ClarkCONNECT Projects: Examples Library

In addition to the projects templates found on the ClarkCONNECT platform, here is a list of project examples to spark ideas for you about short-term, virtual projects for Clark students at your organization. Please note that these are suggestions, and not a comprehensive list of potential projects. We encourage you to be creative!

To contact a Clark University staff member for support in creating or posting a ClarkCONNECT Project, email us at clarkconnect@clarku.edu.

CREATIVE ARTS

- **Graphic Design:** Design a flyer, a series of social media posts, a digital campaign or marketing materials for an upcoming conference, program or event. Talented and tech savvy students can help your organization’s design needs.

- **Video Editing:** Create a new video using editing and/or animation software, fix or equalize audio, or provide close captioning on video footage. Students with previous editing experience can take on a project like this with creativity and precision.

- **Create a Blog:** Students can use platforms like Blogger or Wordpress to build out a website for a blog and write or update entries. This may be a project especially of catered to students with previous public writing experience or interest in journalism.

- **Other project ideas of interest to students:**
  - Script editing
  - Voice acting, including recording voiceovers
  - Recording & transcribing oral histories
  - Planning, writing, or recording podcast episodes

SOCIAL IMPACT

- **Grant Research & Support:** Students can help your mission driven organization or initiative in the fundraising or grant writing process through content development, research or campaign organization.

- **Reduce carbon footprint:** Students can analyze and make suggestions on how to reduce your organization’s carbon footprint.

- **Enhance organizational impact:** Whether your organization is seeking strategies to create a work environment where people can make an impact, suggestions on potential strategic partners to enhance impact, or research and analysis on measuring impact, students can help.

- **Other project ideas:**
  - Develop a strategic communications plan
  - Support the development work of a non-profit
STEM & SUSTAINABILITY

- **Develop a lesson plan:** Research and organize content on a specific topic to create an engaging lesson plan that will be delivered virtually.
- **Benchmarking Project:** Research and identify best corporate practices or examples of how companies communicate CSR project/program outcomes and impact data on public-facing pages.
- **Analyze Spatial Data:** Leverage GIS (Geographic Information System) to capture and analyze spatial and geographic data.
- **Other project ideas for students:**
  - Design and data visualization
  - Identify sustainability best practices
  - Virtual teaching and tutoring

FINANCE & ACCOUNTING

- **Financial Model Development:** Students can assist in developing a financial model to evaluate and present a new initiative. They'll need access to information and guidance on the purpose of the presentation and the suggested format.
- **Financial/Debt Analysis:** Students can review the financial statements of 5-10 companies based off specific criteria (market, location, revenue, etc.) and prepare an analysis that includes debt, cash, revenue, gross profit, and operating profit for the prior three years. They'll need a list of target companies, key metrics and the terms to capture.
- **Risk Analysis:** Make recommendations on new processes for evaluating and analyzing the relative risk of new client opportunities.
- **Other topics of interest to students:**
  - Microfinance
  - Corporate finance
  - Technology/Data Science & Finance
  - Corporate Venturing

SALES & BUSINESS DEVELOPMENT

- **LinkedIn Research:** Using LinkedIn, students can conduct sales research on a number of target companies and provide a list of key contacts with whom to arrange an appointment or product presentation. Some things to consider when creating this project: segmenting by geographic region or industry, providing specific information you want students to seek, and limiting the number of prospects based on the length of the project.
- **Company Summaries:** Students can prepare one-page company summaries on several organizations in a specific industry. Summaries should include information like company description, key product(s), founder/CEO, status, valuation, revenue, and headlines from key news stories.
• **Support Fundraising Efforts:** Whether supporting the writing of a grant, identifying prospects, conducting research or developing a digital fundraising campaign, students can provide creative and innovative thought to your development needs.

• **Lead Generation:** Students can source leads and organize information in a presentable format, offer insight about why the lead is a good prospect and suggest an approach to steward new leads.

• **Other project ideas for students:**
  - Updating a user manual
  - Market analysis
  - Create a new product presentation
  - Design and data visualization
  - List crunching

**STRATEGY**

• **SWOT Analysis:** Prepare a SWOT analysis for specific companies in a given market or industry using public data and industry research.

• **Social Media Engagement Feedback:** Review social media postings on Twitter, Instagram, Facebook, or other sites that tag or reference a specific company, industry, or keyword, and then prepare a report summarizing key information about online feedback.

• **Other project ideas:**
  - Competitive analysis
  - Extracting Insights from data
  - User experience analysis
  - Target market research
  - Procurement research

**MARKETING**

• **Social Media Content Calendar:** Create a social media content calendar for your organization that includes frequency of posts, content & campaigns across preferred social platforms.

• **Content Creation:** Content creation can take many forms. Students can research and draft a 1,200-1,600 word article or blog post on a specific topic; design collateral for a marketing campaign; or develop and write drafts for an email marketing campaign.

• **Branding Guide:** Create a branding guide for your organization that includes color palette, fonts, logo, graphic designs, and style recommendations for social media or other digital presence.

• **Other project ideas for students:**
  - Design Budget Book for a local municipality
  - Create a logo for a nonprofit organization
  - Draft the text for a newsletter
  - Redesign a company’s social media presence
RESEARCH

- **Market Research**: Create a market analysis for a specific industry, provide details on existing companies, trends, growth, and key drivers of success or failure.
- **Archival Research**: Use digital archives to collect data like names, statistics, and quotations from primary sources and organize the data.
- **Prospect Research**: Research and segment lead generation lists based on elements like past interaction, email engagement, financial giving, and more.
- **Other project ideas for students:**
  - Compile and edit a bibliography in APA or MLA format
  - Review digital finding guides for relevant source materials
  - Provide research citations for blog posts or website