

## JA SUMMER YOUTH EMPLOYMENT PROGRAM

# Student Project Ideas & Guidelines

Students are expected to engage in meaningful work that contributes to the site host's organizational mission and objectives. This document outlines tips for designing work assignments for students and breaks down task ideas by various company departments.

To conclude their SYEP experience, students are required to complete a Capstone Project. Student assignments/tasks throughout the program can culminate into their Capstone Project, or stand as its own separate project. Page 3 of this document contains detailed information on what the Capstone Project entails.

## General Tips for Designing Student Assignments



1. **Give real work**, not just busy work.
  - Ensure projects and tasks connect to the company's real goals.

2. **Rotate roles**.
  - If possible, let students work with different departments or functions to explore multiple career paths within the industry/company.



3. **Mix** job shadowing, hands-on tasks, and professional development.

4. Encourage supervisors to **share context** before meetings/ projects.
  - Informing students on the on the purpose/objective, who's involved, and what to listen in advance for helps creating an enriching learning experience for students.



5. Optionally, add in short **professional development sessions** such as resume reviews, mock interviews, or networking opportunities.
  - JA has curriculum and resources for these types of activities.

# Project Ideas by Departments

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## Operations

- Schedule meetings and appointments
- Prepare meeting agendas and take minutes
- Track product inventory

## Customer Service

- Greet visitors/customers and provide assistance
- Respond to phone or chat/email inquiries
- Handling basic customer service tasks

## Marketing

- Design presentation and flyer graphics
- Proofread written materials, editing for clarity and consistency
- Brainstorm and create social media content
- Conduct social media and/or website audit

## Events

- Help plan and coordinate events
- Assist with set up and break down
- Support with event registration and check in
- Prep event materials and give away items

## Community Relations

- Research potential new partners
- Conduct outreach to prospective partners
- Track partner contact info with a CRM
- Support with community events

## Data & Reserach

- Research industry trends
- Conduct competitor analysis
- Summarize research findings into report
- Input and organize data into database
- Run basic data reports and provide analysis

## Accounting

- Record financial transactions
- Organize receipts and invoices
- Assist with basic accounting tasks
- Prepare summaries of program/event expenses

# SYEP Capstone Project

All students will complete a Capstone Project to reflect, synthesize, and demonstrate what they learned during their summer experience. Tasks and assignments students worked on throughout the SYEP experience can build toward their Capstone Project or be completed as a separate, standalone project.

## Host Site Partners Support Capstone Project By:

- Building in dedicated time for students to work on this project throughout the program.
- Scheduling a final presentation day for students to present to staff, mentors, and even families or community partners.
- Determining the Capstone Project format, scope, and deliverables **or** deferring to students to design their own Capstone Project.

Students can work on their Capstone Project as an individual or in teams following one of the formats listed below.

### Individual Recap & Reflection

- Student creates a presentation that highlights:
  - Key tasks or projects they contributed to
  - Skill areas where they have improved, such as communication, teamwork, problem-solving, etc.
  - Insights about career pathways or the industry
  - How the experience connects to their future goals
- Student can choose to create a presentation slide deck, video, or written piece.
- Student presents their final project to company staff.



### Group/Team Project

- Students work as a team to tackle a challenge or design a project that is relevant to the site host company.
- Ideas include:
  - Marketing/social media campaign concept
  - Proposal to improve process/procedure
  - Mock product or service pitch
  - Community engagement initiative
  - Staff training resource for future interns
- Students give group presentation to company staff.

