



CAPSTONE EXPERIENCE - Organizational Examples

YOUR PROJECT = OUR CLASSROOM

STATE THE PROBLEM: Choose a topic or problem facing your organization while making sure it includes a problem-solving element for our students.

- **Example #1:** Our volunteer pool is starting to age out of our events.
- **Example #2:** We want to grow our program regarding followers, engagement, and social media platforms by understanding and analyzing data.
- **Example #3:** We are hosting a “Read to the Final Four” event and would like a Capstone Experience group to take this project from start to finish by collecting data and preparing the content to execute, market, and promote the literacy program.

GOALS: Dream big! We are here to serve you.

- **Example Goal #1:** To create a plan to attract and retain 50 - 100 new volunteers during the 2023-24 calendar year.
- **Example Goal #2:** Increase season ticket purchases in a defined target market by 15% through more refined social media messaging, driven by analysis of consumer data.
- **Example Goal #3:** To create and prepare a plan to attract participation from at least 75% of the San Antonio elementary schools in the “Read to the Final Four” program.

TOPIC EXAMPLES

1. **COMMUNITY PROGRAMS**
2. **EVENTS**
 - Coordinate a special event, fan event, game day event
 - Game Day Preparation
3. **FAN EXPERIENCE / ENGAGEMENT**
4. **HOSPITALITY EXPERIENCE / PROGRAM**
5. **ISSUES FACING ORGANIZATIONS**
 - Issues of Equality
 - Issues of Access
6. **MARKETING**
 - Website – Media Relations
 - Social Media Accounts
 - Community Events
 - Creating Digital Ad Content
 - Brand Marketing

7. **MEMBERSHIP**
 - Increasing membership
8. **REWARD PROGRAMS**
9. **SERVICING PARTNERS**
10. **SPONSORSHIPS AND REVENUE**
 - Fundraising
 - Corporate Sponsors
11. **STRATEGY AND ANALYTICS**
 - focusing on data-driven decision-making.
 - Identify trends
 - Best practice
 - Sales
 - Marketing
 - Sponsorship
 - Merchandise
 - Media departments
12. **VOLUNTEER PARTICIPATION**