



**Richard Ivey School of Business**  
The University of Western Ontario

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## **IVEY CONNECTS COMMUNITY CONSULTING PROJECT PROJECT DESCRIPTION FORM**

### **INSTRUCTIONS:**

Please complete the following project description form in its entirety to request an Ivey Connects Community Consulting Project team for 2012-2013. The greater detail you can provide, the more likely we will be able to find a team with the appropriate skills to match your project. Please send completed project description forms to CCP External Director **Galina Kashkina** at [gkashkina.hba2013@ivey.ca](mailto:gkashkina.hba2013@ivey.ca) by no later than **11:59pm on July 20, 2012**

Please keep in mind that CCP teams are full-time business students. As such, projects should fill about 80-100 hours of work and should span approximately six weeks. If you have multiple projects, please fill out multiple project scope forms detailing each project separately and submit each project scope form as separate documents.

Thank you for your interest in the Community Consulting Project. Final decisions regarding which applications will receive CCP project teams will be sent out no later than August 17, 2012.

For more information, please visit our website at <http://www.ivey.uwo.ca/iveyconnects/> or contact Galina Kashkina at the above e-mail address.

### **WHAT COMPRISES A GOOD PROJECT DESCRIPTION?**

Defining and articulating a business problem can be difficult. The following application will guide you in describing your organization's challenge and determining the scope of the resulting project. The following are characteristics of good project descriptions:

#### ***Specific***

Please be as specific as possible. If the project is too broad, it is unlikely we will be able to complete it within our timeline.

#### ***Clear, measurable goals***

Stating the desired outcomes of the CCP project provides clear objectives for the CCP team to work towards in making their recommendations

#### ***Highlight strategic challenges***

We envision that the recommendations we provide will leave a meaningful impact on your organization.

The Community Consulting Project leadership team is committed to working with our NPO partners to further clarify the problem and scope out the project. **Please do not hesitate to reach out to Galina Kashkina at [gkashkina.hba2013@ivey.ca](mailto:gkashkina.hba2013@ivey.ca) if you have any questions regarding the application.**

## SAMPLE PROJECT DESCRIPTION FORM

NON-PROFIT ORGANIZATION (NPO) INFORMATION	
<b>NPO Name</b>	[Name of the Non-Profit Organization]
<b>NPO Description</b>	[What is your organization's goal? What product or service do you provide? To whom do you provide it and how? ]
<b>Subsidiary, Division or Department</b>	[Which part of the organization will your students be working for?]
<b>Website Address</b>	[If applicable]
PROJECT INFORMATION	
<b>Project Description</b>	[What does your project entail and what are the issues it addresses? Please be as detailed as possible but limit the scope of the project to 80 - 100 hours of work. If the project is estimated to take more than that please consider breaking up the project into multiple parts and submitting additional scope forms]
<b>Goal</b>	[If this project is completed successfully what results do you hope to see?]
<b>Issue Identification</b>	[What issues / problems will this project solve? Use this space to make a connection between the business issue your organization is facing and the intended outcome of the project you have outlined above. How will this project further the strategic interests of your organization?]
<b>Required Activities</b>	[What types of activities will be required to complete this project? Outline what you believe to be necessary. This is not a final list and items can be added or taken away throughout the course of the six weeks.]
<b>Research and Analysis Completed</b>	[What type of research or analysis has been done for this project already?]
<b>Research and Analysis Needed</b>	[What type of research and analysis will the CCP team be required to complete?]

<b>Final Deliverables Expected</b>	[What would you like to be delivered to you at the end of the project? Presentation, report, or both? For your reference, standard practice is for the students to present their findings and hand over their presentation's slide deck.]
<b>Requirements of Final Deliverables</b>	[At the end of the project what do you hope the students will have answered or completed? Please be specific. For example, 'I require a marketing plan that will increase my organization's brand awareness and that can be completed within one year' is a clear requirement. Use this space to outline what you expect to see in the final presentation or report.]
<b>Resources and Commitments to be Provided</b>	[Please detail the resources that will be available to the students. This can include items as diverse as temporary office space or meetings with the executives of your organization.]
<b>Number of Hours Expected</b>	[How many hours per week do you expect the team to dedicate toward the project?]
<b>Contact person</b>	[Who will liaise with the team to provide them with the necessary information? The success of a project is heavily determined by whether the team has the information they require so they can make suggestions in areas truly needed by the firm. This position is important and the contact person is required to be available at least once a week to meet with the student teams.]
<b>CONTACT PERSON INFORMATION</b>	
<b>Name</b>	[Name of the NPO project coordinator]
<b>Title</b>	[Title]
<b>Address</b>	[Address of NPO project coordinator's office]
<b>Telephone</b>	
<b>Fax</b>	
<b>Email Address</b>	
<b>Will the Project Coordinator be available for student contact at least once a week?</b>	[Yes/No. If no, please provide an alternative that can substitute for weekly meetings. The goal of these meetings is to ensure that both the students and your organization are working towards the same goal and have the information necessary to proceed.]
<b>OTHER INFORMATION</b>	
<b>Other Information</b>	[Any further information that you think would help us better understand the needs of your organization and the challenges that your project is trying to address]

## IVEY CONNECTS COMMUNITY CONSULTING PROJECT PROJECT DESCRIPTION FORM

<b>NON-PROFIT ORGANIZATION (NPO) INFORMATION</b>	
<b>NPO NAME</b>	
<b>NPO Description</b>	
<b>Subsidiary, Division or Department</b>	
<b>Website Address</b>	
<b>PROJECT INFORMATION</b>	
<b>Project Description</b>  Briefly outline your project, and describe what issues will it address.	
<b>Goal</b>  What do you hope to get out of this project? What results would you like to see upon the completion of the project?	
<b>Issue Identification</b>  What issues/problems do you hope this project will solve?	
<b>Research and Analysis Required</b>  What type of research and analysis will be required by the team?	
<b>Final Deliverables Expected</b>  How do you want the findings presented to you, at the end of the project? Presentation, report, or both? [Standard practice is for the group to present to you, and then provide	

you with the presentation's slide deck]	
<b>Resources and Commitments to be Provided</b>  What resources can you provide the students with? (Eg. Temporary office space, meetings with executives)	
<b>Number of Hours Expected</b>  How many hours per week do you expect the team to dedicate toward the project?	
<b>Contact person</b>	

**PROJECT CONTACT INFORMATION**

<b>Name</b>	
<b>Title</b>	
<b>Address</b>	
<b>Telephone</b>	
<b>Fax</b>	
<b>Email Address</b>	
<b>Will the Project Coordinator be available for student contact at least once a week?</b>	

**OTHER INFORMATION**

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