



Project-Based Learning

Characteristics of Strong Projects

Projects Should Be:

Meaningful

- Address a real business challenge, need, or opportunity
- Produce deliverables that have value to the employer

Age Appropriate

- Match participant knowledge and developmental level
- Avoid requiring advanced technical expertise unless training is provided

Safe

- Minimize physical, legal, and confidentiality risks
- Avoid access to sensitive customer, financial, or personnel information

Structured

- Include clear goals, expectations, and deliverables
- Have a defined timeline and checkpoints

Authentic

- Reflect actual workplace problems and processes
- Allow participants to experience industry practices

Project Types That Work Well:

Research Projects

- Customer or community research
- Industry trend analysis
- Competitor benchmarking
- Sustainability initiatives
- Market research

Process Improvement Projects

- Workflow mapping
- Organizational improvements
- Resource development
- Inventory or asset tracking solutions

Marketing & Communications

- Social media campaigns
- Recruitment materials
- Career awareness videos
- Website content recommendations

Innovation & Design Challenges

- Product improvement ideas
- Workplace solutions
- Community impact projects
- Prototype development

Workforce Development Projects

- Employee engagement initiatives
- Career pathway mapping
- Training resource development
- Onboarding improvements



Success Measures - Examples:

Measure outcomes such as:

Participant Measures

- Career awareness growth
- Skill development
- Confidence levels
- Interest in related careers

Employer Measures

- Satisfaction with project outcomes
- Value of participant deliverables
- Employee engagement as mentors
- Interest in future partnerships