

# **A YWCC Capstone website dedicated to promoting the capstone program to industry sponsors:**

## **1. Project Overview**

The YWCC Capstone website is a unique platform that aims to showcase the program's unparalleled value to industry sponsors. It does so by featuring innovative projects, student achievements, and exclusive sponsorship benefits that set our program apart.

The capstone website serves as a comprehensive guide for sponsors, leading them through the capstone application, approval, and student recruitment process. It also provides valuable insights into the capstone timelines and expectations.

The capstone website is not just a platform for attracting new sponsors, but also a key tool for nurturing relationships with our current partners. It provides a wealth of information about our program and the benefits of sponsorship, fostering a sense of community and collaboration.

## **2. Objectives**

1. Show the potential of the capstone program in attracting new industry sponsors.
2. Create a platform for sponsors to understand partnership opportunities.
3. Emphasize the real-world impact of student projects.
4. Make it easy for sponsors to engage and navigate through a showcase of past projects.
5. Guide sponsors through the capstone application, approval, and student recruitment process.
6. Guide the capstone project timeline, deliverables, milestones, and mutual expectations.

## **3. Target Audience**

**Industry Sponsors:** Corporations, tech companies, research labs, and organizations interested in student-driven innovation such as:

1. Please remember to consider the following categories when reaching out for networking or business purposes:
  - a. Large corporations, such as Fortune 500 companies.
  - b. Medium-sized businesses across various industry sectors.
  - c. Small businesses.

- d. Alum connections.
- e. Social networking connections.
- f. Government agencies, including city, state, and federal.
- g. Foundations, non-profit organizations, and public service institutions.
- h. International industry partnerships.

**Potential Students:** Students interested in the capstone program can browse sponsor-supported projects for possible career paths.

#### 4. Website Structure

##### 4.1 Homepage:

- Hero Banner: Engaging images of past capstone projects with a sponsorship call to action.
- Program Overview: Introduction to the YWCC Capstone program and its value for sponsors.
- Sponsor Call-to-Action: Prominent "Become a Sponsor" button leading to details on involvement.
- Featured Projects: Highlighting impactful capstone projects and their real-world impact.
- Sponsor Logos: Displaying logos from current or past industry sponsors for trust and social proof.

##### 4.2 About the Capstone Program

- Program Mission: This is an explanation of the YWCC Capstone program's goals, focusing on real-world problem-solving and how industry sponsorship benefits student learning.
- Sponsorship Benefits: Outlining how sponsors benefit from early access to talent, innovative solutions, and corporate social responsibility opportunities.
- Sponsorship Levels: Defining levels (e.g., project sponsor, program sponsor) with clear benefits for each.

##### 4.3 Industry Projects Showcase

Dynamic Portfolio: This is a detailed gallery of past and ongoing capstone projects, sortable by industry, topic, or technology used.

**Project Details:** Each project will have a page showcasing the problem solved, the industry partner involved (if any), the technologies used, the student team and mentor, and the outcome and impact on the industry/community.

- **Impact Case Studies:** Highlight specific projects that have led to measurable outcomes for the industry sponsor, including testimonials from company representatives.

#### **4.4 Sponsorship Opportunities**

##### **Why Sponsor?**

A dedicated page explaining the value of sponsoring a YWCC capstone project, which includes:

- Potential for collaboration and innovation
- Access to future talent pools
- Opportunity to contribute to cutting-edge research and development
- CSR and community engagement opportunities.

##### **Sponsorship Tiers:**

Clearly defined sponsorship tiers (e.g., Gold, Silver, Platinum) with benefits like project selection input, access to student teams, and company branding at events.

##### **Sponsor Inquiry Form:**

This is a contact form for potential sponsors to request more information or set up a meeting.

#### **4.5 Research and Development**

- **Real-World Research Focus:** A section highlighting how the capstone projects are designed to solve industry-relevant problems.
- **Publication and Conference Opportunities:** Showcase how the program facilitates opportunities for students and sponsors to co-publish research or present findings at industry conferences.
- **Mentorship and Collaboration:** Information on how industry professionals can become mentors or collaborators, adding expertise to capstone teams.

## **4.6 Testimonials and Success Stories**

- Industry Testimonials: Written or video testimonials from previous sponsors detailing their positive experience and the results of their sponsored project.
- Student Testimonials: Highlight how students benefited from sponsorships and were able to translate that experience into real-world skills and employment opportunities.

## **4.7 Events and Engagement**

- Capstone Showcase Event: Promote upcoming or past capstone showcases where sponsors can meet students, view projects, and network with other industry partners.
- Networking Events: Information on scheduled networking events for sponsors and students to collaborate and engage.

Sponsorship Workshops: Details of how sponsors can participate in workshops or guest lectures for students as part of the capstone experience.

## **5. How to become a sponsor**

- 5.1 Applying for sponsorship
- 5.2 Student Recruitment Procedures
- 5.3 Collaborating with your team
- 5.4 Your expected contributions
  - 1. General expectations
  - 2. Acknowledgment agreement
  - 3. Nondisclosure agreement
  - 4. Required attendance in key events
  - 5. Agile/SCRUM sprints
  - 6. Evaluations of student teams
- 5.5 Team's expected contributions

## **6. Key Features**

### **6.1 Interactive Industry Sponsor Dashboard**

- **Sponsor Portal:** A login area for sponsors to view ongoing projects and manage their sponsorships.
- **Project Tracking:** provides real-time updates on project progress, including milestone completions and student presentations.

## **6.2 Event Calendar and Notifications**

### **Event Listings:**

This is a detailed list of upcoming capstone events, including student presentations, project milestones, and networking opportunities for sponsors.

### **Automatic Reminders:**

Sponsors have the option to subscribe for updates and reminders regarding important events they may wish to attend.

## **7. Design and User Experience**

*Easily customizable for future edits and changes: This is the most important feature of the website, as there is no permanent team to manage it.*

*Professional Branding:* Design the website with a professional and corporate look and feel that meets the expectations of the university and sponsor.-

*Responsive Design:* Ensure the website is fully responsive and functions seamlessly on desktops, tablets, and mobile devices.-

*Easy Navigation:* Provide clear navigation with intuitive user flow for industry professionals unfamiliar with academic websites.

## **8. Content Management System (CMS)**

*User-Friendly CMS:* The site will be built on WordPress, a CMS that allows easy updates for adding new projects, testimonials, or event details.

*Role-Based Access:* Different access levels will be available to sponsors, assigned users, and program directors to update content and interact with sponsors.

## **9. Security and Privacy**

- Data Encryption: Use SSL for sensitive sponsor data.
- User Authentication: Implement secure logins.
- GDPR and Data Compliance: Ensure compliance and provide data control options for sponsors.

## **10. Timeline**

Phase 1: Strategic Planning and Definition (1-2 weeks)

Phase 2: Innovative Design (2-3 weeks)

Phase 3: Agile Development (4-6 weeks)

Phase 4: Rigorous Testing and Quality Assurance (2 weeks)

Phase 5: Successful Launch (1 week)

Phase 6: Continuous Maintenance and Enhancements