

Assignment 3: **APPLIED SOCIAL ENTERPRISE TEAM PROJECT**

One of the most effective ways to integrate and synthesize course concepts is to apply them in real practice. The Applied Social Enterprise Team Project is a defined assignment for which students will conduct research and develop focused recommendations for a local social venture facing real business opportunities and challenges. This project is the main “hands-on” element of the course that allows students to integrate and apply course concepts to benefit a real organization. For this term, the participating partner organization is **Modo** – <https://www.modo.coop/>

Logistics:

Approximately one week before the Client Introduction/Briefing, a **Client Brief** will be released, outlining some background information about the organization, a description of the challenges and/or opportunity the organization faces and possibly some early resources for teams to review. Students are expected to use the Client Brief to conduct initial research and to prepare for the upcoming Client Introduction/Briefing (which is scheduled for November 2, 2021).

After the *Client Brief* has been released, four classes will be dedicated to the project:

- **Day 1 (Wednesday November 2): Client Introduction/Briefing** – The client partner will introduce the organization, area of collaboration and present the brief. Every group will have an opportunity to ask questions.
- **Day 2 (Wednesday November 16): Project Coaching/Work Day** – The teaching team (and possibly a guest mentor) will be available to coach teams; no readings or pre-assessments due that class.
- **Day 3 + 4 (Wednesday November 30 + Monday December 5): Team Presentations** – All teams will submit written proposals (details on next page) by 6:00pm on **Tuesday November 29** and deliver a brief (i.e. max 10 minute) presentation to outline their key recommendations to the class on November 30 + December 5; class discussion of the project and the various teams’ recommendations will follow. **Note: The client partner will attend the presentations.**

Student Teams:

This is a team assignment. The diverse teams formed for Assignment 2 will continue to work together for this project. Students will complete **Team Evaluations** on iPEER after completion of each team assignment to report on each team member’s (including their own) contribution to the assignment. Evaluating all members of your team is important to show the instructor how effectively your group worked together. If there were team members who engaged in uncooperative behaviour or did not pull their weight in project work, you should give this feedback in your evaluations. This confidential feedback will be reviewed by the teaching team.

DELIVERABLES

1. Team Written Proposal:

The main deliverable for the Applied Social Enterprise Team Project is a written proposal of recommendations to address the client partner’s opportunities and challenges. There is no page limit, and this will depend on the format you choose. Ensure that you communicate your ideas clearly and the piece is well-written, concise and uses images to support your ideas. Clear structure, communication and grammar are essential.

Please note that you may wish to use appendices to support your recommendations. Please ensure that appendices add value to your proposal and are not simply “padding”. See Written Format Specifications below.

While the proposals will be graded by the teaching team, you should consider the client partner as the intended audience. Your recommendations should use plain language and represent a professional reflection of the client’s communication style; in other words, do not use overly technical, academic language unnecessarily in

your proposal. All proposals will be sent to the client partner for review and feedback, and the teaching team will consider the client partner's feedback in final grading.

Refer to the *Appendix* of this document for a general framework that can be used as a guideline to organize your proposal's recommendations to the client partner. Make sure you address the specific issues that will be outlined in each *Client Brief*.

2. Team Presentations + Slides:

Each team will deliver a 10 minute (max) presentation in class, highlighting its analysis and recommendations. This will allow the class to learn from the various approaches taken to tackle the issues identified in the *Client Brief*. Teams are encouraged to consider the most efficient and effective ways to communicate their approach, including slides or other visual support materials prepared for the client (i.e. diagrams, charts, mock-ups of promotional tools, etc.). A general class discussion will follow after all presentations are completed, as time permits. NOTE: The client partner will be attending the final presentations.

Written Format Guidelines:

- Clear structure, communication and grammar are essential.
- Be creative! Select page layout, font, line spacing, etc. to best support your written proposal and presentation.
- Remember to adapt to the medium you are using. Font size should be appropriate for the medium you are using (i.e. the font size used for a written proposal will likely not be appropriate for presentation slides). Ensure that you make good use of headings and white space for readability (for both the written proposal and the presentation materials).
- Please remember to number all pages and clearly label images and graphics, where appropriate.
- Cite all sources either in-text or with footnotes; include a "References" list or bibliography in an appendix ~ this includes quoting an email or conversation.

PLEASE NOTE: This is a team assignment and represents 30% of the final grade.

DEADLINES:

1. **Team Written Proposals + Presentation Slides ~ Due 11:55 pm Tuesday November 29, via Canvas.**
 2. **Team Presentations ~ Presented in class Wednesday November 30 and Monday December 5.**
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APPENDIX: General Framework for Structuring Written Proposals

Overview

Briefly summarize the core issues (problem or opportunity) at the heart of the Applied Social Enterprise Project, the objective that the client partner would like to achieve, and the deliverables that you will provide in your proposal to address these.

Analysis

Summarize your key research and analysis, focusing on the insights you have generated through this process. Clearly outlining your key findings provides significant value to the client partner even before you have explained the details of your recommendations.

This section is NOT about recommendations; rather, it is about establishing the rationale for the recommendations to follow. Provide the client partner with any statistics or research that will demonstrate the viability of your recommendations (use appendices as necessary).

Recommendations

Address the core issue and the client's objective by briefly describing your recommendations derived from your research and analysis. Be as specific as possible about strategies and their related tactics, so that the client partner can easily understand how all recommendations fit together to achieve maximum cohesion and effectiveness.

Organize your recommendations in a logical flow (e.g. from broadest to narrowest, or from immediate to long-term). Include ideas on monitoring and control; i.e. identify methods that could be used to track the effectiveness of your various recommendations, especially toward achieving the client partner's main objective. Include suggestions for timing and coordination of all recommendations.

Where feasible and suitable, use visual representations or mock-ups of your ideas to communicate efficiently and effectively. Always use white space and headings for maximum readability.

Conclusion

Briefly reiterate the key recommendations and connect them to the main issues that the client is facing. Advise on first steps to begin implementation and close the proposal with a confident statement of what will be achieved if your proposal is implemented.

Appendices

Appendices should be used to add value to the overall recommendation. Appendices should be supplemental in nature; nothing essential to the proposal should be included in the appendices, in case they are not read by the audience. Please ensure the appendices are labeled correctly and referenced in the body of your proposal.

Resources

References must be clearly indicated for all sources used. Use of graphics and images to support your findings is encouraged.