



SAMPLE PROJECTS

Guidelines: Your presentation should be 15 minutes in length, with five minutes in addition at the end for Q & A from the panel. You are welcome to use any sort of deliverable or visual to aid the stance of your ideas.

1. Throughout your week at the U.S. Olympic & Paralympic Training Center in Colorado Springs, Colo., you will have the chance to look behind the scenes and see how the Team Behind the Team prepares Team USA athletes to become the best in the world at international competition, including the Olympic/Paralympic Games. Your task while at the CSOPTC will be to apply your learnings and prepare a solution to answer the following prompt:

Your group is tasked with overhauling the Strength and Conditioning program with the United States Olympic & Paralympic Committee. As of this point, your group will be the head of the program and thus will be responsible for all of the decision-making that goes along with such a position. In your new role, you will be awarded \$100k to implement into the program in whatever way you see fit. Your proposal to the USOPC Board of Directors must be aligned with the mission statement* of the USOPC and must answer the following questions:

- 1) How would you allocate the \$100k to the program? Why?
 - a. What new initiatives/technology/equipment/labor/spaces would you implement?
 - b. What current initiatives/technology/equipment/labor/spaces would you alter or eliminate?
 - 2) Create and explain a cost-benefit analysis supporting/defending your decisions from the first question.
2. Colorado Springs has been home to the U.S. Olympic & Paralympic Committee (USOPC) and the U.S. Olympic Training Center since 1978 and is a major reason the city was recently titled "Olympic City USA." The CSOPTC hosts hundreds of various sport programs and thousands of elite level athletes each year. Additionally, the CSOPTC offers public tours to guests from all around the globe. Prior to 2016, CSOPTC tours were free to the public and staffed by dedicated volunteers. In 2016, a change of business strategy led to a small entry fee being introduced. As a result, tour revenue for the year hit \$650k. In 2017, the tour program brought in \$750k and in 2018 tour revenue exceeded \$800k.

While the CSOPTC Tour Program Team is excited about the growing revenue and the current tour fees, there is concern with the upcoming grand opening of the US Olympic & Paralympic Museum (USOPM) (A USOPC PARTNER BUT NOT A USOPC-OWNED PROPERTY) in early 2020. The museum will boast state of the art experiences, meeting spaces, displays, archives and artifacts, including the scoreboard from the Miracle on Ice hockey match against the USSR in 1980. The USOPM will ideally create more opportunity for tourists to visit Colorado Springs. However, the USOPC wants to ensure that tour business at the CSOPTC isn't cannibalized by the USOPM.

Our goal is to come up with solutions that will encourage visitors to keep the CSOPTC as a destination and will allow business to continue to grow.

Your task will be to create a communication strategic plan, utilizing a budget of \$100k, which will thoroughly answer the following questions:

- 1) How can the USOPC partner with the USOPM to create an amazing and unique joint experience for tourists and locals?
 - 2) How can the USOPC communicate with the community (locally, nationally and internationally) that the CSOPTC still plays a significant role in telling the story of the Olympic Movement?
3. Currently, we have our private events and the tour program. Of all the people on campus, these groups are the most captivated audience that we have at the Olympic & Paralympic Training Center (OPTC). However, we currently don't have a formal ask for donations. We explain why people should donate, we talk about the importance of donations, etc. But we NEVER ask for a donation. The prompt is to implement a donation component for tours and for private events, which is as effective as possible, while also as budget-conscious as possible. The component MUST have a way to collect data information on the consumers.
- 1) How would you implement a donation ask for tour program?
 - 2) How would you implement a donation ask for private events?
 - 3) How much would each recommend?
4. An analysis into the Olympic Training Center (OPTC) as it related to other high-performance training centers around the country. Here is what we would like to answer:
- 1) How do we compare with the other centers? (Size, cost, number of users, number of sports, revenue, costs to operate?)
 - 2) Recommendations for improvements at the OPTC: what would a remodel look like? What renovations? What new facilities? What facilities should be removed?
 - a. Phase 1, 2 and 3 for the "new" OPTC