

## **Professional Summer Camp Executive Summary**

Our student group, the Quack Pack are presenting a proposal for an intensive professional summer camp program for the students of the LCB. We have found through research, students testimonials, and professional opinion that students are not fully prepared for the professional world. A summer camp that is designed to promote all the skills not currently emphasized in the LCB will be extremely beneficial for students throughout their professional careers.

### **Situation Analysis**

Just last year 30% of LCB students were still looking for employment three months after graduating. We discovered three major areas of importance for gaining an advantage in the job market

#### Relatable Work Experience

A statistic we found said 83% of employers have will not hire college graduates without meaningful work experience outside of the classroom. Being a full-time student is demanding many cannot have both a job and go to school. Students we spoke to did not feel confident in the experience they currently have.

#### Proof of Developed Practical and Developed Skills

Having a wide knowledge of practical skills in your field can give a potential employee an edge. There are workshops and seminars currently but again due to time constraints with classes and the times that these opportunities are offered, students often cannot commit their time to these programs.

#### A Strong Professional Network

Only one out of a hundred people applying for a position with an application and resume will get hired. Comparably, one out of eight people that are referred by a current employee will receive a job. The benefits of networking are huge and presently the only resources for LCB students to learn networking are through a single webpage and a couple of mock networking workshops.

### **Objectives**

- Provide all the necessary resources and experiences for students to build a strong portfolio
- Provide opportunities for students to learn and use networking skills
- Provide an experience that is accessible for busy college students

### **Solution**

We are proposing a two week-long intensive professional summer camp. Our solution will provide students with a meaningful experience that will teach students applicable skills and have them leave with a stronger professional network and professional portfolio. We plan on incentivizing students with a competition at the end of the program while maintaining a professional atmosphere. By having a summer program with minimal time commitments, students will have more access to our program.

### **Cost**

Excluding food and housing costs that students will cover, expected costs are \$20,000 per year. If 100 students pay a \$100 fee we can operate at under \$10,000 a year allowing our pilot program to run for three years at which time we can reevaluate our financials.

LCB students are currently not maximizing their potential which devalues the education produced by the College. To better prepare students, the LCB needs to provide more resources for gaining relatable experience developing proof of applicable skills and creating a strong professional network.

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Bramhall 2:00