



## Leadership Park City Selecting the Class Project

- Project Ideas
  - Is the project well-thought out?
  - Is it achievable?
- Project Criteria
  - What do you hope to learn?
  - Who and what will benefit from the project?
  - Are the benefits measurable?
  - Are other groups already working on these issues?
- Class Resources
  - What will or can you contribute?
  - What are your personal time constraints?
- Constraints:
  - Time and competing commitments
  - Complexity of tasks
  - Costs and fundraising
- Organization
  - Who will take the lead?
  - How will you communicate with each other?

### Project Criteria Defined by Past Leadership Classes

- Group dynamics
- Getting out of your comfort zone
- Type A interaction (working successfully with other Type A's)
- Knowledge of the process
- Education
- Something that will be a benefit to Park City, Summit and/or Wasatch counties
- Something that will benefit underprivileged/underrepresented
- Being leaders for other mountain communities
- Help launch an existing cause
- Something that will have a lasting legacy
- Something that would sustain an existing initiative (with assistance of professional help)
- A one and done project (can finish involvement when the class ends)
- Something that would have a social impact
- An environmental cause
- Time friendly for all
- How will we organize ourselves? Hierarchy? Democracy, etc.?
- Will the project be a city priority or not?



- Will it deal with a controversial topic?

#### Resources & Expertise Identified Among Past Class Members

- Meeting space
- Fundraising expertise
- Marketing expertise
- Connections in the community
- Project Management
- Legal expertise
- Audio creativity
- Graphic design/web design
- Photoshop
- Writing skills
- Nonprofit experience
- Seasonal work force connections
- Recreational/sports/health experience
- Law enforcement
- Planned Parenthood connections
- High school connections
- Media/Public relations experience
- Computer coding ability
- Data analysis skills
- Artists/musician/musical skills
- Business planning
- Contacts with the resorts & city, Basic Rec, trails, schools, county, state dental association, state office of tourism

#### **Preparing a Project Proposal for Class Consideration**

Project Proposal: 250 word maximum (longer cannot be reviewed)

Format: Please format the proposal in the following manner. The headers do not count towards the word count.

1. **Problem:** Describe the problem or issue you are seeking to address.
2. **Solution:** What is your proposed solution? Why is it important? How can it be implemented as a class project?
3. **Innovation:** How is the idea new, unique and/or innovative?
4. **Evidence Based:** How will your solution work in fact? Is it possible?
5. **Impact:** What are the expected outcomes? Will the impact be measurable?



6. Funding: How will the project be funded? What are the potential funding sources or revenues?
7. Describe Stage of Idea and/or Partners: When was the idea initially developed and are other partners being considered?
8. Your "ask": What will be needed from the leadership class if your project is selected: advisors, networking, fundraising, etc. In other words, how will the leadership class contribute to the advancement of your idea?

Selection Criteria: The project proposal should adhere to the format listed above, and briefly include all sections. The proposal will be distributed to the class in advance and will be evaluated and voted on along with other submitted class project proposals based on the level of innovation, the expected impact and description of metrics, and the details that indicate it will be effective. Expected outcomes/impacts are very important. The proposal should be well-written and demonstrate thought and attention to detail. Avoid jargon and be sure the class can understand what is being proposed or described.