



INSPIRE ▶ ENGAGE ▶ TRANSFORM



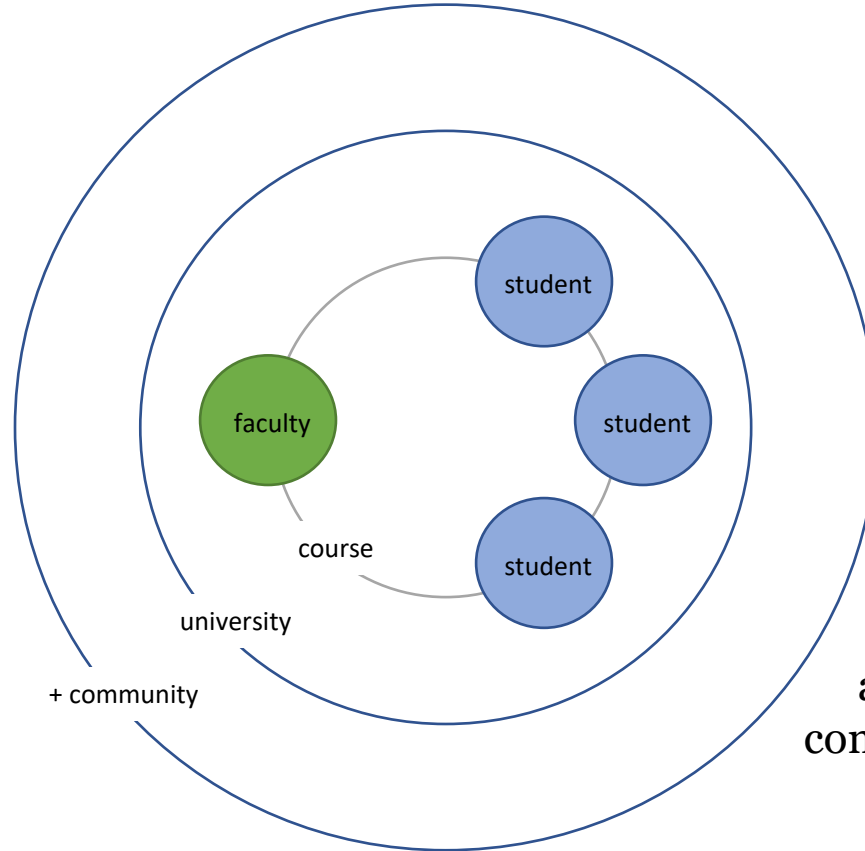
Community Engagement & Innovation in a Rural Setting

Wednesday March 17, 9:045am PST

Wilson Zehr
Eastern Oregon University

Student Engagement

Another View



add value in **all** the
communities we serve

BA 498
CoB Capstone



Life-Long Learning

Politics

Networking

Communication

Career

Policy & Strategy

Education

EOU, PSU, Concordia

BA 498

Outcomes + Assignments

Learning Outcomes: After completing this course, students should be able to demonstrate the following outcomes.

- (1) Students will demonstrate their ability to apply and implement business concepts and strategies based on the current state of business conditions
- (2) Students will be able to develop a mission statement
- (3) Students will be able to perform an external audit
- (4) Students will be able to conduct an internal assessment
- (5) Students will be able to formulate, implement, and evaluate strategies

Assignment	Due Date	Max Score	Percentage of Total Grade	Learning Outcomes
Assurance of Learning (ALE)	weekly	200	20%	5
Article Analysis	Week 3, 6	100	10%	1, 5
Chapter Quizzes	weekly	300	30%	2 - 5
Consulting Engagement	Mon finals week	200	20%	1
Major Fields Test	week 9	100	10%	university
Attendance & Participation	entire class	100	10%	1 - 5
Course Total		1,000	100%	

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Sample Projects

State of Oregon
Charter Ranger District/DEQ
Biomass Fuel



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Sample Projects

State of Oregon
Regional Task Force
Workforce (\$15/hr+) Housing



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Sample Projects

Eastern Oregon University
University Advancement
Fieldhouse + Turf



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Sample Projects

Union County
Buffalo Peak Golf Course
Economic Development



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Sample Projects

Boise Cascade
NE Oregon Region
Timber Supply



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Sample Projects

Spec-Rite

Skip-Line Division

Market Dynamics & Strategy

Cloud Computing Transition

Zero Carbon Offset



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Sample Projects

Nicole Lewis Music
Nicole Lewis
Music Industry & Career



[Hallelujah](#)
[video 4:47](#)

[Cowboy Take Me Away](#)
[video 4:07](#)

[Keep it Kind](#)
[video 3:40](#)

[Pub Talk](#)



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Sample Projects

Projects - <https://livestream.com/eou/ba498>

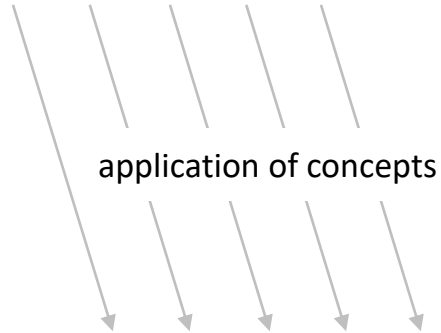
not complete – representative sample

Business Strategy (BA 498)	Projects	E-marketing (BA 346)	Projects
Boise Cascade	2	Side A Brewing	2
Union County Economic Development Corp.	3	Oregon Water Company	2
Eastern Oregon University	4	Orthman Ironworks	1
Fieldhouse		The Door Guy	1
Track Replacement		Raul's Taqueria	1
Ultimate Online Campus		Blue Mountain Barbers	1
Transfer Enrollment		Hought's 24 Flavors	1
Oregon Agriculture Foundation (EOU)	3	Nature's Pantry	2
Rural Engagement & Vitality Center (REV)	2	Pampered Walls	1
State of Oregon	3	Affordable Burial and Cremation	1
Workforce Housing			
Biomass Power Generation		+ 3 - 4 term...	
Eastern Oregon Border Board			
Market-Based Innovation Research	4		
Union County	9	Promotional Strategy (BA 464)	
Buffalo Peak Golf Course (2)		West Side Bakery	2
Union County Airport		Via Yia Nikki's	2
Union County Air Show			
Union County Tourism		Consumer Behavior (BA 465)	
Union County Art District		Student Lunch Spot	3
Union County Organization Chart		Student Breakfast Spot	2
Port of Union County (2)			
Entrepreneurial Eco-System	6	Retailing & Sales (BA 450)	
Venture Competition	2	New Retail Concept	9
Maker Space	1		
Nicole Lewis	1	Market Place Fresh Foods	1
Railriders	1	Nature's Pantry	1
Skip Line	3		
EONI	1	Entrepreneurship (BA 460/260)	
Kid's Club	1	New venture concept	numerous
Eastern Oregon Telecom	1		

BA 498

Curriculum + Consulting

business strategy curriculum →



application of concepts

consulting engagement →

10
weeks

faculty



advice &
guidance

knowledge
tools

students

experience

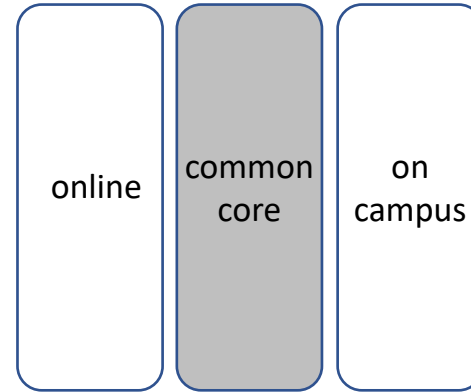
university

value
relationships
training

community

Student Engagement Principles in Action

- Welcome
- Weekly announcement
 - Week in the term (encouragement)
 - Connect university/community
 - What needs to be done
- Weekly module
 - Readings, articles, videos
 - Presentation slides
 - Assignments
 - Discussion – content + community
- Group project(s)



video: 31:40

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Research Project: Client + Deliverables

Client: (See Samples)

One student team per project

Negotiate Statement of Work (SoW)

20 - 40 slide PowerPoint (with notes pages)

- Notes should be equivalent to 20-page paper
- Include at least 20 high quality references

Class time assigned (as needed)

Client presentation

- On-campus – formal presentation (recorded)
- Online – YouTube video

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Research Project: Timeline



Research Project due Tuesday, finals week, at 5:00 PM

Late Projects will NOT be accepted

Please Plan Accordingly

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Research Project: Timeline

Week 1:	Project overviews Team selection
Week 2:	Client discussion (<i>in-class</i>) Draft SoW (<i>examples on Canvas</i>)
Week 3:	Approved SoW
Week 3 – 6:	Conduct initial research Build draft presentation
Week 6:	Client progress presentation
Week 7-9:	Revise & refine Expand (<i>as required</i>)
Week 10:	Final client presentation
Week 11:	Project Due (Tuesday @ 5:00)

deadlines, ambiguity,
incomplete information...



coaching, coaxing,
encouragement...



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Project Pipeline



networking
relationships
promotion

set expectations (critical)



understand
challenge(s)



It can take time to
cultivate projects
(sales cycle)



relevant
achievable
valuable

identify &
frame project

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CoB Capstone

