

MARRIOTT SCHOOL OF BUSINESS

*Brigham Young University
441 Tanner Building
Provo, Utah 84602*

ON CAMPUS INTERNSHIP ENGAGEMENT LETTER

January 24, 2025

Conner Simmons, Founder
By Happenstance
(385) 424-7026
byhappenstance.org

Dear Conner Simons:

As a team of students in an On-Campus Internship Class from the Marriott School of Business at Brigham Young University, we look forward to working with you toward the completion of the No Tech Reconnect Festival for Conner Simmons through his company, *By Happenstance*. The purpose of this letter is to confirm our understanding of the project scope, approach, schedule, deliverables, and fees.

Background

The current goal of Conner Simmons' Business is to spread awareness about technology and promote its positive use. He feels passionate about this mission, recognizing how excessive technology use negatively impacts individuals' ability to maintain healthy relationships with others. Conner aims to help the world develop healthy ways to disconnect from technology and connect with the world in a meaningful way.

Engagement Scope and Objectives

The goal of No Tech Reconnect is to help the Provo community find meaningful ways to reconnect socially, physically, intellectually, and creatively without the use of technology. Community members will find value in connecting with the world around them without the use of technology and will learn new techniques to enhance their everyday technology use.

Community-wide events will provide the opportunity for individuals to try new things and learn new skills in various aspects of life. Marketing efforts will encourage participants to focus on getting off of technology for the duration of the event and provide them with tools and methods to promote both healthy and decreased amounts of technology use.

Approach, Tasks, and Schedule

As the primary planners of the No Tech Reconnect Festival, we as a team have developed an approach that balances flexibility and structure and promotes meaningful community engagement. To achieve our goal of creating an event that helps people learn how to have authentic experiences off-screen, we will:

Approach:

- Meet as a team twice weekly
- Meet with our sponsor weekly to secure feedback and guidance, and to ensure progress toward our shared objectives
- Establish a work plan to facilitate the creation of the No Tech Reconnect Festival
- Engage with local companies and community organizations, and foster partnerships
- Facilitate activities that allow people to reconnect with different avenues of their lives— physical, intellectual, creative, and social.

Marketing:

- Craft targeted marketing materials to amplify support for participating companies, elevate the festival's profile, and provide comprehensive information to attendees
- Create:
 - Posts to send to event hosts so they can reach their audiences
 - Flyers to promote awareness
 - Calendar of events
 - No-Tech Reconnect Logo
- Reach out to various companies to host tech-free events
- Send out a newsletter before and after the event to inform people about community tech-free events, and to gather feedback

Deliverables

We will create a city-wide event hosted by various companies to promote a no-tech reconnect by reconnecting physically, intellectually, creatively, and socially. Our plans include:

- **Event Creation and Coordination**
 - Reach out to 10-20 companies to host between 10-15 different events
 - Organize events such as game nights, crafting classes, keynote speakers, and an ultimate frisbee tournament
- **Marketing and Promotion**
 - Create marketing materials including:
 - Weekly social media posts between 10-15
 - Flyers
 - Event logo
- **Attendance and Participation**
 - Track participation data based on sign-ups
 - Attract 300-500 people to events
- **Post-event follow-up**
 - Implement a method of contact for attendees with further information on activities that continue to emphasize and accomplish our goals
 - Complete BYU course projects and midterms, including presenting a final written report and PowerPoint presentation about our work
- **Output and Recommendations**
 - Use a resource like Survey Monkey to receive feedback on the event's reception and potential improvements

Roles of Engagement Team and Client

Our team intends to deliver information that is reliable, representative, credible, and timely to help Conner Simmons complete No Tech Reconnect. The On Campus Internship (OCI) team includes Kylie Summers, Alice Dodge, Luke Lambson, Oliver Lamprecht, and Mackenzie Fry, and they will include the following roles:

- Team Leader: Kylie Summers
- Deliverables Manager: Alice Dodge
- Project Manager: Luke Lambson
- Report Manager: Oliver Lamprecht
- Sponsor Liaison: Makenzie Fry

Critical to the success of the project will be our ability to contact and/or meet with Conner Simmons on a regular basis to obtain information and to have questions answered.

Owner of Intellectual Property

Conner Simmons retains ownership rights to all intellectual property developed by the student team as a result of the No Tech Reconnect festival. All students and faculty associated with the On Campus Internship project will, at your request, sign a standard Assignment of Ownership and Nondisclosure Agreement. BYU reserves the right to retain a digital copy of the final report for educational purposes. Unless notified otherwise by Conner Simmons, the digital copy will be placed in the secure experiential learning database on the BYU servers.

Confidentiality

We will make reasonable efforts to protect any confidential or proprietary information that you provide to the team, as long as you identify such information in writing at the time that you provide it. Students and faculty may freely discuss all other information associated with the project as part of normal educational activities.

Warranty Disclaimer

The project is an educational program designed to help students learn the practice of business consulting. Students are not, however, considered employees or agents of BYU. Although the team will work in good faith to provide a quality project, there is no promise of success. Accordingly, BYU, its trustees, employees, agents, and students make no warranties, express or implied, as to the condition, accuracy, originality, merchantability, or fitness for any particular purpose of any work performed, advice given, or intellectual property developed in the program and provide the work performed on an as is basis. Further, Conner Simmons agrees through its participation in the program that BYU will not be liable for incidental or consequential damage or of lost profits, even if BYU is advised of the possibility of those damages.

Indemnity

Conner Simmons assumes all risks and responsibility with respect to its use of the work and research provided to you under this agreement, and agrees to indemnify and hold harmless BYU, its trustees, employees, agents, and students from any claim or liability, including reasonable attorneys' fees, arising from Conner Simmons' use of the work or research provided to you.

Status Reporting

We will schedule a weekly verbal update between the client and the team to keep a regular flow of information. We will submit a mid-term written progress report and presentation that reviews the achievements to date and gives the plan for the remainder of the project. The report will also evaluate compliance with the project goals and objectives.

Fees

While there are no professional fees for the team's work, we do ask that the company reimburse the team for any reasonable expenses incurred during the project. All expenses must be pre-approved by Conner Simmons. Expenses may include travel costs if you ask the team to travel (we have BYU cars the students can rent), costs of printing reports and presentations you request, and any other costs needed to complete the project. There are three ways to pay for expenses: 1) Pay for the expense directly, 2) Reimburse the students directly, 3) BYU Experiential Learning will reimburse the students and invoice you at the end of the semester. Payment (including online options), payable to the BYU Marriott School of Business, is due within 30 days of invoicing. Invoicing will occur after the final report is delivered.

Team Professional Profile and Contacts

If you have any concerns or questions, please feel free to contact us. The qualifications, names, e-mails, and telephone numbers of the team members are included.

We look forward to working with you on this important endeavor. Please sign below, evidencing your agreement to, and approval of the terms of this engagement letter. If you have any questions about this agreement, contact David Hollan at 801-422-8928 or dhollan@byu.edu. An original executed copy of this letter should be scanned and emailed to dhollan@byu.edu or returned to the following address:

Brigham Young University
c/o David Hollan
Marriott School of Business
441 TNRB
Provo, Utah 84602

Sincerely,

Kylie Summers

Alice Dodge

Luke Lambson

Oliver Lamprecht

Makenzie Fry

Accepted by:

Signature: _____ Date: _____

Authorized Representative of Conner Simmons

Print Name and Title: _____