GrowingSLU Business Plan

Project title:
SLU Coding Camps

One sentence project description:
SLU would enter into a partnership with a nationally recognized and highly regarded company with 19 plus years experience in the field and with camps on over 150+ prestigious university campuses around the nation, with the goal of establishing cutting edge coding camps available to children and young adults ages 6-17.

One paragraph summary of project:
SLU in partnership with the proposed partner would offer summer coding camps for children and young adults ages 6-17. The proposed external partner is an industry leader with over 19+ years experience in the field. SLU essentially would provide the physical space and hardware, and the partner would provide the staff (many of whom could be hired from SLU’s pool of engineering and computer science students) and curriculum with over 62+ course offerings in game design, robotics, programming, web design, photography, app design, 3D modeling and printing, etc.

Expected timeline for implementation, including stages or phases if necessary:
Ideally, the coding camps would begin next summer. The first phase would be negotiations with the partner. The university then working in concert with the proposed partner would identify and dedicate available physical space and the hardware necessary for classroom instruction. The external partner would then hire staff, potentially SLU students in engineering and computer science, and implement their noteworthy curriculum of 62+ course offerings. A supplementary phase would be the integration of Pius XII Memorial Library’s Academic Tech Commons where students could flex their programming skills with 3D printers, robots, drones, and other cutting edge technology showcasing the university’s new high tech facilities and its commitment to excellence.

Essentially, the proposed partner for this project negotiates a contract where they rent space from the university. This negotiation is highly variable and depends on what the university is interested in offering, i.e. overnight camps, day camps, university dining options, etc. The partner supplies all of the staff, equipment (computers, software, and gadgets), and the curriculum. There are no startup costs. If the university is interested, they will connect a representative of the university with regional supervisors who can go into greater detail and negotiate a contract. It is an effortless source of income for a campus that is largely deserted during the summer months with no startup costs.

Positive financial impact on SLU (additional revenue), including business model:

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<thead>
<tr>
<th></th>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
<th>Year 4</th>
<th>Year 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>$56,000</td>
<td>$70,000</td>
<td>$87,500</td>
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<tr>
<td>Expenses</td>
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<td>0</td>
<td>0</td>
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<tr>
<td>Net income</td>
<td>$56,000</td>
<td>$70,000</td>
<td>$87,500</td>
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Note: Year 1 assumes 160 students (same as past camps at WashU) spread over 16 classes, housed in separate classrooms. Events charges $100/day for one classroom, and this was
multiplied by 7 weeks in which 5 days a week are spent at camp. Year 2 assumes 200 students, and year 3 assumes 250 students, as it is anticipated that the program might grow in popularity.

**Positive non-financial impact on SLU:**
The positive non-financial impact on SLU would be considerable. First, two of our peer institutions, Marquette and Loyola, host camps through the proposed partner. Second, two of our aspirational institutions, Washington University in St. Louis and Georgetown, host the partner proposed here as well. Stanford, Harvard, UCLA, and MIT also host. If the university wants to be competitive in the coming years and perceived as a cutting edge institution, the logical choice would be to emulate our peers and those institutions we aspire to be like. Further, these camps promote STEM proficiencies in children and young adults. If SLU is committed to being a leader in STEM education, we must keep pace with national trends. In addition, the partner has made it a priority to eliminate the gender gap in STEM education, a worthy goal which resonates SLU’s mission statement as an agent of change and equality in the community and the world. More than 94% of children attending the camps provided by the partner organization go on to attend college. By hosting these camps, SLU will welcome and host thousands of students who might not otherwise consider attending college here. By opening our doors, we highlight our beautiful campus, cutting edge facilities, and become a familiar, welcoming place where memories and friendships made during summer camps will play into later decisions about where to attend college. These camps represent a powerful and untapped recruiting tool.

**Alignment with Jesuit mission and strategic plan of the University:**
Coding camps are perfectly in line with SLU’s Jesuit mission as well as its strategic plan. First, SLU is committed to quality education. These camps foster STEM proficiencies in children and young adults which is an area of great concern for the nation and all institutions of higher learning. SLU is committed to cutting edge education in burgeoning new industries. These camps foster skills and aptitudes in a highly competitive, rapidly growing and lucrative industry. SLU is committed to equality and social justice. These camps and the external partner especially seek to end the current disparity of women’s representation in STEM disciplines. In addition, it is my hope that SLU more than any other institution in the area can make these courses available to the disenfranchised.

**What’s needed, including budget (i.e. startup capital needed) and other resources (i.e. physical space, personnel, etc.):**
Essentially, the camps will dovetail nicely with current summer programs. The university will provide the physical space for instruction, habitation, and dining. In addition, the university will provide the hardware necessary for classroom instruction. The proposed partner will oversee the day to day operations of the camps, provide staffing, and a notable curriculum.

**Potential obstacles:**
The only foreseeable obstacle would be the proposed partner’s refusal to partner with SLU.

**How this project relates to what other universities or programs are doing [OPTIONAL]:**
As noted previously, many of our benchmark and aspirational institutions are already hosting these camps through external partnerships, not to mention such prestigious universities as Harvard, MIT, Stanford and UCLA. This is a cutting edge, national trend cultivating STEM proficiencies in children and young adults. The rewards for hosting these camps are many but perhaps more important than revenue is the potential recruiting opportunity they represent.
Questions that still need to be answered [OPTIONAL]:
The university will have to enter into negotiations and determine pricing for the camps. Ideally, the university will be able to negotiate pricing that is mutually beneficial to both itself and the partner but that also takes into consideration the budget constraints of the interested families and students. A priority would be to identify and establish funding for promising, underprivileged students in the surrounding community either through STEM grants, a university endowment, or scholarships and grants supported by donors.

If you have any questions, please contact David at hakansond@slu.edu or Victoria at whitakervl@slu.edu.

Due date: July 29, 2016