Duke MEM Students,

***The purpose of this note is to provide an overview of EGRMGMT 556 (Consulting Practicum Program - CPP) and let you know that the students invited to participate will be placed on teams by ~Aug. 23.  Details follow.***

The CPP gives students an opportunity to gain real-world consulting experience by participating in industry-sponsored, team-based projects.  We harvest projects from venture-backed firms that need help solving/seizing some business-oriented problem/opportunity.  Students often participate to build their resumes, make industry connections, prove they can work successfully with others on a team, and gain compelling job-interview content.

*This semester, MEM program leadership requested that all CPP team members be registered before classes begin on Aug. 26.* **To achieve this, the announcement-to-registration process will be conducted remotely from Aug. 14 to Aug. 25.** *Thus, the "current" schedule is as follows.  Students will receive all CPP announcements **via email** from joseph.holmes@duke.edu and all schedule details will be updated once the CPP App Guide is distributed on Aug. 14.*

- **Aug. 14:** <u>CPP Announcement (Application Guide)</u> – The App Guide is essentially a syllabus that outlines practicum structure, key dates, how to apply, and a list of all projects available for this semester (i.e., all the information you need about the CPP).  Students interested will then apply via an online form.  Like applying for a job, the form allows you to justify why you are a good fit to participate on any given project team.  You can efficiently express interest in only one project or many by completing just this single application form.

- **Aug. 20:** <u>Applications Close</u> – Applications are reviewed, and students are tentatively assigned to each project team until the registration process is completed.  Teams are constructed based on many factors (e.g., student enthusiasm, fit with the project, diversity, ability to follow application directions, etc.).

- **Aug. 21:** <u>Invitations & Registration</u> – Selected students are invited (via email from joseph.holmes@duke.edu) to participate in a specific project and provided a permission code to register via DukeHub for the corresponding section in EGRMGMT 556.  Students will have ~24 hours to register (otherwise, your slot will be offered to someone else more eager to participate).  <u>The onus is on you to check your email regularly during this time and to register before the precise deadline Prof. Holmes specifies in his invitation email.</u>

- **Aug. 22:** <u>Teams Announced</u> – Anyone not invited to participate will be notified so that you can make/continue other elective arrangements.  Invited students (once properly registered online) will receive further instructions about the specific time and link for the upcoming Zoom orientation.

- **Aug. 23:** <u>Zoom Orientation</u> – A 1-hour Zoom session will be conducted (to be scheduled not to conflict with any other MEMP activities) to outline expectations and offer tips for both individual and team success. Each team member must attend the session live or watch the recording within ~24 hours.  *Sometimes, this Zoom Orientation may be conducted on Aug. 24 instead (if Saturday turns out to be a better time for the students selected).*

- **Aug. 24:** <u>Startup Pack & Schedule Mapping</u> – Prof. Holmes will email each registrant the orientation slides and other materials that will help you begin the CPP experience.  Each student will then (a) consider your daily schedule (b) share this schedule with your fellow team members, and (c) map your schedules to identify times of mutual availability to facilitate the scheduling of future meetings.  Future meetings include a Sponsor Kickoff call the week of Aug. 26, a 1.25-hour weekly Student Meeting, and a 1.25-hour weekly Mentor Meeting.

- **Aug. 25**: <u>Student-Mentor-Sponsor Connections</u> – Each team is introduced to your project mentor via email.  The team and mentor will then settle on the time for each weekly "Student" and "Mentor" meeting.  In parallel, the mentor (or a student representative) will reach out to each sponsor to schedule a kickoff call for the week of Aug. 26 or Sept. 2 (unless Prof. Holmes already has the Zoom prearranged).

- **Aug. 26:** <u>First Week of Mentor/Student Meetings</u> – Each mentor and team work together to schedule and execute the Kickoff Zoom Call for sponsor objective elaboration and Q&A.  Thereafter, each team moves forward under the guidance of their mentor to meet project expectations.  During the semester, the mentors/students/sponsor will work together to (a) schedule periodic update Zoom calls with the sponsor and (b) arrange the date and time for the final Zoom project presentation (typically held the last week of November or the first week of December).

The CPP has no lecture and cannot be audited.   When citing your CPP experience, you must refer to yourself as a **"Student Consultant"** on LinkedIn so as not to imply you were an employee or contractor of the sponsor.  If you seek to misconstrue the CPP as a paid work experience then don't apply.  Your LinkedIn profile will be monitored and anyone misrepresenting their CPP experience will fail the course and face other ramifications befitting someone breaching our honor code (i.e., ethics matter).

***The content of this PDF (and the attached two-page flyer "Duke-CPP-Flyer-Fall-2024.pdf") is everything a student needs to know about the CPP at this time.*** *Any additional information (including the sponsors/projects for this fall and how to apply) will be provided <u>on Aug. 14</u> from Prof. Holmes via email as discussed.*

Many thanks!

Prof. Holmes (Joey)