Audience: Service-Learning and Community Engagement Departments at colleges and universities in Boston

Message: Value to tap into: Learning is a goal of education.

A barrier to overcome: A partisan organization might serve as a controversial community partner.

Value message: Students need experiential learning opportunities to help them learn how to navigate an increasingly interdisciplinary job market.

Barrier breaking message: Students should be able to pick the types of opportunities that align with their goals for professional development, and Bluebonnet Data is a perfect partner for courses where students can select from multiple partner organizations or have the option to opt-out of service-learning if Bluebonnet does not align with their values.

Ask message: Develop a partnership with Bluebonnet Data.

Vision statement message: The skills students learn in project management, collaboration, and as subject matter experts in their Bluebonnet fellowship could be the reason they land their first job, while also teaching them to be civically engaged community members.

Messengers: Paul who will serve as the point of contact for most external partnerships; Deans/Faculty of the Departments of Computer Science/Data Science who have access to reach all students and want to include a project component to their class; Former and current Bluebonnet Data fellows who can provide insight to their experience as fellows.