Self-Designed Experience Proposal

**Guidelines**

* **Timeline**: Submit proposals and revisions to the UHP database by the 5th of each month. Proposals should be submitted one month prior to the expected start date of the experience. International travel experiences require at least two months’ notice.
* **Format**: Maintain the proposal format (e.g. headers, layout). Do not delete boxes.
* **Submission process**: Access the UHP Database (<https://webapps.uc.edu/uchonorsstudent>). Add a new record in the “Tracking Project” tab and upload your proposal document as an attachment (Word documents only – no PDFs).

***Note regarding Financial Aid and Honors Grants****: All proposals with a grant request are reviewed in collaboration with the Office of Student Financial Aid. There is no guarantee of grant funding nor of a specific grant amount. Honors grant awards are typically 20% or less of the approved budget. The quality of your proposal can also impact a grant award. Honors grants are posted to students' accounts as scholarships and can affect an individual student’s financial aid. Some students may not be eligible to receive a grant due to their financial aid status. If awarded an honors grant, students acknowledge full awareness of possible financial aid implications.*

**Independent International Travel**

If you are proposing travel independent of UC faculty, staff or a UC student group, you must submit your self-designed proposal by the following deadlines:

* October 5 – winter break experiences
* January 5 – spring break experiences
* March 5 – May/June experiences
* April 5 – July/August experiences
* June 5 – fall experiences

All independent, international honors experiences require a completed Worldwide Honors Experience application through UC International. UC International will verify successful completion of the application before an experience can be approved. Additionally, the [Student Travel Policy](https://www.uc.edu/content/dam/uc/af/financialpolicies/Docs/Student%20Travel%20Policy.pdf) restricts UC-sponsored travel to countries under a [U.S. Department of State Travel Advisory](http://travel.state.gov/content/passports/english/alertswarnings.html). Those who wish to visit a country or area within a country with a **Level 3 or higher Travel Advisory Level** must seek an [exemption](http://www.uc.edu/international/study-abroad/applying-to-study-abroad/travel-restrictions---exemptions.html) through UC International. Students traveling without a faculty or staff leader must individually request an exemption. ***We cannot allow you to count this travel as an honors experience nor can we give you a grant without an approved exemption.*** See more information on the UHP [international travel](https://www.uc.edu/honors/students/experiences/internationaltravel.html) page.

**ACKNOWLEDGEMENT AND ASSUMPTION OF RISK**

*Assumption of Risks: The honors experience and related experiential learning as described below may contain certain inherent risks that cannot not be eliminated. Aware of the risks, dangers, and hazards known and unknown to me, I agree individually, and on behalf of my heirs, successors, assigns and personal representatives, to* ***ASSUME AND ACCEPT ALL THE RISKS, DANGERS, HAZARDS, AND RESPONSIBILITIES*** *resulting in or arising from my participation in the experience.*

*Your e-signature, which will be completed in the UHP database prior to proposal submission, confirms that you acknowledge that you have read the entire proposal, that you understand its terms, that you have had the time and opportunity to read and ask questions regarding the proposal, you are fully aware of possible financial aid and tuition implications, and that you have signed it knowingly and voluntarily.*

**Basic Information**

Full Name: Leona Bell

Title of Experience: Ulliman Schutte Internship

[Competency/Competencies](https://www.uc.edu/honors/about/competencies.html): Research/Community Engagement

Expected Start Date: May 10, 2021

Expected End Date: August 15, 2021

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| **Personal Connection****Section must include:*** Explanation of why this experience matters to you
* Explanation of how this experience will help you progress toward becoming a [global citizen scholar](https://www.uc.edu/honors/about/vision.html)

My personal connection to this experience varies depending on how I choose to view it. This summer, I will be working at Ulliman Schutte Construction in their marketing department. This experience will be based around doing research and learning how to further advance my marketing skills, such as earning certificates and taking a few free online courses.For me, this experience is about two things: I want to learn new, applicable material that I can apply to my summer job, and I want to find the value in collaborating with others in a professional environment. My experience goals are to learn these new skillsets and apply them in my workplace. As I learn, I will be applying these skills and conversing with coworkers to see what else I can learn over the course of the summer. I want this experience to be more about learning how to keep my mind fresh outside of the workplace, all while learning how to apply new skills within the workplace. As a first-year student, I hope to get a head start into next year on what I am passionate about, how I plan to continue my college experience, and plan for the future. This experience will help me progress toward becoming a global citizen scholar in two ways. For the research aspect, I will be learning from different online courses and performing my own self-research of what I’d like to do in the future. This will be the majority of what the experience centers around, and I believe it will help me to become a better educated, more fully formed student and global citizen scholar. For the community engagement aspect, I will be applying what I learn to my job, but I also hope to have thought-provoking conversations with my coworkers and classmates of this past year to see how else aspects of marketing are being carried out in the world.Advisor Revisions/Feedback |

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| **Abstract****Section must include:*** Brief description of the experience and explanation of how you will reach the 75+ hours requirement
* Description of risks (if any) inherent in this experience and safety precautions you will take
* Itinerary, including locations and dates, for any travel experience

This experience revolves around an internship that I will be taking with Ulliman Schutte Construction. This is a full-time internship as I will be working 40 hours a week, from 9am-5pm from Mondays to Fridays, with their offices located in Miamisburg, Ohio. At this internship, I will be a part of the marketing team as a Marketing and Proposals Coordinator. The duties of this role, as outlined in the job description, is to “help the team in all aspects of internal and external marketing, working closely with all other company departments, including human resources, business development, operations, and accounting”. The job description also states, “specific tasks include proposal writing and editing, print and digital media design and generation, internal document control, and event planning”. With these tasks, I hope to learn more about how marketing works in a real-life scenario, as well as how to better improve my own skills moving forward.In order to meet the 75+ hour requirement, I want to do outside research/learning to further advance my marketing skills, as well as advancing my proficiency in digital design and other key facets to online marketing. The role will consist of working in the marketing department, so I feel as if it would be appropriate for me to study additional materials in order to advance my skills for in the job. These would include concrete certifications, such as getting certified with free programs such as Google Ads, but would also include getting more comfortable with Graphic Design. I would be taking entirely free courses, so there would be no additional cost. All together, this experience focuses more on learning and building my skillset outside of my internship.There are no risks that will take place in this experience.Advisor Revisions/Feedback: |

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| **Advisor****Section must include:*** Experience advisor name and contact information
* Description of why advisor was selected
* Specific plans to engage with advisor

*Note: Advisor(s) should have knowledge or expertise in an area related to the experience and be able to help you craft your experience goals. Honors advisors, undergraduate students, and family members cannot be experience advisors.*Brian Fanelli - brian.fanelli@uc.eduI chose Brian as my advisor for this experience because he is my career coach for marketing and has offered many resources in the past to help me. I had Brian’s Career Success class during my first semester, and I enjoyed it thoroughly, as I have kept in touch with him and met with him multiple times to discuss co-ops and more. My plans to engage with Brian include meeting with him over Teams and sending him emails with both questions and updates on my honors experience. Advisor Revisions/Feedback: |

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| **Goals Related to Competency/Competencies:****Section must include:*** Two specific and measurable **experience** goals related to chosen [competency/competencies](https://www.uc.edu/honors/about/competencies.html) outlining the intended results/outcomes/achievements
* Two specific **personal** goals related to chosen [competency/competencies](https://www.uc.edu/honors/about/competencies.html) outlining how you hope to grow as a result of this experience
* Examples of activities and explanation of how each will assist in the progress toward the goals

Experience Goals:1. I want to earn at least 2 certifications over the course of this experience, so that I will both know more about the systems and processes used in marketing, as well as have something to show that I have experience in these areas.
2. I want to take at least 2 courses revolving around my interests in this topic. Instead of just focusing on the broad things, I hope to learn more about something that is less focused on, such as a course in Photoshop or graphic design. This way, I can still pursue my interest while learning about applicable knowledge to my career.

Personal Goals:1. I hope that I will learn to collaborate more through this experience, especially with my first professional opportunity right at my fingertips. With this experience and role, I hope to appreciate the value of collaboration and continue reaching out to others.
2. I also hope to have a better understanding of what I’d like to do with my future through this experience. If I learn more about marketing, I hope to find an aspect that I can dive deeper into in the future instead of waiting until I graduate to find this out.

 Examples of Activities:* Some examples of activities that would help me accomplish my experience goals would to be to take certification tests and to learn through the free online courses I will take. I also might take notes on these things on OneNote, so that I have these notes for future use. I will also be updating my learning portfolio with some of the knowledge that I will be learning, so that I will be thinking about more than just what the lessons are teaching.
* For my personal goals, I hope to keep reaching out to people and networking through this experience. I know I will be meeting new people at my career, but it will be the first time I will ever be thrown into a professional environment. I hope I learn how to make these connections and to make them real connections, rather than just surface level ones. For my second personal goal, the above listed activities will all help me to learn more about future careers and paths I could take.

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| **Academic Resources Connected to the Goals** **Section must include:*** Two to three academic resources connected to your goals
* Title and author of each resource
* Description of how resources will help make progress toward the goals

*Note: Academic resources are professional/academic works that can be used to assist your understanding of the topic. Some examples are books, research journals, documentaries, or videos.* There are many academic resources that I plan to include in my honors experience, as I am mainly focused on learning more about the marketing world. With a simple Google search, one can find that there are many free courses you can take to advance your skills and knowledge. On this [website](https://www.wordstream.com/blog/ws/2020/02/17/digital-marketing-skills), there are five key aspects of digital marketing listed: copywriting, SEO, PPC, email, and CRO. The website also goes as far to list free courses to learn about each topic even more in depth, which is where my main focus would be. An example of this would be the free beginners course on SEO titled “[SEO Training](https://www.udemy.com/course/search-engine-optimization-for-business/)” by Eric Schwartzman. With these free resources, I hope to offer more to the Ulliman Schutte team and to myself.The second academic resources I will center my experience around will be getting free certifications. This would be something like getting certified in Google Ads and Google Analytics, as well as some less popular certifications. In doing this, I would get to learn about these programs as well as be certified in them, which would help to bolster my reputation in the future but also assist my daily work in my marketing position. For [Google Analytics](https://analytics.google.com/analytics/academy/), there is a program that is taught by three instructors: Justin Cutroni, Krista Seiden, and Ashish Vij. With other certifications such as this one, I will advance my knowledge of the marketing world.These resources will help make progress toward my goals by earning these certifications and taking these courses. Since my experience goals are centered around learning more about the marketing world, these resources will be easily progressing me toward my goals. It will also help me learn more about the paths I could take in marketing, which I could then ask my coworkers about and we could have a conversation about their thoughts. Advisor Revisions/Feedback: |

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| **On-going Reflection****Section must include:** * Method for ongoing reflection
* List questions you plan to ask yourself to gauge your growth related to your goals as well as understanding of the selected competency/competencies

*The on-going reflection should help you process the experience and progress toward the goals you have identified.* *Note: A variety of methods can be used for reflection. Some examples are videos, drawings, blogs, songs, and journals.*For my on-going reflection, I want to update and document my learning onto my Learning Portfolio. In this way, I am able to have an outlet to write questions every other week, as well as document my learning and certifications. I want to try and update this each week underneath a new tab, as well as updated my LinkedIn and Handshake profiles whenever necessary to include these certifications.The questions I want to include each week would include the following:* What did I find most interesting about the past two weeks of material?
* What questions do I have about the material?
* What do I want to learn more about, either broadly or specifically?

While these questions are few, I believe that I will be writing mostly about the topics I’ve learned and how I can apply that. The questions are just to supplement the writing and to find new topics moving forward.Advisor Revisions/Feedback: |

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| **Sharing Your Learning****Section must include:** * At least one method to actively share what you learned focused on growth connected to competency/competencies
* A specific audience and why the audience was selected

*While social media can be an effective platform for sharing, only posting on your learning portfolio or social media account(s) does not reach a targeted audience.* The audience who I would want to share my learning with is my coworkers at Ulliman Schutte, as well as the members of KBS. I chose this audience because it would be a mix of both peers and mentors in a way, as I have worked side by side with both groups in the past and present. At Ulliman Schutte, I will be able to explain my progress and ask about other ways I could improve my work and quality of work. In this way, I would be gaining more knowledge about how to apply my skills directly to my job, as well as learning some that could help specifically with my role at Ulliman Schutte. One method I would use to actively share this would be less formal and would take more of a casual, conversation approach. This might include mentioning it during lunch breaks, or in an off-hand conversation to discuss what I could do to improve my work. With KBS, I would plan to share it with them through our group chat. I am also close friends with some of these members, so I would ask them what they thought of my work so far, and maybe brainstorm some new ideas for me to explore. With these two groups combined, I would hope to get feedback on my work and grow my skillset as a whole with the help of collaboration and conversations.Advisor Revisions/Feedback: |

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| **Budget (if applicable)****Section must include:** * Itemized budget of expenditures with sources to justify estimates (review information on [Honors Grants](http://www.uc.edu/honors/students/grants.html))

*The UHP no longer provides honors grants for unpaid research or internships. You can still complete these as honors experiences, but cannot receive a grant.*Since all of the resources I will be utilizing are free, there is no applicable budget for this experience. Advisor Revisions/Feedback: |