



Enhancing Community Within Purdue University

TEAM: CODE BLACK AND GOLD



**Isha
Jain
IM '22**



**Shreeja
Shrestha
ECE '21**

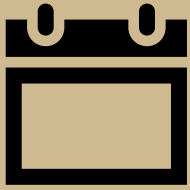


**Rthvik
Raviprakash
MA & STAT '22**



**Ketaki
Pawar
CGT '21**

AGENDA



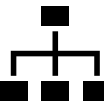
BACKGROUND



STRATEGIC OPTION



RECOMMENDATION



BREAKDOWN



CONNECTIVITY



MENTOR ROLE



IMPLEMENTATION



PROCESS DESIGN



EXECUTION



RISKS



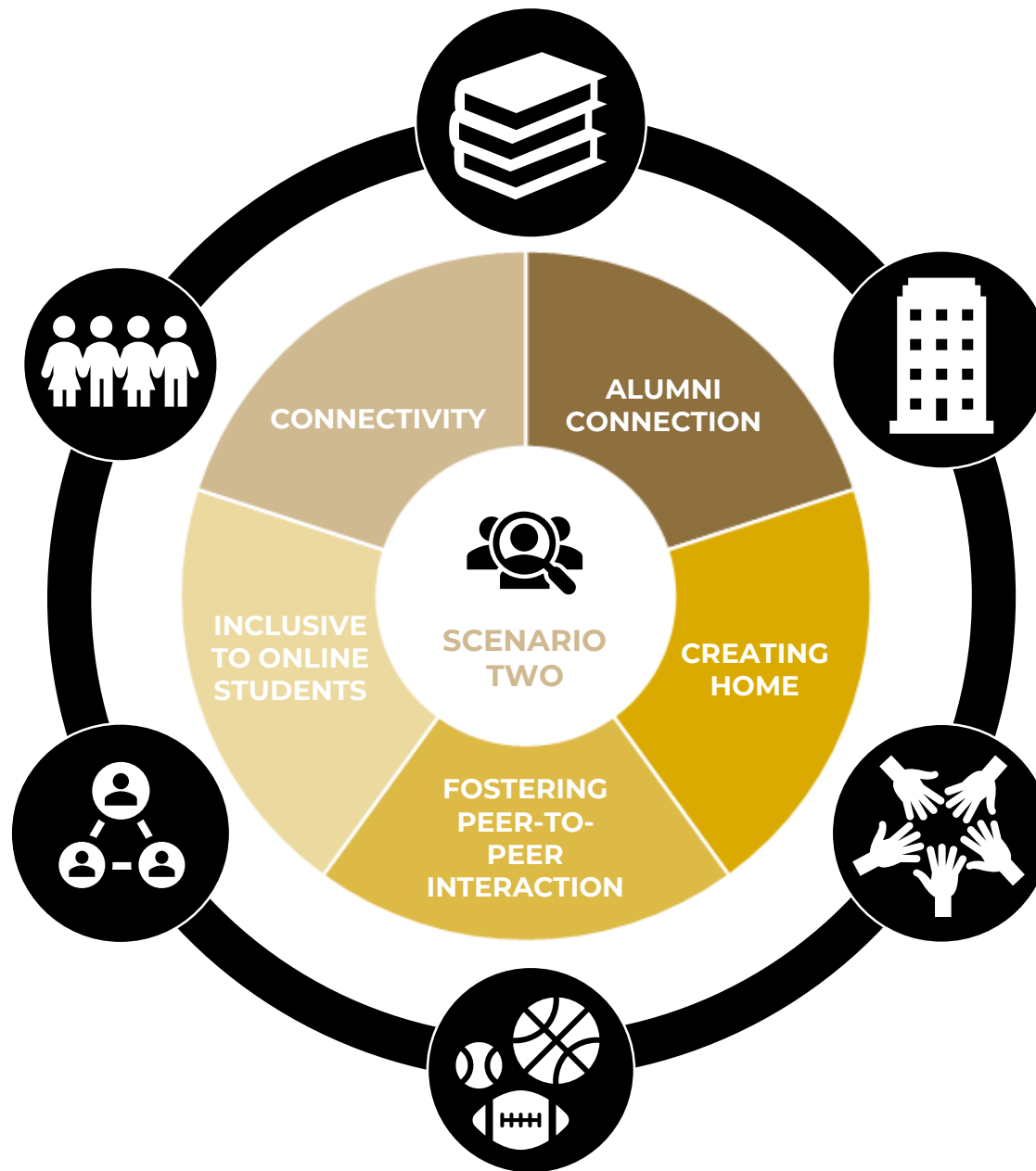
LONG TERM GOALS

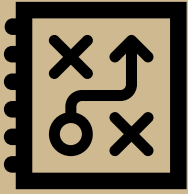


QUESTIONS



BACKGROUND

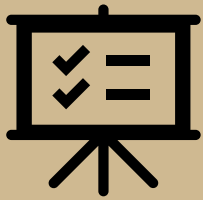




STRATEGIC OPTION

	PEER TO PEER INTERACTION	BOILERMAKER SPIRIT	ALUMNI ROLE	SAFETY	HIGH OUTREACH	PRACTICALITY
NEW STUDENT CENTER						
STUDY SPACES						
NEW SCULPTURE						
MENTOR PROGRAM						
ORGANIZATION HUB						
RESIDENCE HALL EVENTS						

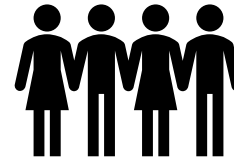




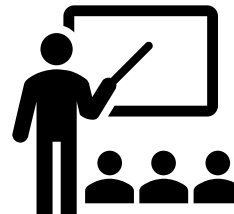
RECOMMENDATION



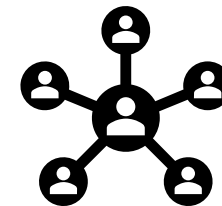
Connections Dealt Out.



UPPERCLASSMEN-
UNDERCLASSMEN
MENTORSHIP



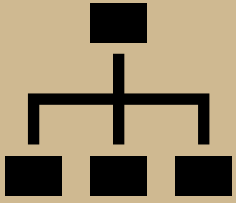
MENTOR/MENTEE
PROGRAM WITH
ALUMNI



CONNECTION
BETWEEN USERS
(STUDENTS)



BREAKDOWN



130
STUDENTS



CONTRIBUTE COMMUNITY
TO PEER-TO-PEER
INTERACTION



WORRIED ABOUT
THEIR SOCIAL LIFE



CONTRIBUTE
COMMUNITY TO
NETWORKING



WORRIED ABOUT
NETWORKING

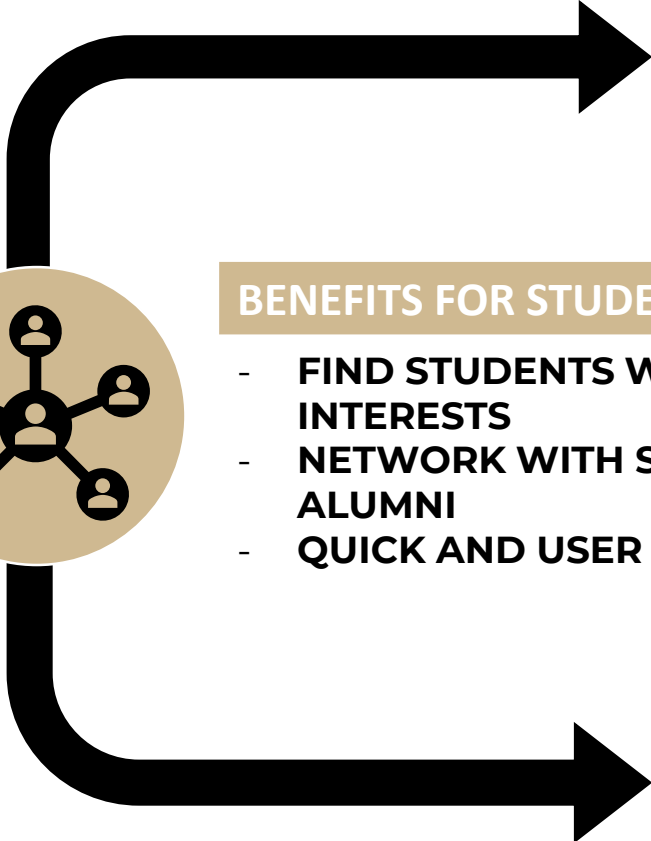
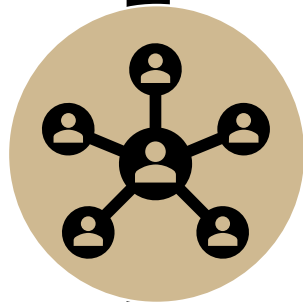


INTERESTED IN A
MENTOR/MENTEE
RELATIONSHIP





CONNECTIVITY



BENEFITS FOR UPPERCLASSMEN:

- LEADERSHIP OPPORTUNITIES
- SPREAD BOILERMAKER SPIRIT
- MEET NEW PEOPLE

BENEFITS FOR STUDENTS:

- FIND STUDENTS WITH SIMILAR INTERESTS
- NETWORK WITH SUCCESSFUL ALUMNI
- QUICK AND USER FRIENDLY

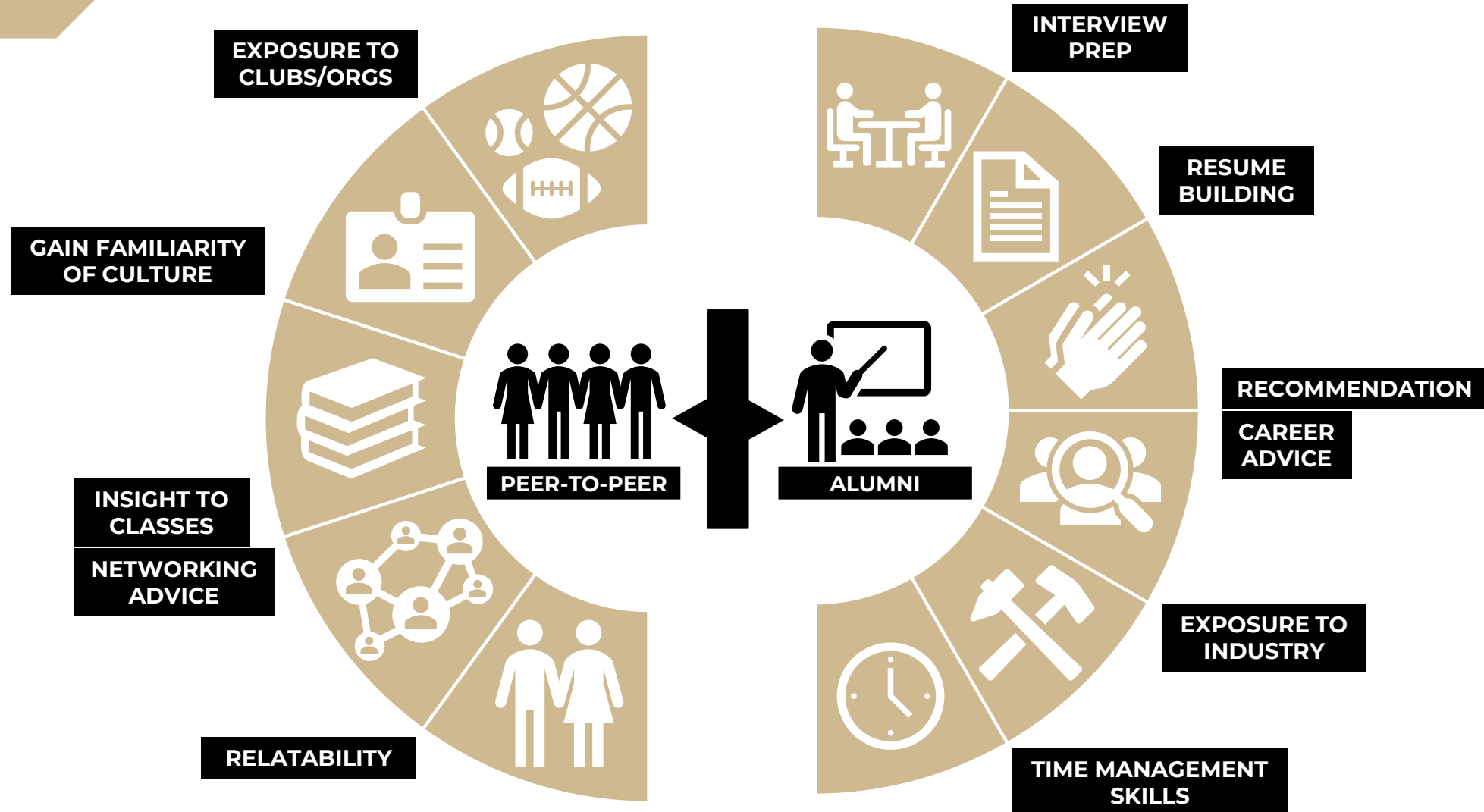


BENEFITS FOR ALUMNI:

- STAY CONNECTED TO PURDUE
- GUIDE CURRENT STUDENTS
- COMPLETELY VIRTUAL

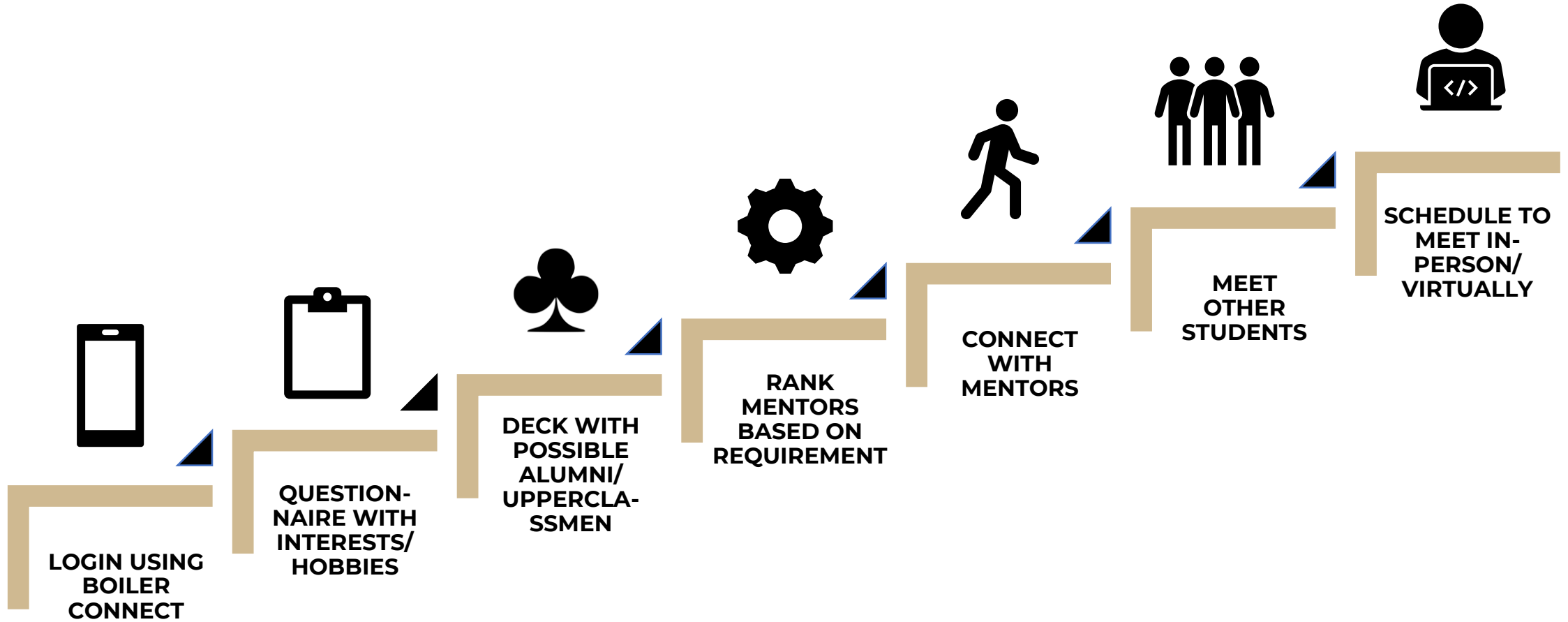


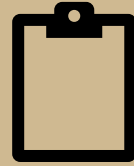
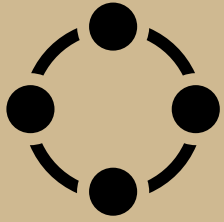
MENTOR ROLE





IMPLEMENTATION





FILLING OUT
QUESTION-
NAIRE



CONNECTION
WITHIN
COMMUNITY
FORMED

**PROCESS
DESIGN
RATE**



**BOILER
DECK**

**15-20
MINUTES**



KEYWORD
SEARCH



STUDENTS
AND MENTOR
INFORMATION



EXECUTION

WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5	WEEK 6
HIRE AND DESIGN APP					
	UX/UI DESIGN				
		BACKEND & FRONTEND DEVELOPMENT			
UNIT TESTING			USER TESTING		
					LAUNCH



\$20,000-\$40,000

INTERNAL APP DEVELOPMENT COST



\$10,000-\$50,000

APP DEVELOPMENT COST IN US



\$5,000-\$10,000

OUTSOURCING APP DEVELOPMENT (INDIA)





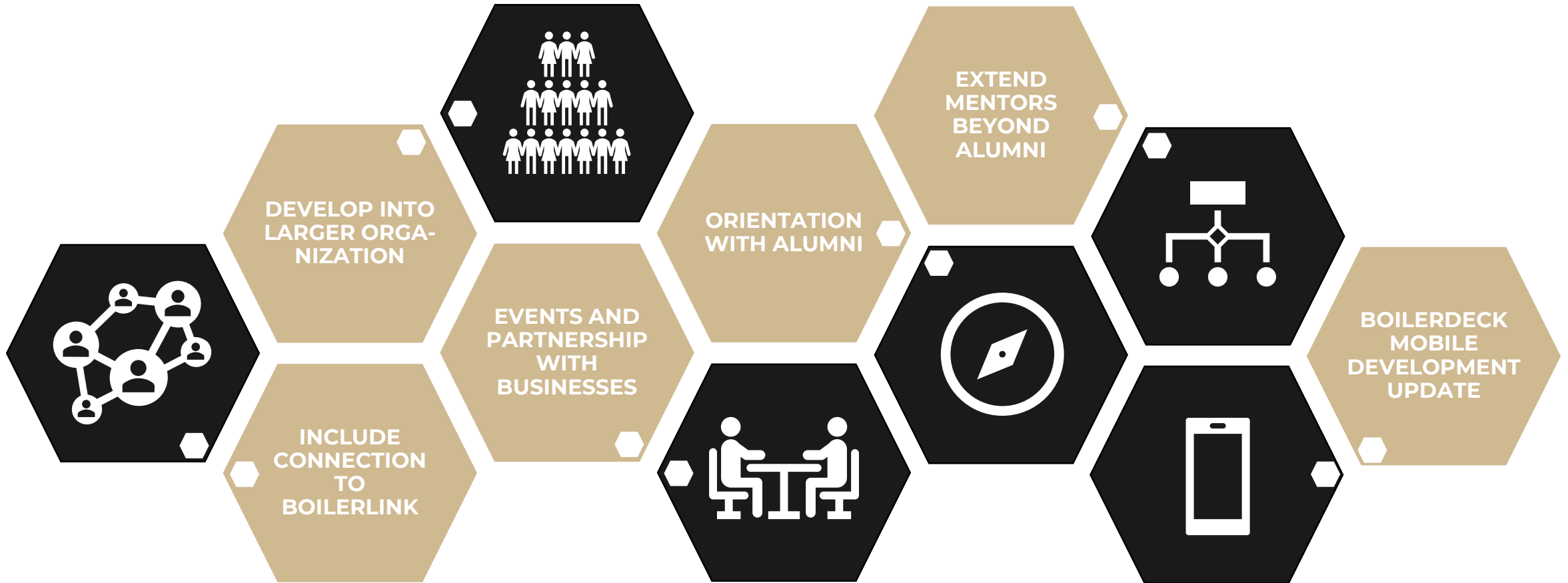
RISKS

	LIKELIHOOD	SEVERITY	MITIGATION
LACK OF PARTICIPATION			<ul style="list-style-type: none">• STRONG MARKETING PLAN• MULTIPLE CHOICE QUESTIONS
MENTOR/MENTEE COMMUNICATION			<ul style="list-style-type: none">• MONTHLY NEWSLETTERS WITH QUESTIONS• ADVISOR FOR PROGRAM
BIAS IN MENTORSHIP SELECTION			<ul style="list-style-type: none">• ALUMNI NAME/PHOTO/COMPANY ARE NOT PRESENT TILL CONNECTION
DELAY IN TIMELINE			<ul style="list-style-type: none">• ROLLING ADMISSION FOR MENTOR APPLICATION• ADD COMPONENTS OVER TIME





LONG TERM GOALS





QUESTIONS



TITLE



AGENDA



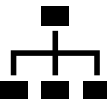
BACKGROUND



STRATEGIC OPTION



RECOMMENDATION



BREAKDOWN



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RISKS

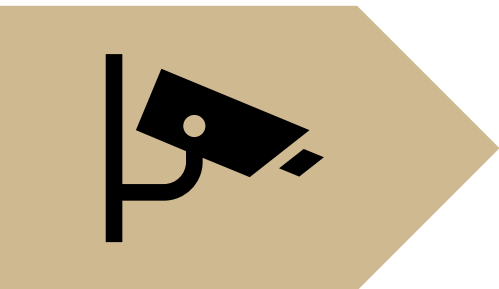


LONG TERM GOALS

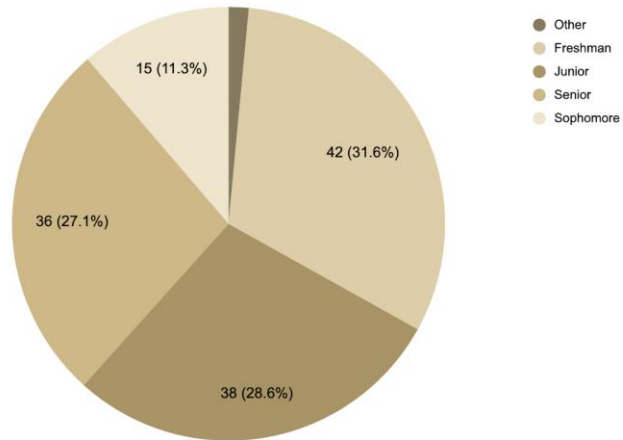


QUESTIONS



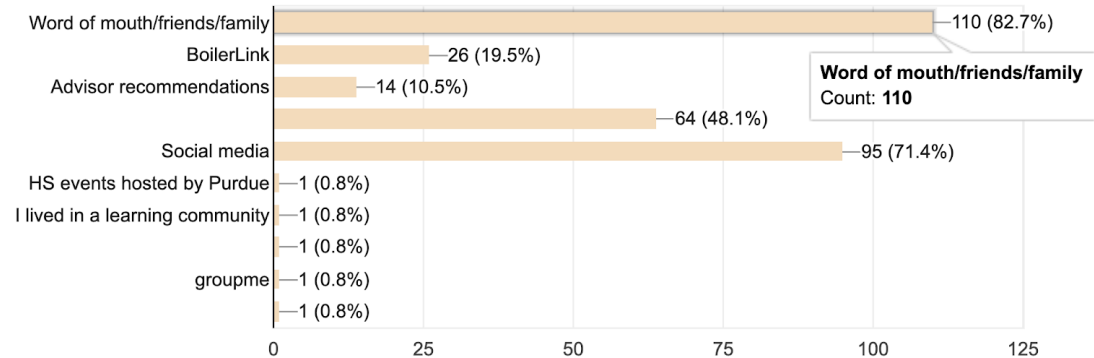


SURVEY RESULTS



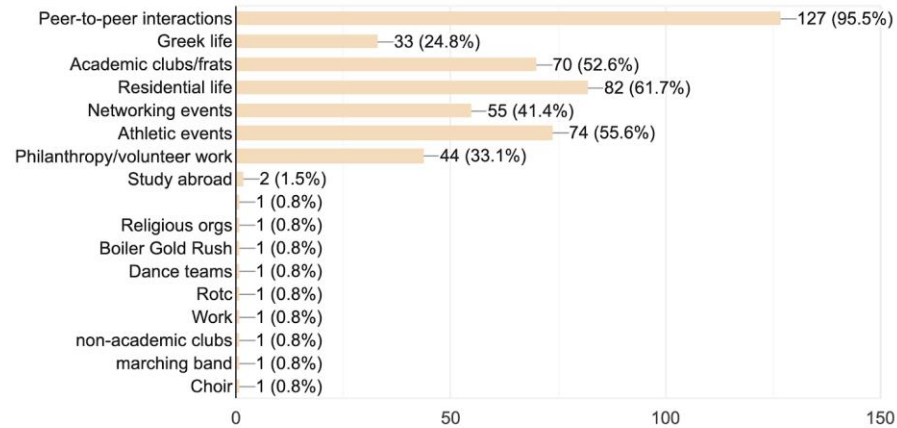
What platforms were used to find your community at Purdue?

133 responses



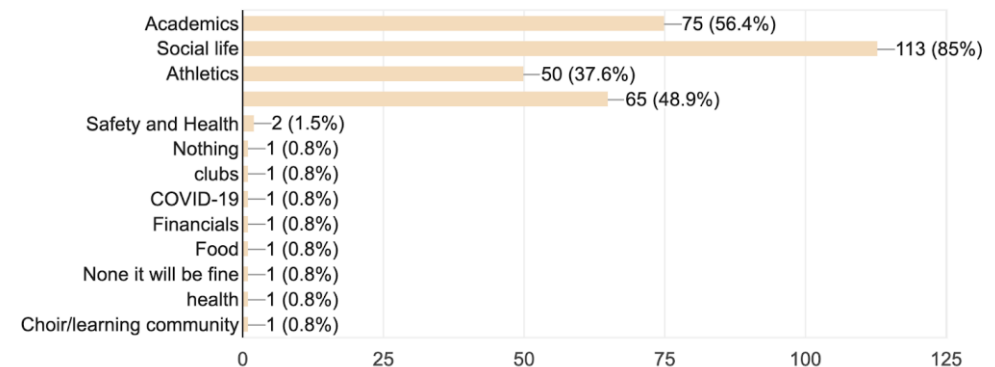
What factors contributed to building your Boilermaker community/home?

133 responses



What main concerns do you have going into the Fall 2020 semester regarding COVID-19? In other words, what aspect of college life are you worried will be most affected?

133 responses





TESTIMONIALS

WORDS FROM STUDENTS

“Getting **involved in student organizations** essentially shaped my experience of being a Boilermaker” - Senior

“Experiences that have deepened my experience at Purdue has been the meaningful **relationships** I’ve created with fellow **students, faculty, and recruiters.**” - Senior

“I am worried due to the current conditions, students **looking for internships and full-time jobs** will be **extremely difficult** to find.” - Senior

“I’m afraid restrictions due to COVID-19 will **hinder** the ability to **meet in person and socialize** on campus, which will also affect gathering for and cheering on athletic events. Also, the pandemic has taken a toll on the job market, which makes me worry about the **jobs** available for when I graduate.” - Junior

“I’m afraid that campus **won’t feel like home** anymore. I don’t want it to be a cold place where people are too afraid to meet new people, enjoy common study spaces, and partake in traditional Purdue and college events.” - Senior



EXPERTS

MARTIA BRAWNER KING
DIRECTOR OF STUDENT INVOLVEMENT
STUDENT ACTIVITIES AND ORGANIZATIONS

“Organization’s information is updated on BoilerLink by only 30-40% of the clubs on campus regularly.”
 - Expressed concerns about new students not learning about organizations that further their interests and career due to the possible cancellation of the B-involved Fair

ANNA METCALF
PURDUE ALUMNI (CLASS OF 2012)
PRODUCT MARKETING MANAGER AT AG-TECH

- Would dedicate 4-8 hours weekly meeting with their mentee
 “Peer-to-peer mentorship is valuable as it will help create social relations alongside the professional relationship, and would give key insights to the transition to the virtual world.”

EMILY LAWRENCE
STUDENT ORGANIZATIONS COORDINATOR
MENTOR JACKETS

“Mentor Jackets has given students a method to gain career and academic advice while developing interpersonal skills.”
 “Program has been successful due to its virtual and flexible method to create connections.”
 “In 2018, more alumni signed up for the program than students so alumni participation is plentiful.”



CATHY AN
PURDUE ALUMNI (CLASS OF 2015)
PROGRAM MANAGER, CUSTOMER CARE OPERATIONS

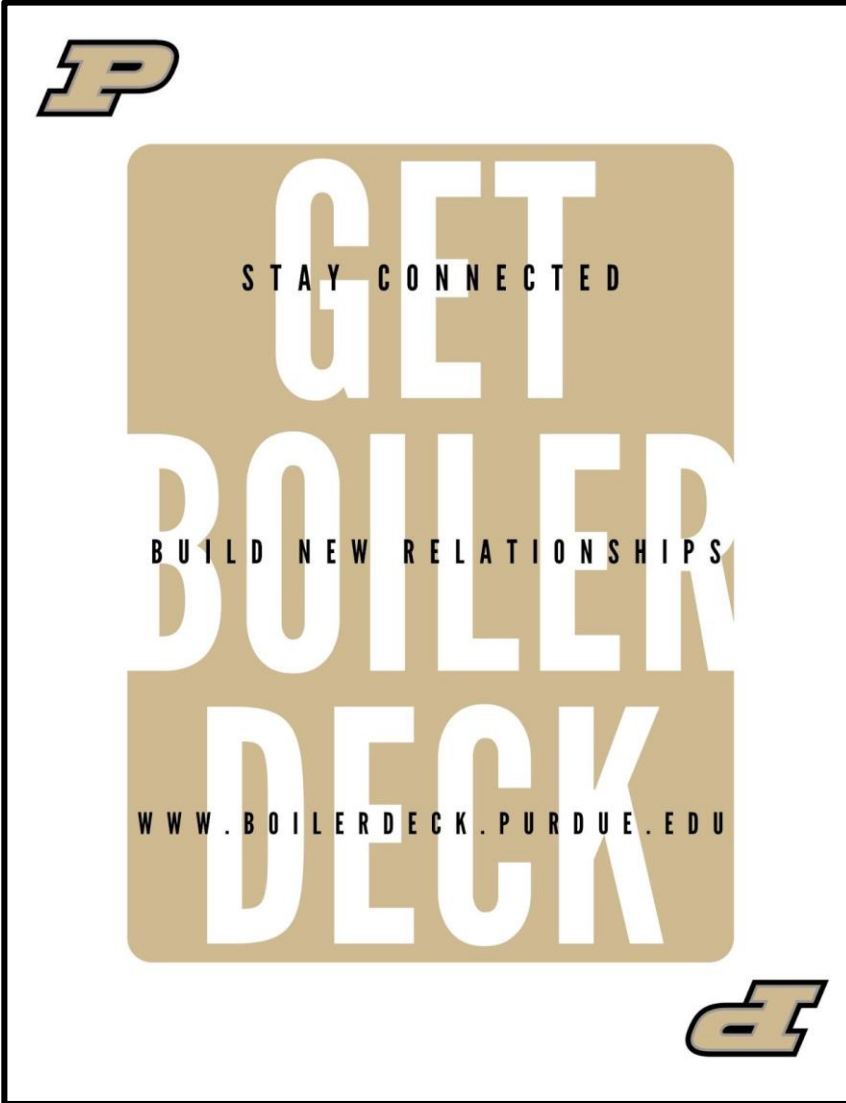
- Would dedicate 4-6 hours weekly meeting with their mentee
 “Alumni should rank professional skills so mentee is paired with someone that helps fulfill their needs.”





MARKETING PLAN

- FREE COUPON**
-  
- DOWNLOAD**
- 
-  
- DISCOUNTS**



P

STAY CONNECTED

GET BOILER DECK

BUILD NEW RELATIONSHIPS

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BD




WE'RE NOW LIVE!

BOILER DECK

CONNECTIONS DEALT OUT

.....



.....

Mentorship from Upperclassman and Alumni!

DOWNLOAD APP FROM THE APP STORE NOW!

Boiler Deck is a mentoring platform available to every student. Raise Boilermaker spirit and Purdue community by connecting with other students and alumni to form life changing bonds. Just download the app from the app store and complete your profile now!



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APP DESIGN

