



# How to Write a ClarkCONNECT Project Description

*Use this guide to help you design a project for a Clark student*

## Key Components of a Project Description

ClarkCONNECT Project descriptions should be as detailed as possible so students fully understand the desired skills, scope of work, expected responsibilities, and anticipated post-completion outcomes before they apply for a project.

Project descriptions should include the following information:

- **A brief summary of your organization**, including details about its mission so students can determine if (and how) the organization fits with their own core values
- **Particular skills or knowledge needed** to complete the project so students can decide whether or not they may be a strong candidate for a project
- **An overview of project responsibilities and tasks** so students know what will be expected of them while participating
- **Any major anticipated student learning outcomes** so students understand the knowledge and/or skills they will gain from completing a project

## Example of an Effective Project Description

### **Project Example: Research at Organization X**

#### **Brief summary about the organization:**

Organization X is a sustainability nonprofit working to build leadership and drive solutions throughout the economy. Organization X has a long history of tackling some of the world's biggest sustainability challenges, including water scarcity, climate change, and inequitable workplaces. Its mission is to build a sustainable future for the people and the planet. Organization X is headquartered in Boston, MA, with additional offices in California.

#### **Desired skills or knowledge:**

This opportunity is only open to currently enrolled undergraduate students. Candidates must have strong organizational, research, and writing skills, an ability to work independently, and some familiarity with environmental and sustainability policies. A major in environmental science is preferred but not required.

#### **ClarkCONNECT Project overview:**

Over the course of 4 weeks (10 hours/wk), student will research key S&P 500 companies to document whether they have goals for things such as: reducing greenhouse gas emissions (GHGs), sourcing renewable energy and boosting energy efficiency. The research will enable investors to decide which of these companies to ask to set goals. Key activities will include:

- Updating or creating white papers for investors making the business case for companies or industry sectors to address climate change.
- Researching progress on commitments companies have made to investors.

**Anticipated Outcomes:**

- Gain experience writing a white paper
- Refine existing skills in writing, editing, researching, and time management
- Build your professional network by connecting with Clark alumni on the ClarkCONNECT platform
- Apply knowledge learned in the classroom to a professional work environment
- Expand decision-making skills and self-confidence