassle of reviewing multiple resumes, while also giving you the opportunity to determine with whom you're comfortable working.

### 3. Project Kick-Off

Once you have confirmed a proposed student partner and accepted the Experiential Network's terms and conditions, we will introduce you and the student. It is then up to you and the student to arrange a kick-off meeting and plan for the next six weeks of project work.

### 4. Ongoing Feedback

At the midpoint and conclusion of project work, the Experiential Network staff will ask project sponsors to complete a brief survey regarding their progress with the student and overall program experience.

## Sample Project: JoyBox

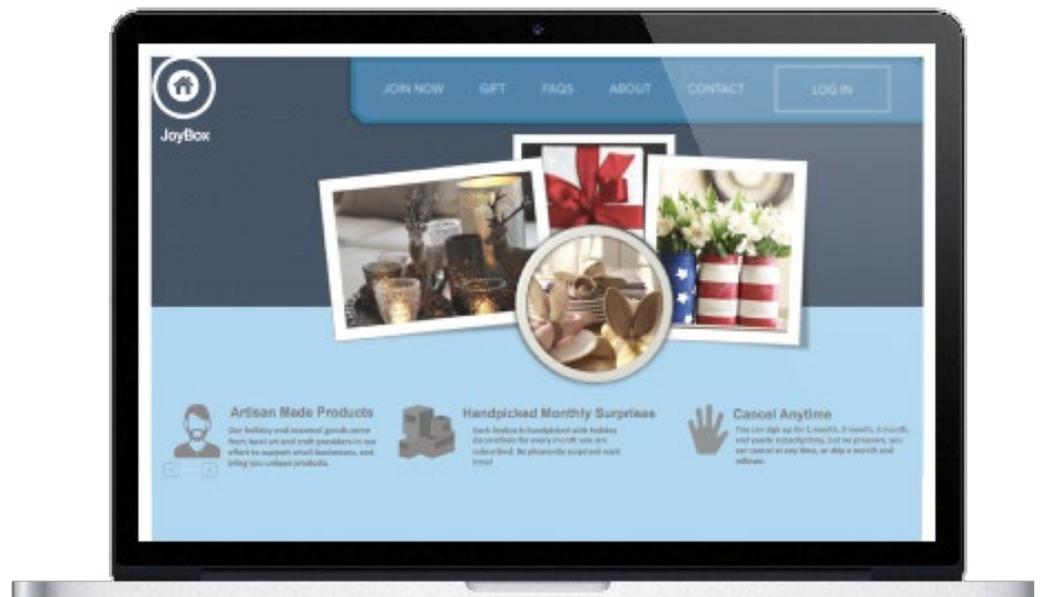
JoyBox is a monthly subscription service that allows people to decorate their home every holiday with unique, artisan, home accents and accessories handpicked by expert interior designers.

JoyBox believes there is high potential with this service among young professionals in the 25-35 age demographic, especially women.

### TASK

Create a marketing communications plan to reach US-based working professionals in the 25-35 age demographic, earning an average of \$60,000 per year. The deliverable, a PowerPoint presentation, should provide the following recommendations:

- The value proposition for this target audience
- The goals of successful marketing/ how you will measure success
- The marketing channels and vehicles you will use (e.g. conferences, trade shows, web, etc.)



## Key Dates for Winter 2016 Term

| Date                            | Activity   |
|---------------------------------|--|
| <b>November 2015</b>            | Experiential Network team works with sponsors to scope and finalize projects |
| <b>Mid December 2015</b>        | Final project submission for the Winter 2016 term                            |
| <b>Early - Mid January 2016</b> | Sponsors are matched and introduced to student partners                      |
| <b>End of January 2016</b>      | Project work kicks off   |
| <b>February 2016</b>            | Project execution  |
| <b>Mid March 2016</b>           | Project work concludes   |

*Please note that our schedule for the Winter 2016 term is still being finalized. Dates listed in the table above are estimates and subject to change.*

## Next Steps

The Experiential Network team is here to support your successful partnership with a student. To get started:

- Review the Experiential Network's terms and conditions at [www.experientialnetwork.org/terms](http://www.experientialnetwork.org/terms)
- Brainstorm project ideas
- Connect with Kim Karter ([k.karter@neu.edu](mailto:k.karter@neu.edu)) or Chuck Kilfoye ([c.kilfoye@neu.edu](mailto:c.kilfoye@neu.edu)) to discuss project ideas and begin scoping a project

For more information, please visit: [www.experientialnetwork.org](http://www.experientialnetwork.org)