CHARLOTTE
BELK COLLEGE OF BUSINESS

# Experiential Education Breakout Session

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Founder of EduSourced

EduSourced

# What is Experiential Education?

Real-world problem solving in a supportive environment

Discussed today: Industry project-based learning

- Team-based
- Real project from an employer
- Faculty and/or mentor oversight and support
- NOT work for hire
- NOT a canned project or case

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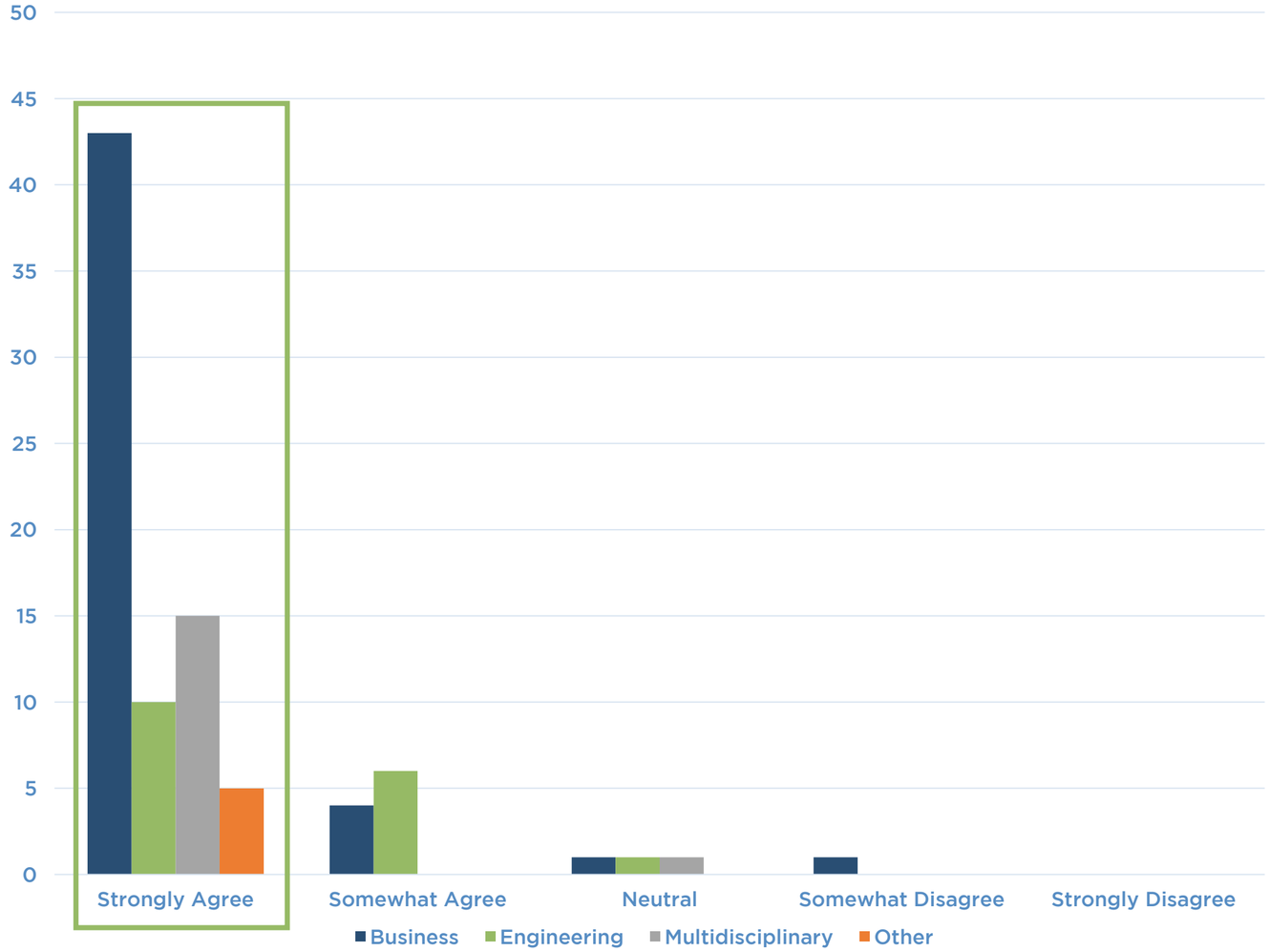
## In general, you believe industry projects in the classroom are growing in importance




n: 87

## How strongly do you feel industry projects help with their first job?

**2.8/3 Weighted Average**

**Unchanged Year over Year**

n: 87

# Experiential Education at UNC Charlotte

The Engineering school has a Senior Design project that every engineering senior must complete (with most projects being industry funded/supported).

ABET (engineering accreditor) *requires* EE “capstone” projects while business schools often run EE projects as a differentiator, to improve student career outcomes and offer value to their employer communities.

CCI is building something similar.

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## Benefits

- Student skills, particularly soft-skills
- Deeper ties with industry and community
- Improved alignment between learning outcomes and industry needs
- Revenue generating

## Costs

- Administrative time, resources, budget
- University process barriers/processes
- Legal considerations (IP agreement, NDAs, etc.)

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# Key Decisions Points

For Credit?

Required?

Monetize?

Multidisciplinary?

Community or Industry? Both?

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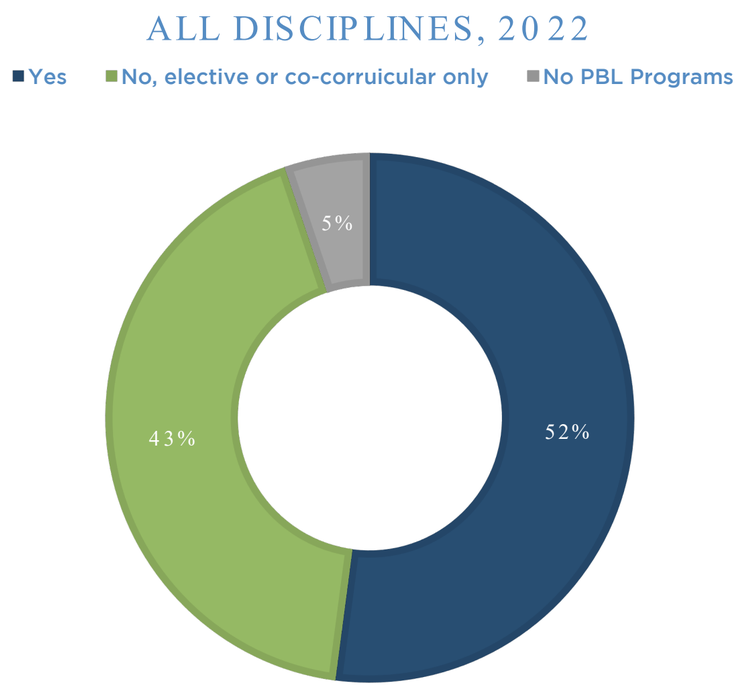
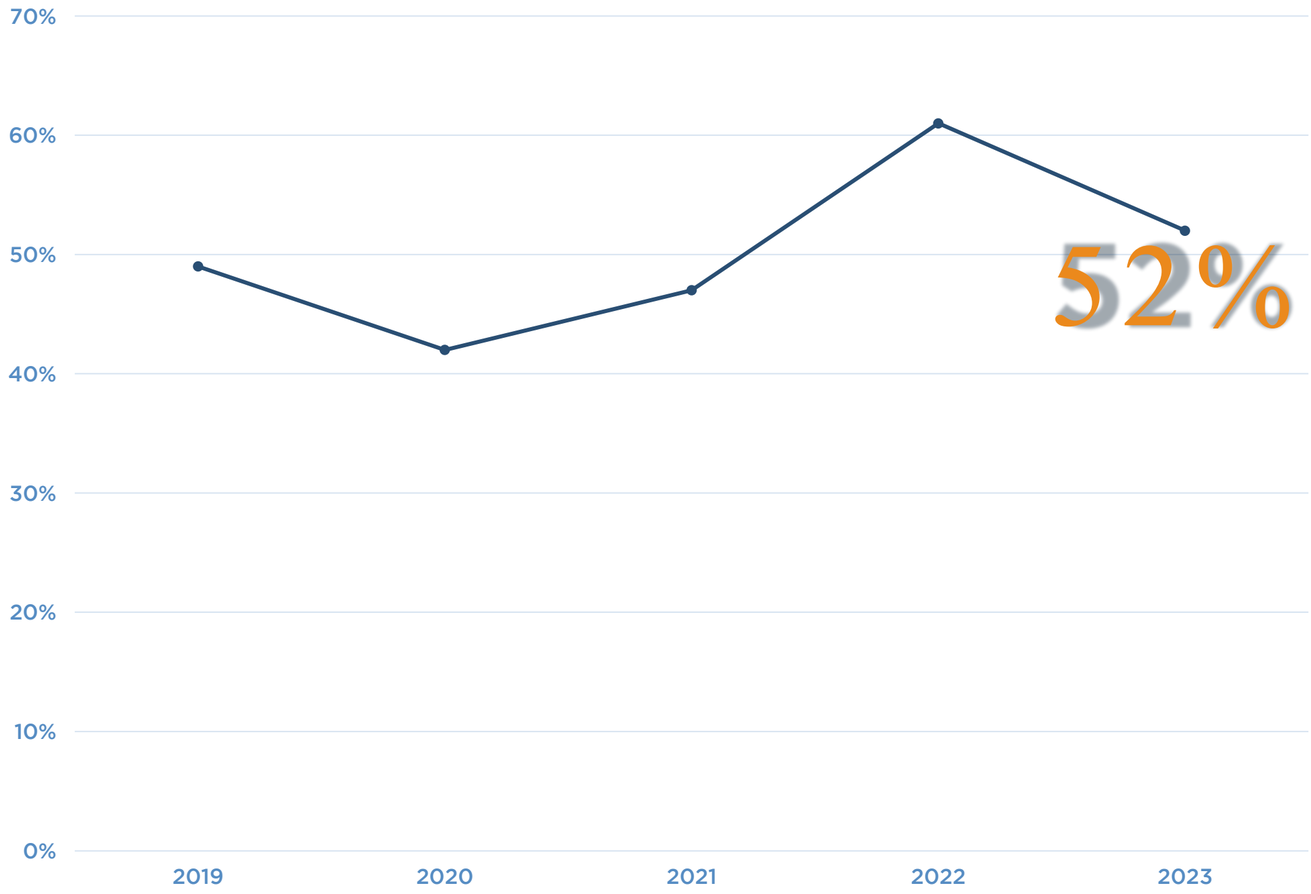
# Project sources, ranked by prevalence

1: Faculty referred (-)
2: Alumni (-)
3. Office of experiential (+2)
4: Unsolicited inbound (-1)
5: Student referred (-1)
6: Career office (-1)
7: Third party project-sourcing service (-)

n: 86

# Required experiential PBL program?

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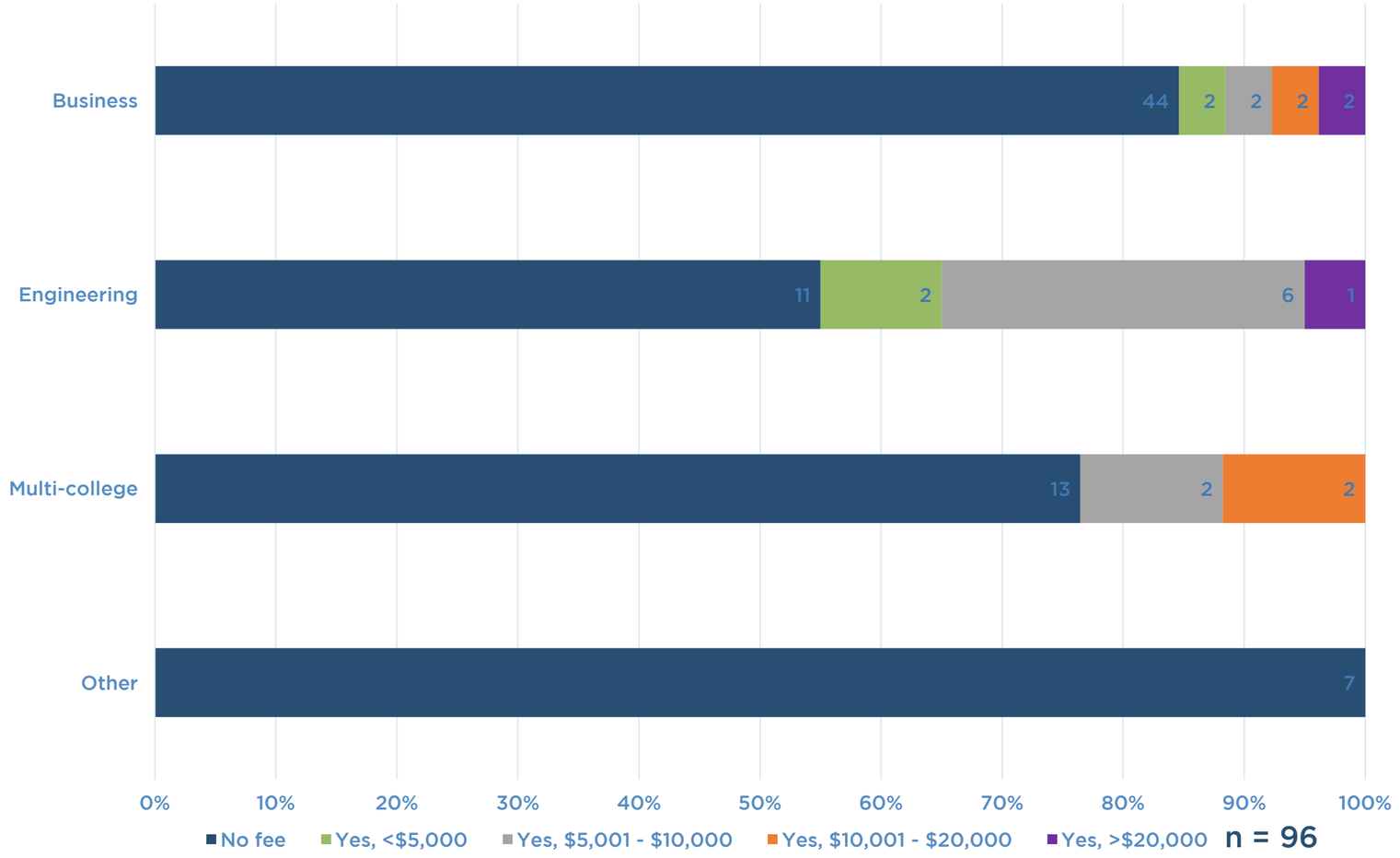
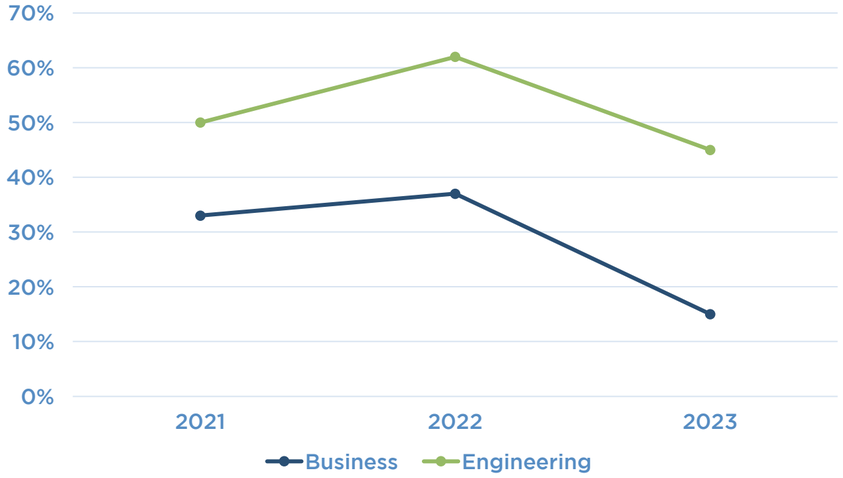
# Do you charge a project fee?




## Any Fee, Over Time



# Common Mistakes

- Delaying until it's "perfect" (it will never be perfect, and that's okay!)
- Lack of permanent structure and program ownership
- Not setting clear expectations with employer partners
- Not organized beyond the classroom. This is a business within a school and should be run as one with an archive of projects, clients, students and outcomes

**TL;DR: Under resourcing!**

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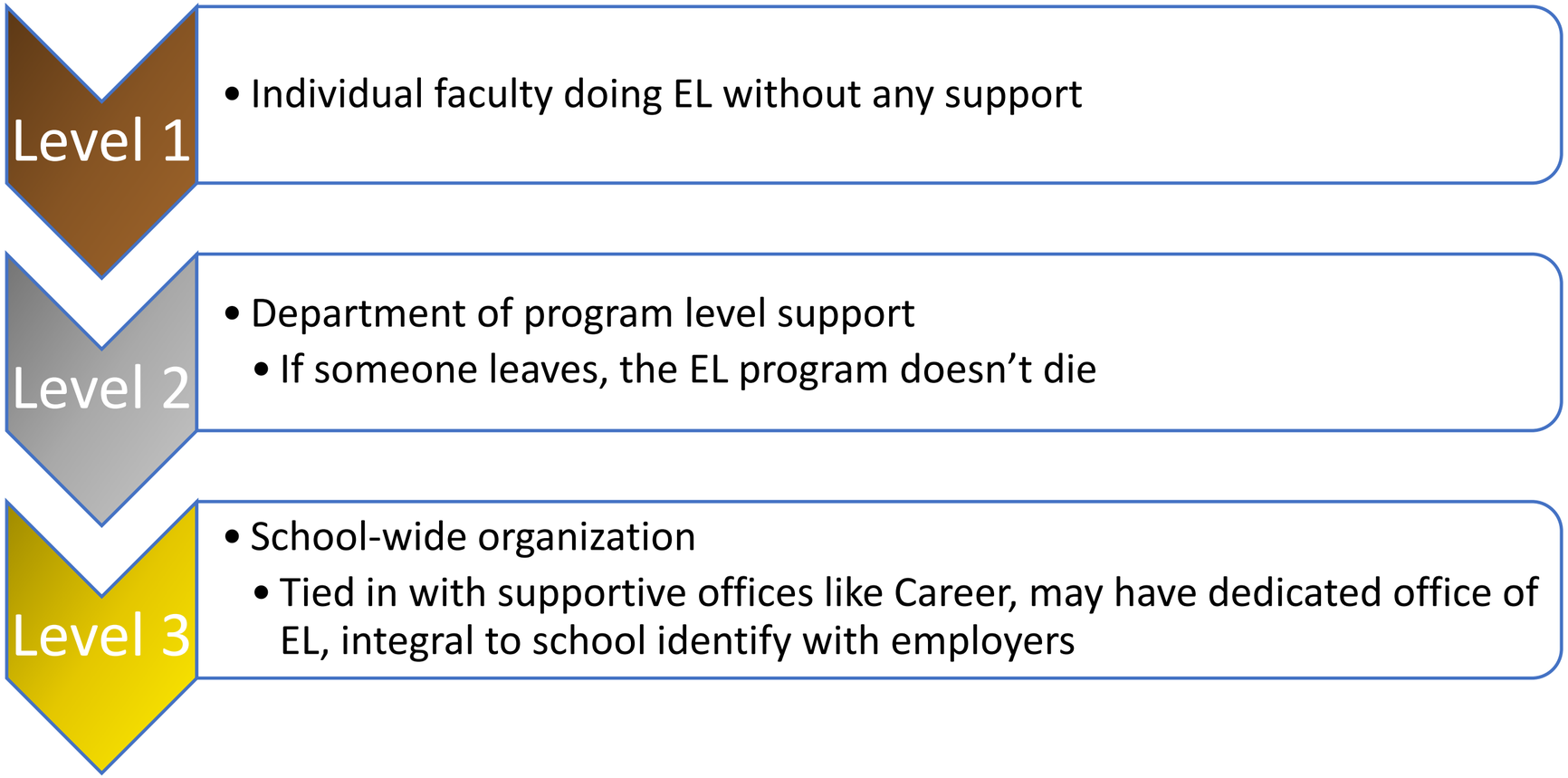
# Experiential Learning Continuum



# Experiential Learning Innovations

# Selected responses from business programs

We are looking to implement an Experiential Learning component into a first-year business course, to ensure students have exposure to EL from year 1 and have access to a number of EL projects throughout their undergrad.

We are creating an applied learning course for returning adult students to take the place of an internship experience that is required for our traditional aged students.

We are starting to implement Entrepreneurial Work-Integrated Learning. We are also piloting a Career Readiness Passport as a requirement to graduate

I love that we use MBA students to lead Undergraduate student consulting teams. MBAs are in a course "Leading & Managing Project Teams"

# Your biggest challenges?

# Selected responses from business programs

Achieving buy-in.

Recruiting the correct mix of projects to align with project requirements.

There is no support from administration.

Our program is growing so fast, (39-150 students in 3 years) it's difficult to keep up with sourcing leads, some sponsors cannot pay the fee, we may have a verbal commit but documentation requirements between organization & uni legal doesn't always work.

# What advice would you give?

# Selected responses from business programs

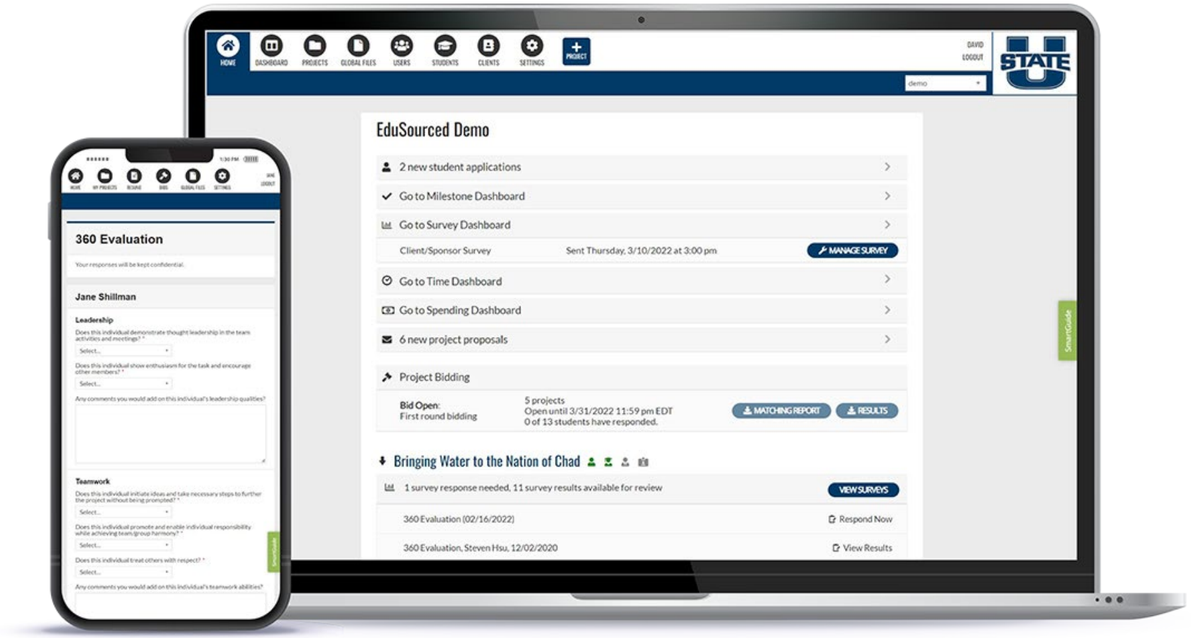
If not a dedicated office, at least one individual dedicated to managing experiential projects. This is important not only to manage the details, but also the expectations on all sides of the project – faculty, students and partner org to ensure cohesion.

Remain flexible so as to match scope/nature of projects to needs of companies and competencies of students; which requires paying a lot of attention to the needs of both companies and students.

Establish a faculty figurehead to influence other faculty. This is a heavy lift for staff alone.

Have support infrastructure.

# Tools and Solutions

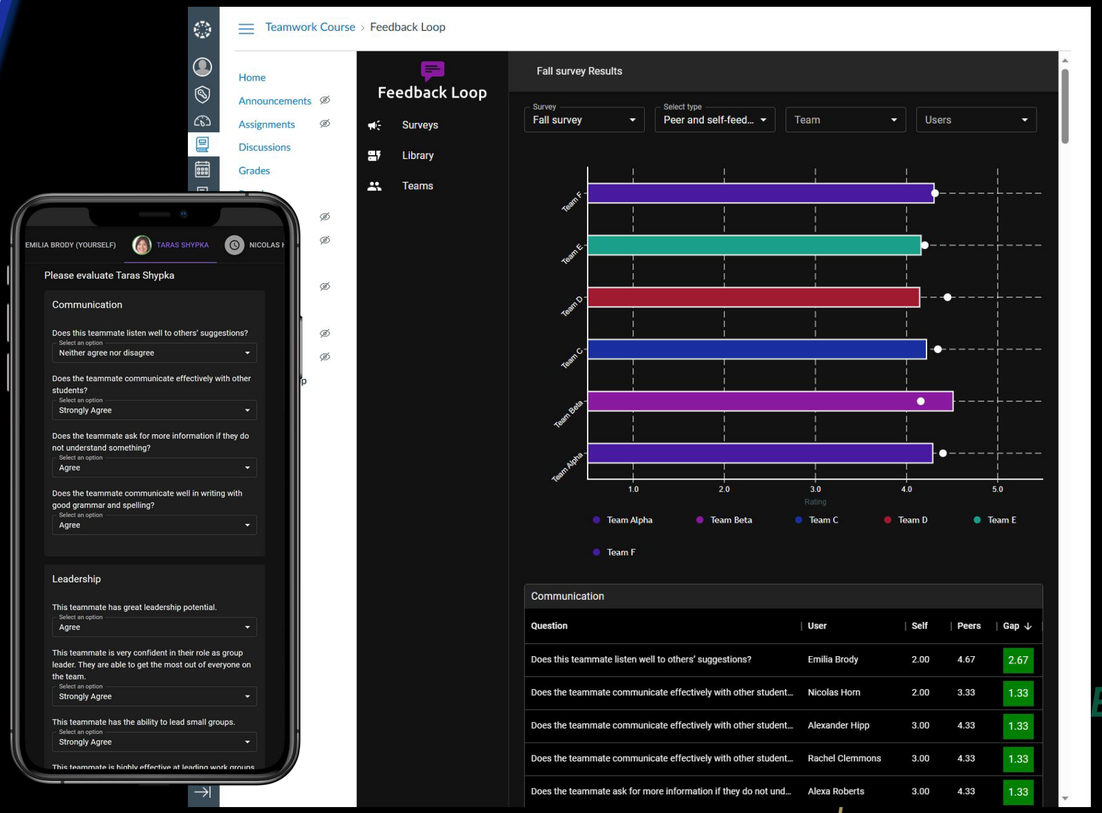



EduSourced

- Complete experiential learning management solution
- Fully featured: tools for matching students into projects, monitoring project health, peer review, and lots more.
- Complete history and archive of your projects
- Canvas integration available
- Edusourced.com

## Feedback Loop

- 360 Peer feedback tool
- Useful in any team learning environment
- Simple, super easy to use
- Fully integrates within Canvas
- Getfeedbackloop.com



# Available next step: live demo of EduSourced or Feedback Loop

## Full Experiential Learning benchmarking report available at EduSourced.com