SOCIAL ECONOMIC ENGAGEMENT PROGRAM

Introduction – What is SEEP?
The Social Economic Engagement Program (SEEP) provides UQ MBA students with an opportunity to engage in an active learning environment with direct benefit to not for profit and charity organisations.

The students are provided with an exciting opportunity to apply their professional expertise and classroom knowledge to real life projects within the community sector. The program challenges MBA students to develop their leadership capability while giving something back to the community from what is essentially a privileged position. In so doing, students gain invaluable knowledge and experience of the challenges facing organisations in the "not for profit" world.

The program, which commenced in 2010, augments student’s understanding that leadership in business increasingly requires the ability to exercise leadership in the wider community.

Why get involved?
By participating in the SEEP program your organisation would be able to engage a group of highly motivated MBA students with a range of industry backgrounds and experience, to work on a project of importance to your organisation.

The group is able to provide fresh perspectives and solutions to existing issues or innovative approaches to new initiatives within the organisation.

What kind of projects?
In the past SEEP projects have been varied. Examples of some recent projects are:
• Growth strategy and succession plan for OzHarvest – non denominational charity that rescues excess food and distributes it free of charge to charities supporting the vulnerable.
• Feasibility study, business case and pitch document for new social enterprise RETREDS – Resources Sector Recycling Project.
• Market research, business plan development and corporate funding strategy for Buffed, Australia’s first social franchise.
• Development of a fundraising and community awareness strategy for the Queensland Branch of Save the Children.

The Process
Projects are communicated to the MBA students who then submit an expression of interest, along with a current resumé.
A group of students will be selected to work on the project taking into consideration the skills that the MBAs possess and their interest in the area. Groups can be made up of 4-6 students and are a mix of full-time and part-time MBA students.

The project group meets with key representatives from the organisation along with either the Director of the SEEP program or the Program Coordinator, and a mentor (UQ Business School academic or industry professional) every 2 or 3 weeks until completion of the project.
What is required from your organisation?

**Resources**
Your organisation would be required to provide a detailed brief on your proposed project, objectives, expected outcomes and deliverables and a proposed timeline.

After the initial meeting, the group may also require access to annual reports, marketing materials, existing business plans, or other organisational materials.

**Time commitment**
Key representatives from your organisation will need to be available to meet with the group every 2-3 weeks. In some instances, depending on the project, key stakeholders may also need to be available for consultation.

A realistic project deadline should be established in the initial meeting, if not before, and it is important that the key organisation representatives are available for the duration of the project.

**Where to from here?**
If your organisation is interested in proposing a project for the SEEP program please complete the Project Brief form. If you would like any further information on the program please contact:

- **Dr Neil Paulsen**
  Director of the SEEP Program
  3346 8150
  n.paulsen@business.uq.edu.au

- **Anna Richards**
  SEEP Coordinator
  3346 3458
  anna.richards@business.uq.edu.au

- **Cerian Morris**
  Volunteering Coordinator – Special Projects
  3346 9249
  c.morris@business.uq.edu.au