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/Date 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*