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>). Create a new project in the “Self-Designed Experiences” 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](https://www.uc.edu/campus-life/study-abroad/apply/restrictions.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/campus-life/honors/students/experiences/international-travel.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: Linh Ngoc Nguyen

Title of Experience: Pho Lang Thang part-time Analytics Internship

Focus Area: **Impact**, Innovation or Inclusion ([Next Lives Here](https://www.uc.edu/about/strategic-direction.html)/[Guiding Principles](https://www.uc.edu/about/equity-inclusion/about/guiding-principles.html))

Expected Start Date: October 9, 2022

Expected End Date: December 9, 2022

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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/campus-life/honors/about.html)

This semester, I will be working at Lang Thang group as their analytics intern. During this experience, I will be exposed to working in a small business setting in the US for the first time. I will not only analyze user engagement on Lang Thang’s social media platforms, but I will also help them develop marketing strategies using their industry tools. Moreover, I would assist in creating reports and financial statements with data entry of food and labor costs to help manager control their prime costs and help the company achieve objectives in sales, costs, service, and quality. By working closely with one of the executives at Lang Thang group, I would certainly enhance my technical skills and experience in both Marketing and Business Analytics. In addition, I will continue training myself on analyzing tools such as R, SQL, and Python with personal projects and school projects. Therefore, I can bring those skills to my internship at Lang Thang group. My experience goals are not only to develop my marketing and analytical skills, but also stay open-minded to determine whether it will be the career path I want to follow, or whether it’s the suitable industry and work environment for me. Moreover, this will be my first professional analytical experience. Most importantly, Lang Thang group specializes in Vietnamese cuisine, but its main customers and employees are Americans. This will be the opportunity for me to learn how the business owners at Lang Thang group are managing the diversity of their employees, and how they could help their employees embrace the Vietnamese and American cultures and cuisines. By exposing myself to diversity, and enabling myself to analyze the data, and come up with marketing strategies, a way to deliver the story of Lang Thang group to potential customers, I am taking one step closer to becoming a global citizen scholar. As a Vietnamese, working in a Vietnamese restaurant chain, working with American people, in the US, I believe this would be a great opportunity for me to fully experience the culture of both countries and how it works out. This internship is important to me because not only will it help me grow my skills, expose me to diversity for becoming a global citizen scholar, but also help me in planning out my career life. Advisor Revisions/Feedback |

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| **Abstract****Section must include:*** Description of the experience and breakdown 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 a part-time internship that I will be taking with Lang Thang Group. I will work for 20 hours or less with flexible work hours around my studying at UC. I will be working at their office at downtown Cincy on Race Street. I work as their analytical intern. My duties are to analyze user engagement from multiple social media platforms of Lang Thang group, and help developing marketing strategies for them, using their industrial tools such as Toast Tab, Craftable, 7Shifts, etc. I must also identify the habits of their online and on-site customers, and research on how each emerging social media or marketing campaign can benefit the company. In addition, I analyze the product mix and recipe costs to help assign price to menu items and analyze product sales or activity sales to measure productivity and goal achievement. From the listed tasks, I hope to learn more about not only marketing strategies, but also how to use analytical tools, and see how a small business function. To meet the 75+ hour requirement, besides working for 20 hours per week, I’m also taking online courses provided by Pho Lang Thang to learn about ways to boost interaction with customers on social media for F&B industry. Then, I can analyze the customer data from our social media platforms to design marketing campaign strategies for Lang Thang Group. Therefore, this experience is an opportunity for me to learn and apply what I have learnt to gain practical and technical skills. The courses provided by Lang Thang group are free, so the only cost that occur during this experience is my travel expense from my place to downtown at the restaurant.There are no risks that will take place in this experience.Advisor Revisions/Feedback: |

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

*Note: Experience Mentor(s) should have knowledge/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 mentors.*Bella G. – bella.g@mail.com. I chose Bella as my advisor for this experience because she has been my career advisor for this particular part-time internship with Lang Thang group. I am actually their first intern, so they needed help with how they can come up with an offer letter and recruit me. Bella has been very helpful by guiding them through the process and assist me in filing for part-time CPT. I plan to engage with her throughout my internship with Lang Thang group by meeting with her over Teams meetings and emails with questions and updates on my experience. Advisor Revisions/Feedback: |

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| **Goals Related to Focus Area:****Section must include four (4) goals:*** Experience Goals: two (2) specific goals related to chosen focus area(s) outlining the intended results/outcomes/achievements
* Personal Goals: two (2) specific goals related to chosen focus area(s) outlining how you hope to grow as a result of this experience
* List the activities that will help you progress towards your goals and how each relates to your experience

*Note: These goals should adhere to the SMART format. Please check out this* [*SMART goal video overview*](https://www.youtube.com/watch?v=1-SvuFIQjK8&ab_channel=DecisionSkills) *on YouTube for more details.*Experience Goals:1. I hope to gain at least 2-3 certifications over the course of this experience, so I can develop my skills in analytical tools, and have proof to show future recruiters that I have experience is those areas.
2. My goal for the internship is to build a marketing campaign that would help Lang Thang group attract at least 50+ customers more per day compared to their current rate of customers (200-250 customers).

Personal Goals:1. Through the internship, I hope that I will have built a network for myself with connections in professional areas and in the restaurant industry in particular. I look forward to meeting and learning from experienced people, and hopefully, I will make connections that last into the future.
2. By the end of this internship, I want to be able to answer whether combining analytics with marketing strategies is suitable for me. In addition, I want to learn what it feels like to work in a small business and busy environment such as Lang Thang group. These answers will help me plan out not only the career path I wish to take, but also the type of industry and business I want to work for more clearly.

 Examples of Activities:1. Some examples of activities that would help me accomplish my experience goals would to be to take certification tests and to learn through the courses at UC. I will use Toast Tab to measure Lang Thang group’s point of sales and see the rate of customers each day to see if I have been able to attract more customers. In addition, I will update my learning portfolio with some of the knowledge that I will be learning and what I achieve throughout my internships at Lang Thang group.
2. For my personal goals, I will be working closely with the business owners at Lang Thang group, so my data will be up to date, and my strategies can be implemented as soon as they see fit. Therefore, I would be able to get hands on experience and see the results of my work very quickly. I will connect with not only the business owners of Lang Thang group, but they will also introduce me to other successful people in this industry. For my second personal goal, I will reflect on the experience throughout the internship to clearly determine what I like or don’t like about the experience so far. Therefore, I will also have something to look at and evaluate at the end of the internship to determine whether combining analytics with marketing strategies and this type of industry/ business is for me.

Advisor Revisions/Feedback: |

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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.* In order to gain more knowledge and meaningful experience, I will study online courses on Coursera and read books. The book that I’m going to utilize is called “Murach’s SQL server 2019 for Developers” by Bryan Syverson and Joel Murach. Since I would use SQL to analyze data for Lang Thang group, this book would help me gain more technical skills to analyze further into Lang Thang’s big data and make more meaningful decision. The online course I will be taking is “Google Data Analytics”, offered by Google. This course would help me know how to ask the right question, where to find data, and how to approach that data. Ultimately, I will know how to draw conclusions and make informed decisions. These academic resources will assist me in finding out my career path as well, as they lead me through specific knowledge and skills needed for my analytical career path.I will also read “Personality Plus” by Florence Littauer to learn how to develop sympathy for others by understanding myself when I work. I believe the ability to have sympathy in workplace is how I can cooperate more efficiently with others.Advisor Revisions/Feedback: |

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| **On-going Reflection****Section must include:** * Method for ongoing reflection
* List 3-5 open-ended questions that you plan to ask yourself throughout your experience to gauge your growth, be aligned with your four goals, and demonstrate understanding of your selected focus area(s).

*Note: The on-going reflection should help you process the experience and progress toward the goals you have identified. Not every question will be applicable every time you reflect. Reflection questions can be related to specific goals; they do not need to be applicable to your entire experience. 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. Doing this will help me make an outlet for question and continual learning on what I have achieved and what I still need to improve. I will document my progress and update it on my LinkedIn and Handshake profile at the end of the experience. The questions I want to include each week would include the following:- What are the most interesting things I have learnt about the analytical tools and the internship experience in general?- What is the difference between working for a small business versus a big corporation?- What skills or knowledge should I learn more about, the tools, the business model, or the industry, and how will I learn it? - How are they incorporating the Vietnamese culture into a workplace that is functioned mostly by and for Americans?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 focus area(s)
* A specific audience and why the audience was selected

*Note: 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.* I would like to share my learning with other members of KBS, as well as my career advisor and my data management/ mining professors. KBS students are people who share familiar experience with me, but with different perspectives. My career advisor and professors are experienced people who would help me point out what I did well and what I should learn more, giving me beneficial advice. As I share my experience with them throughout the internship, I am certain they would be able to give me useful feedback and help me figure out a lot of the challenges I am sure to meet during the internship. To actively share what I have learned, I will keep in touch with them throughout the experience, and approach them casually like hanging out for coffee, or just talk with them when we meet on campus. For my career advisor, I will keep her updated on my experience by sending her emails and setting up meetings with her once every 1-2 weeks. With their feedback and advice, I can work on developing my skill set and dealing with constructive criticism.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](https://www.uc.edu/campus-life/honors/students/grants.html))

*Note: 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.*There is no significant cost during this experience.Advisor Revisions/Feedback: |