Community Engagement Program (C.E.P.)
Information Session
Semester 1 2016
BEL Student Employability Team (SET)
Community Engagement Program

Grow your network, gain employability skills and give back!

• Non profit/Community/Social Enterprise organisations provide a project brief

• Business, Economics and Law students take on the role of project consultant

• Work in groups of 6 students

• Take part in preparatory workshops (CEP Orientation)

• Work with specialist Academics, UQ Business School MBA students and alumni

• Structured program delivery guided by key milestones

• Opportunity to compete for the Community Project Awards (by meeting deadlines and attending events)

• Opportunity to make a real difference!
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Sem 1 Milestones and Events

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<th>Week</th>
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| Week 1 | Feb 29 – Mar 4 | **CEP INFORMATION SESSIONS:** 2 x CEP Information Sessions: Tues 1/3 and Thurs 3/3  
**APPLICATIONS OPEN:** CEP Application survey is distributed to all eligible students |
| Week 2 | Mar 7-11 | **APPLICATION DEADLINE:** CEP Application survey closes 5pm on Tues 8/3 |
| Week 3 | Mar 14-18 | **PROJECT TEAMS ANNOUNCED:** Project teams announced, along with Project Advisors, Project Briefs and Insurance Forms on Mon 14/3 via email  
**CEP ORIENTATION:** 8am – 12pm Friday 18th of March (Downtown or at UQ)  
**INSURANCE FORMS:** are to be completed online and sent through no later than COB Friday, 18th March |
| Week 4 | Mar 21-24 | **CEP MILESTONE 1:** Initial client meetings occur during week 4 (onsite where possible) |
| Mid Sem Break | | |
| Week 5 | Apr 4 - 8 | **CEP MILESTONE 2:** Task Brief Deadline, Fri 8th of April (all teams must have their TB’s submitted by 5pm) |
| Week 6 | Apr 11-15 | Follow up meetings, as required |
| Week 7 | Apr 18-22 | Follow up meetings, as required |
| Week 8 | Apr 25-29 | Follow up meetings, as required |
| Week 9 | May 2-6 | **CEP Midpoint Peer Review Session:** with Academic Steering Committee and Project Advisors, Friday 6th of May |
| Week 10 | May 9-13 | Follow up meetings, as required |
| Week 11 | May 16-20 | **CEP Presentation Workshop:** Wednesday, 18th of May, run by Nicole Hartley |
| Week 12 | May 23-27 | Follow up meetings, as required |
| Week 13 | May 30-Jun 3 | **CEP MILESTONE 3:** Client Presentations during Week 13 and SWOT (May 30 – Jun 10) |
| SWOT | Jun 6-10 | **CEP MILESTONE 3 Continued**  
**CEP MILESTONE 4:** CEP final report deadline Friday, 10th June (all project teams must have their final reports submitted to their clients by 5pm) |
| EXAM 1 | Jun 13-17 | **CEP MILESTONE 5:** Evaluation Survey deadline for students 5pm 17/6 |
| EXAM 2 | Jun 20-24 | **CEP Sem 1 Celebration and Awards:** morning tea on Thursday, 23rd of June |
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CEP Sem 1 Orientation: Friday 18th March 2016

8AM WORKSHOP ONE: (COMPULSORY) Meet your CEP team and your Project Advisor
with Cass Vickers and the Academic Steering Committee

9AM WORKSHOP TWO: CEP 101 – Introduction to CEP
with Cass Vickers

10AM WORKSHOP THREE: Getting the best out of yourself, your team and your client
with Bryn Griffiths, Director, Clemenger BBDO

11AM WORKSHOP FOUR: Panel Discussion – How to CEP, from the real experts
with Gary Adsett and Ben Simpson from the YMCA, Cathy Baker from QAILS and Zac Fook from Youngcare + panel of previous CEP participants
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CEP Community Project Awards

Award for Best Project: Winning team receives a video production on their project and assistance with an individual placement in a non-profit/community organisation.

Recognition for 2 x Highly Commended Project teams and Best Individual Performance

CEP Sem 1 2015 Winners Youngcare
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PROJECTS
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PROJECT 1
Orange Sky Laundry
CRM Implementation

- Implementation of a CRM system for engagement with donors
- Working with Lucas and Nick – founders of OSL
- Particularly relevant for BEL students with an interest in helping the homeless, IT and database marketing
- 6 positions available
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PROJECT 2
Orange Sky Laundry
Social Enterprise Business Plan

• Create a Social Enterprise Business Plan for engaging small local businesses for laundry services
• Working directly with Alek Jacoby – Brisbane Services Manager
• Particularly relevant for BEL students who are interested in creating employment for the homeless, “profit for purpose” and social enterprise business models
• 6 positions available
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PROJECT 3, 4 and 5
YMCA Queensland
Sponsor a School Breakfast Program

- Engagement strategy and marketing campaign for local businesses to sponsor the YMCA Schools Breakfast Program in each geographical area – Ipswich, Logan and South Brisbane
- Working with Gary Adsett, QLD State GM
- Particularly relevant to students with an interest in helping disadvantaged primary school kids, marketing and community engagement
- 3 projects, 6 positions available on each team
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PROJECT 6
Community Mates
Sporting Club Engagement

• Establishment of Community Mates chapter within a local sporting club, and strategy to roll out across other similar sporting bodies
• Working with Founder and CEO, Chis Evans, and local member Bryanna McDermott
• Particularly relevant to BEL students with an interest in volunteering, sports, start ups, business development and operations
• 6 positions available
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PROJECT 7
Community Mates
High School Engagement

• Establishment of Community Mates chapter within a local secondary school, and strategy to roll out across other schools
• Working with Founder and CEO, Chis Evans, and local member Bryanna McDermott
• Particularly relevant to BEL students with an interest in volunteering, engaging with secondary schools, start ups, business development and operations
• 6 positions available
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PROJECT 8
Conexu Foundation
Blogger Engagement and Social Media Study

• Marketing strategy aimed at increasing blogger engagement for [www.techfinder.org.au](http://www.techfinder.org.au), including the use of a new Avaya Social Media tool
• Working with the Communications Manager, Sarah Magoffin (UQ MBA Alumni)
• Particularly relevant to BEL students who want to help those who are hearing and speech impaired and have an interest in technology, social media and blogging
• 6 positions available
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PROJECT 9
Queensland Ballet
Arts Education Research

• Research and survey primary and secondary school teachers across Queensland who are interested in joining the QB Ambassadors program, aimed at enhancing arts education across Queensland
• Working with the Education Manager, Felicity Mandile
• Particularly relevant to BEL students with an interest in dance, the arts, school education and market research (surveys, focus groups etc)
• 6 positions available
Social Enterprise Business Plan focussing on the long term sustainability and growth of OCCA Biodiversity Services, a profitable business that provides contractors to deliver natural area restoration and revegetation in the local area.

- Working with the Biodiversity Services Manager, Chris Jensen and OCCA VP, Lynn Whitfield.
- Particularly relevant to BEL students with an interest in environmental sustainability, environmental economics, ‘profit for purpose’ and social enterprise business models.
- 6 positions available.
PROJECT 11
Queensland Association of Independent Legal Services (QAILS)
Pathways for Law Graduates

- Create and design a viable program strategy for a graduate pathways program for law students interested in pursuing a career as a human rights lawyer
- Working with Cathy Baker, Communications Manager for QAILS
- Particularly relevant to BEL students with an interest in legal aid, human rights law and human resources
- 6 positions available
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What’s next?

1) Tell your friends!
2) Choose your projects (top 2 preferences)
3) Apply via application survey by **Tuesday 8th of March**
   *released to all students at the end of this week, inc this presentation*
4) Final teams will be notified via email on **Monday 14th March**
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Got questions?
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