Topic Centralized Hub for Student Research/Clubs/Teams	*Author* Daniel E Torres Burgos	*Date* 1/28/2022

Problem Background

- Universities provide information of some research, clubs, teams across several platforms (social media, email, universities' web page). Students often don't hear about these opportunities or know they exist.

- Most students find out information about different teams through professors, students, and outreach activities.

- Some groups struggle with finding new interested members.

Target

- Students can discover all the different research, clubs and teams within the university
- Students can view group's accomplishments and general information and be able to know any requirements to join or apply.
- Student groups can promote/outreach their team and have access to interested members' contact information (if provided).

Causes

- Problem: University students are unaware of all the possible groups they can join in the university.

- Why? The university/teams announce these groups through several platforms, which can cause disarray and poor outreach.

- Why? Sometimes the university email isn't reliable. Social media is also used for better student outreach.

- Why? The email may go to spam or get mixed up with other important emails that the students may miss. Not every student has a social media, or the students may seem uninterested for lack of information.

Countermeasures

- Have all student groups information categorized in a web application.
- Provide the groups' achievements, contact information, events for outreach.
- Make this platform accessible to everyone to attract new enrollments.
- Match student profiles to groups.

Check/Evaluate

- Project's success is determined by growth of users and increased interest for university groups.
- Conduct surveys to different groups to verify new members and outreach impact.
- Increased outreach and awareness will lead to the root cause being eliminated.

Act/Standardize

- To ensure continued growth, the web app can be strongly advertised in orientation classes for freshman.
- Constant updates for group information