

Corporate Scholars Pilot Program

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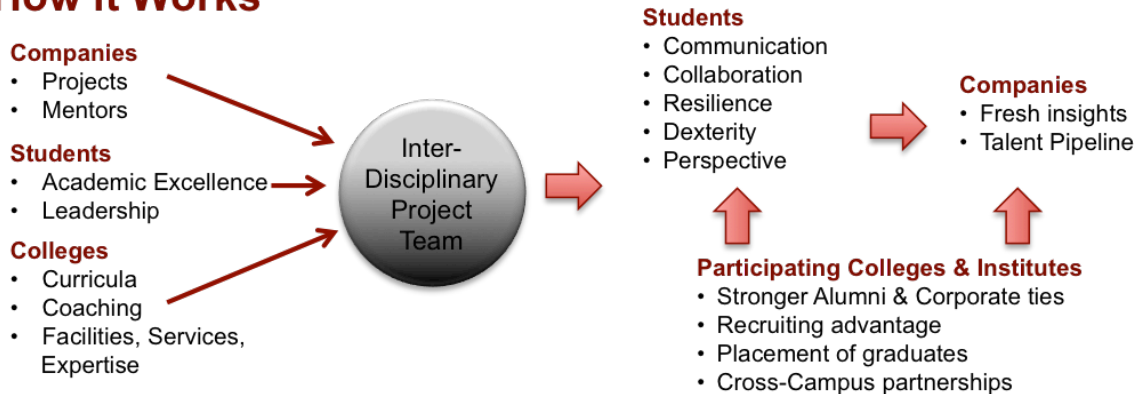
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1.0 Overview:

Employers seek Coug graduates who are not only skilled in their specific disciplines, but who also have the soft skills necessary to integrate quickly and effectively into today's complex work environments.

The goal of the Corporate Scholars Program is to provide high impact, interdisciplinary project team experiences to high-achieving WSU undergraduates. Companies furnish projects relevant to their industry, mentors for guidance, and funding to support scholarships and administrative costs.

How it Works



Starting in their Junior year, Scholars participate in a specialized academic program to develop their collaboration, communication, problem-solving and design skills. In their senior year, Scholars complete their projects and present their results to their Corporate Sponsor.

Students who complete the Corporate Scholars Program begin their careers having met real-world industry challenges. They learn to:

- Identify problems and solutions from multiple perspectives
- Collaborate with others who have very different thought processes, concerns and priorities
- Value the many different contributions necessary for complex projects to succeed
- Represent their discipline to others unfamiliar with it
- Navigate working beyond their comfort zone and embrace adaptation
- Act collectively to problem-solve in new environments through research and analysis
- Strategize solutions through uncertainty, ambiguity, and competing goals
- Communicate effectively at multiple levels of an organization and across diverse stakeholder

2.0 The Student Perspective

Overview

The Corporate Scholars Program is a challenging program that requires students to both represent their discipline on their team and to step way out of their comfort zone. The class is structured to mimic an actual work environment, so therefore stresses different skills than a traditional academic class.

Corporate Scholar Programs place students into interdisciplinary teams of 4-6 members to work on projects for their sponsoring organizations

Projects are tailored to the interests and skills of the team. Projects can be in any of a variety of areas, such as: theoretical research and analysis, problem diagnosis and repair, product design, prototyping, application development, demonstrations, simulations, and modeling.

What qualities make for a successful Corporate Scholar?

Individual qualities of the successful Corporate Scholar are:

- Strong academic skills in their major field(s) of study. To contribute to a *multidisciplinary* team, Scholars need to have a solid foundation in their *individual* discipline.
- Ability to work well in a team.
The projects are challenging and require intense collaboration. No one person will have all the necessary skills to complete the project. Scholars will improve their teamwork skills as part of the program, but to start they need to be willing to work in a team environment.
- Ability to learn on their own.
The projects are real-world, which means that the required skills may fall outside the existing skillset of the team. Scholars need to be able to explore new domains and quickly come up to speed in subjects outside their comfort zone.
- Communication skills.
Scholars need solid written and oral communication skills. Scholars will improve their communication skills as part of the program, but they need to start with the ability to explain their point of view to team members.
- Professionalism.
The Scholars serve as representatives of WSU and will be interacting with industry employees, managers, and executives. Scholars therefore need to conduct themselves in a professional way that reflects positively on the University.
- Willing to commit to the two year program.
Students need to understand the requirements and be able to commit to meeting them.

Which Corporate Scholars Program is right for me?

Students may apply to multiple Corporate Scholars Programs, but can only participate in one. There are separate selection processes for each program. See the Program-specific websites for more details on eligibility and requirements.

Both programs provide the opportunity to work on exciting projects for industry sponsors. They both require collaboration across multiple disciplines and a willingness to work outside of one's comfort zone.

Boeing Scholars projects will relate to the Aerospace Industry and are likely to require a strong technical component. A sampling of past projects is available on the Boeing Scholars website.

GCISL Corporate Scholars projects will relate to addressing quality of life issues in Senior Living. Within that broad topic, projects can range from highly technical (e.g., incorporating robotics, artificial intelligence, medical practice) to highly social (e.g., incorporating psychology, wearable technology, music, ethics, or architecture). GCISL Corporate Scholars have the opportunity to propose projects based on what they learn during their Immersive Internship.

In both programs, the project guidelines will be broad enough to tailor the actual project to the skills and interests of the teams.

The table below provides a quick comparison of the two programs:

Program	# Semesters	Scholarship awards	Junior Year Requirements	Senior Year Requirements	Campus Constraints	College Constraints	Eligible Majors
Boeing Scholars	4	\$1000 Jr Year \$3000 Sr Year	No Credits. Attend Events: Site visit (Fa) and Report Out (Sp)	3 Credits each Fa & Sp Mgmt 496 (Fa & Sp) or ENGR 420/421 SURCA, Senior Report Out	Pullman only	CCB, VCEA, CAS, Murrow only	Any CCB, VCEA, Murrow; Some restrictions on CAS (see Boeing Scholars FAQ)
GCISL Corporate Scholars	3	\$500 Jr Year (Sp) \$3000 Sr Year	1 Credit Immersive internship: - Pre & Post internship workshop - 3-Day immersive field visit Junior Report Out (Sp)	3 Credits each Fa & Sp Mgmt 496 (Fa & Sp) or ENGR 420/421 SURCA, Senior Report Out	All physical campuses	All Colleges	No restrictions, but major needs to relate in some way to Senior Living project

What is the program like?

The program is structured to give Scholars both an academic and practical experience. For Seniors, class time will include a limited amount of “lectures” to cover basic theories on collaboration, project management, and dealing with risk/uncertainty. The vast majority of class time will be hands on exercises designed to help the teams progress through the class segments. One teams and projects are assigned, the focus switches to a more work-like environment. Teams will meet individually with faculty members for coaching, status reporting, and problem solving. Whole class sessions will be dedicated to peer review and topics relevant to all teams.

The teams will be self-directed. Members will determine what research needs to be done, identify and assign tasks, and manage their progress toward team goals. Teams will also deal with the realities of project work such as changes in scope, need to replan, and unexpected opportunities. The projects are dynamic and what constitutes “success” is likely to evolve as the teams’ understanding of their projects progresses.

During the Junior year, Scholars will serve as peer reviewers and observers. It is valuable to watch how other teams navigate the process and learn through their experiences. Junior Scholars also serve as peer reviewers at intermediate reviews, which can provide a fresh perspective and access to other discipline expertise to the Senior teams. For the GCISL Junior Scholars, they will also participate in the Immersive Internship in their spring semester.

An overview of the class segments and topics covered is given in the following table:

Class Segment	Major Topics
Immersive Internship (GCISL Program Only)	<ul style="list-style-type: none"> • Pre-Workshop: Professional behavior standards, field data-gathering protocols, background (e.g., different types of senior livings communities & facilities, roles and responsibilities, current issues) • 3-Day “Live In” experience at Senior Living facilities: on-site activities, meals, interviews with management, staff, clients, executives. Daily reflection sessions. • Post-Workshop: Problem identification and assessment • Project Evaluation Panel: review potential projects with panel of stakeholders
Project Selection	<ul style="list-style-type: none"> • Evaluating potential projects in terms of risks, opportunities, required skills, success criteria, stakeholders, and potential products • Team assignment based on individual interests and project needs • Initial statement of project goal(s)
Project Orientation	<ul style="list-style-type: none"> • Assessing state of knowledge relative to project needs (Know/Don’t Know) • Identify knowledge gaps and how to fill them • Develop and implement project research plan (vs. other forms of research) • Formulate intelligent questions for mentors/sponsors • Communication Skills: Consulting with experts • Collaboration Skills: Building trust, creating shared workspaces, team coordination • Interdisciplinary Skills: Exposure to multiple different perspectives
Concept Development	<ul style="list-style-type: none"> • Define overall approach to project • Characterize the solution space • Identify dimensions of value • Requirements Definition, Scoping the project • Develop/evaluate options for product(s)
Implementation Planning	<ul style="list-style-type: none"> • Task decomposition/Task assignment • Milestone generation • Planning/Scheduling • Budgeting • Progress tracking and reporting
Implementation	<ul style="list-style-type: none"> • Prototyping, modeling, experimentation, field observation, data collection, test planning, design, fabrication, software development, ... • Re-planning, Re-scheduling, Re-budgeting • Re-assessment of goals, products, success criteria
Presentations	<ul style="list-style-type: none"> • Showcase for Undergraduate Research and Creative Activities (SURCA): presenting applied/fundamental research for general audience • Peer reviews: presenting/defending work at a detailed level • Mentor Status meetings: presenting work in progress and soliciting inputs • Intermediate reviews: presenting to a peer & adviser audience • Report Out: presenting to executives and broad audience of stakeholders

3.0 The Corporate Sponsor Perspective

Overview

Scott Carson, then CEO of Boeing Commercial Airplanes, recognized the need for students to gain experience working across disciplines to build the the skills needed for the modern work environment. He also recognized that financial support for the students was necessary to ensure students could devote sufficient time to the program. With Mr. Carson’s support, Boeing endowed the Boeing Scholars, the original WSU Corporate Scholars Program. Since its establishment over a decade ago, many of WSU’s best and brightest students served as Boeing Scholars, with many going on to highly successful Boeing careers.

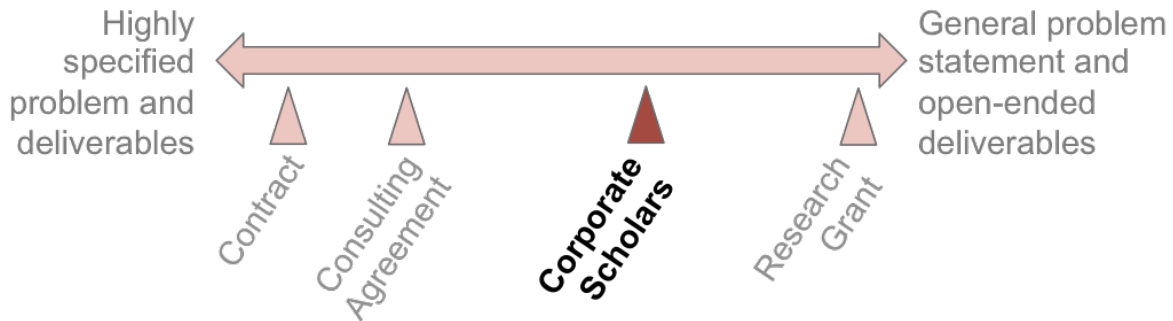
Why Participate in Corporate Scholars?

The Corporate Scholars Program gives industry personnel an opportunity to engage with our students in meaningful, impactful, and mutually beneficial collaborations. Potential benefits include:

- Obtaining fresh perspectives and new ideas on relevant problems
 - Highly focused investigation, with access to University-wide knowledge and resources
- Mentors
 - Energizing opportunity to work with talented, motivated undergraduates
 - Potential to pursue “passion projects”
 - Exposure to latest technology, tools, and practices being taught/developed in University
 - Chance to influence the next generation of employees
- Recruiting:
 - Establishes a potential pipeline of talented new hires
 - Increases exposure of the organization on campus
- New Hires that
 - Become productive much more quickly
 - Have experience “starting from scratch” and contributing to their teams
 - Have advanced communication and conflict management skills
 - Better understand “big picture” issues
 - Have a strong personal network of colleagues across disciplines
 - Understand how different disciplines play key roles in meeting project goals.

What is the required commitment?

- Provide candidate projects
 - Projects can vary significantly, however the best ones are open-ended, have a clear high-level goal or purpose, and require the integration of multiple disciplines



- Provide mentors
 - Champions for the project who can provide guidance, expertise, and feedback
 - Time commitment could range from one hour/month (status meeting, answering email) to weekly interactions (the more specific the problem, the more mentor involvement needed)
- Executive Involvement
 - For the final Report Out of the project.
- Potential for Internships/Future Employment
 - Not a guarantee of a position – but opportunities are available with the organization
- Funding (Annual Costs)
 - Sufficient funding for a team of 4-6 students
 - Scholarships:
 - \$500 per student per semester Junior year
 - \$1500 per student per semester Senior year
 - Administrative Funds
 - To cover materials, services, lab fees, travel, supplies. Depends on nature of the projects.

What are the next steps to becoming a Corporate Sponsor?

- Contact one of the Points of Contact to begin discussions
- Participate in a planning workshop to:
 - Develop list of issues and opportunities specific to the organization (basis for potential projects)
 - Identify majors your organization is most interested in
 - Define any organizational constraints
 - Develop a launch plan for your organization (identifying mentors and candidate projects within your organization)
 - Develop the roll-out & application process on campus (note: this needs to be coordinated with academic calendar and course registration deadlines)

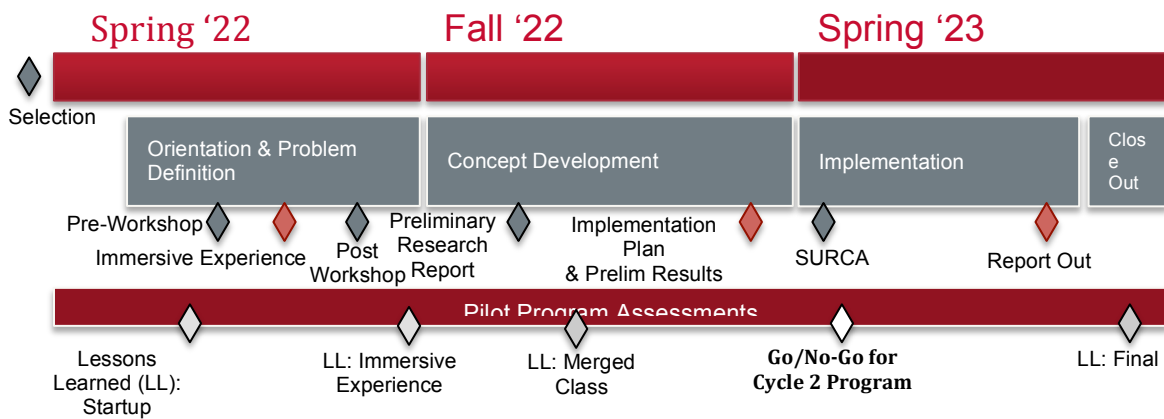
4.0 The Pilot Program

Carson College of Business (CCB) is initiating the Corporate Scholars pilot program starting in Fall 2021. The goal of the pilot program is to assess how to efficiently replicate the Boeing Scholars program for other corporate sponsors.

Overview

- Program leverages the existing Pullman Boeing Scholars academic program
- CCB will fund scholarships for up to 2 teams of 6 students, selected from across WSU physical campuses, open to any college and major.
- The projects and mentors for the Pilot Program are from the Granger Cobb Institute for Senior Living

Pilot Year Academic Timeline



Frequently Asked Questions:

See next page for some common questions. You can also contact Lynne Cooper, lynne.cooper@wsu.edu for more information – or to nominate an outstanding student.

FAQs

Why is CCB interested in doing this?	<ul style="list-style-type: none"> • Benefits students • Inter-college partnerships • Potential for improved corporate connections
What are your goals for the pilot?	<ul style="list-style-type: none"> • Assess scalability and alternative ways to interact with industry other than the Boeing Scholar model • Put in place an assessment system to collect evidence to present to potential sponsors
How will you pay for it?	<ul style="list-style-type: none"> • CCB General scholarship fund • Dean's Office discretionary funds for administrative costs
Is this sustainable?	<ul style="list-style-type: none"> • No – internal funds only cover a one-time pilot program • We plan to use the lessons learned during the pilot to solicit corporate sponsorship
How does this differ from other interdisciplinary activities such as...	<ul style="list-style-type: none"> • Frank Scholars/Business Plan Competition (BPC): Focus is on problem solving for existing businesses vs. entrepreneurship. Project outputs tailored to specific project (which may include participating in BPC) vs. Business Plan. • Adobe Creative Jam: Year long academic program vs. one time event • Capstone Classes: Interdisciplinary (vs. specific to the discipline). Requires applying domain-specific skills to a broader project
Why 1-2 teams teams of four-six students?	<ul style="list-style-type: none"> • Need to have sufficient diversity of backgrounds and enough participants for optimal team dynamics • Limit of what can be integrated into current Boeing Scholars class without having to add academic resources
How will you select the Scholars?	<ul style="list-style-type: none"> • For pilot: ask partner colleges to nominate students: <ul style="list-style-type: none"> • Strong academic skills, Ability to work well in a team, Interested in an interdisciplinary opportunity, up for the challenge • Juniors, graduating in 2023, from across WSU campuses • Use Boeing Scholars Application/Interview process now standard across CCB, VCEA, Murrow, and CAS, tailored for new program • Select students by end of Fall 2021 (in time to register for class)
What is required from the students in the Pilot Program?	<ul style="list-style-type: none"> • Registered Class: 1-credit Immersive Internship Spring 22, 3-credit Interdisciplinary Scholars Class (either MGMT 496 or ENGR 420/421) during Fall 22 & Spring 23 • Work on project selected from Pilot Program list, e.g. Robotic assistants for in-home care, Elder-care workforce enrichment, or Ethical approaches to use of implant devices in memory-impaired seniors • Participate in 3-day in-person Field Program • Present results to Granger Cobb Institute Advisory Board and at SURCA
Are there enough students? Will they be interested?	<ul style="list-style-type: none"> • Yes & Yes, based on Boeing Scholars applications. In pilot year, nominations directly from Colleges • In future years, concerted effort to advertise the program through multiple channels (direct to student, advisors, faculty recommendations)
What help do we need from our partner colleges?	<ul style="list-style-type: none"> • Nominate students for pilot program • Provide academic advisement to facilitate student participation. May require creative use of college-specific independent study, capstone, directed research, etc to ensure no negative impact on graduation • Identify point of contact for interview/selection process • Provide administrative support for dispersing scholarship funds.