MAKE LEARNING COME ALIVE

EXPERIENTIAL LEARNING SHOWCASE 2019

LOOK BOOK

PRESENTED BY
McKeil School of Business, Media and Entertainment
The Agency is an experiential learning facility operating within the McKeil School of Business at Mohawk College. Students from a variety of programs, including Accessible Media Production, Advertising and Marketing Communications, Business Analysis, Business – Marketing, Broadcasting – Television and Communications Media, Computer Systems Technology – Software Development, Creative Photography – Still and Motion, Graphic Design, Journalism, and Public Relations, collaborate in developing real-world marketing and communications solutions for selected non-profit organizations and start-up companies in the greater Hamilton area.

mohawkcollege.ca/theagency
All projects with our client partners are integrated into course curriculum and students are marked on their performance. They work under close faculty supervision as they develop effective marketing and communications solutions that meet client objectives. The Experiential Learning Showcase provides examples of some of the client work the Agency has created this past year.
THE AGENCY PROCESS

Step 1:

Upon approval of their application, the client meets with the Agency manager to discuss project goals and sign a mandatory Scope of Services document detailing the specific nature of the project as well as the deadlines.

Step 2:

At the beginning of the term, the client visits the Agency to meet and brief their student team. One member of the team is selected to act as the primary contact between the client and the team.

Step 3:

After the initial briefing and under faculty guidance, student teams begin working on the client project. Students contact and meet with the client as required. Throughout the project, it is the client's responsibility to be accessible to their student team and provide timely input and approval.

Upon final delivery of their campaign, the client is supplied with all assets that constitute the student team’s completed work product. This marks the end of their engagement with the client.
“Simply put the Agency at Mohawk College produces the most professional ready students I have ever had the pleasure of working with.”

Charles Burke, Start the Cycle

CLIENTS WE HAVE WORKED WITH

Twitter Canada
Kellogg’s
Ronald MacDonald House
Habitat for Humanity
Hamilton Health Sciences
Innovation Factory
Industry Education council
Mark Preece House
Gene Blueprint
Wesley Urban Ministries

Dundas Valley School of Art
KnowQuest
Body Brave
Hamilton Out of the Cold
CityLAB
The Forge
Pie in the Sky
Community Living Burlington
Nix Sensor
SniperSkin

Autism Dog Services
MobeLease
Child Hunger Brantford
Greenteriors
Cancer Assist Program
Boys and Girls Club of Hamilton
The Hamilton Spectator
Gowling WLG
St. Joseph’s Healthcare
...and many more
The client

Brantford Aquatic Club is a swimming club in Brantford Ontario that includes swimming lessons, mini-preps/preps, competitive & master swimming. Brantford Aquatic Club is committed to:

• Inspire a lifelong love of aquatics.
• Promote diversity, fun and leadership in aquatic sports
• Enhance self confidence, team spirit and sportsmanship.
• Enable personal excellence for all swimmers at all levels of skill and ability.

The ask

The client has asked for a total brand redesign. Their current brand was outdated and they wanted a modern refresh.

The solution

After meeting with the client, the students got a lot of insights they could use moving forward. As a group we had decided that the best approach would be to:

• Redesign the logo.
• Provide detailed brand guidelines.
• Redesign a fully responsive website.

Program involved

Graphic Design
Meaningfulwear Consignment is a consignment store in Hamilton Ontario that is proud to be giving back to the local community. They specialize in high end women’s clothing, as well as housewares and decor items.

This consignment store is unique by being one of the first consignment stores to have rent the dress, as well as having a unique idea called “the gold room”.

They also give roughly 40% of their profits to local charities, which would explain their slogan “Giving Meaning to the Meaning of Giving”.

The ask
The client has asked for a total brand design as they do not currently have a logo or any other brand elements. With the branding exercise, they would also like to see website mockups to be used in the future.

The solution
After meeting with the client, the students got a lot of insights they could use moving forward.

- As a group we had decided the best approach would be to:
- Design a primary company logo
- Design a secondary brand logo for “Rent The Dress”
- Design & develop a detailed brand guideline
- Design a fully responsive website

Program involved
Graphic Design
The client
The Hamilton Cardinals are an Intercounty League baseball team that plays out of Hamilton’s Bernie Arbour Stadium.

The ask
Develop an advertising campaign that could help invigorate season ticket sales and enhance local support for the team.

Program involved
Advertising and Marketing Communications Management

The solution
After learning that many of the players live in Hamilton and work a second job to support themselves, the advertising students developed a strategy to position the team as ‘locals with a passion for baseball’.
The client
The National Hockey League is a unifying force for 18 million Canadians, serving as a social and emotional connector both on and off the ice. The NHL brings people together through their shared passion for hockey.

The ask
Develop an act, not an ad. Build out a non-traditional impact initiative, stunt, or act of goodwill that demonstrates purpose-driven marketing in support of a specific segment of fans. Each idea should be designed around a corporate partner that the NHL could approach, or is currently aligned with.

Program involved
Advertising and Marketing Communications Management

The solution
The students developed several different initiatives:

“Ovation” collects cheering audio from the homes of fans and, using Amazon Echo, turns cheers into points fans can donate to local hockey programs.

“GamePlan 2035” identifies NHL markets that may need to re-locate by 2035 due climate change. Special edition jerseys can be purchased to support climate research.

“Hockey Hair Heroes” gives fans a chance to grow outrageous hockey hairdos, that will later be cut off to support Wigs For Kids and NHL fights cancer.
The client
Wesley Urban Ministries

The ask
The charity was facing an aging demographic of donors and volunteers that was affecting its fundraising effectiveness. Competition from other non-profits also was an issue affecting their community outreach.

Program involved
Advertising and Marketing Communications Management

The solution
Advertising students determined that there was a significant need in communicating what Wesley Urban Ministries does to a wider audience. Building greater awareness across a broader demographic was the first step in this process. They created a video to highlight the scope of what Wesley Urban Ministries does as a means of expanding awareness and thus enhanced fundraising and volunteer recruitment.
The client
Ronald McDonald House – Provides a warm, compassionate home away from home for families of critically ill children who are being treated at local hospitals.

The ask
Ronald McDonald House wanted to showcase the residence, its facilities and the care offered to families. Particular emphasis was needed on the support and comfort offered families in a positive setting.

Program involved
Advertising and Marketing Communications Management

The solution
Advertising students created a video tour of Ronald McDonald House designed to highlight all the features and comforts available to families. The students focused on presenting the facility as a supportive and positive environment for families of very ill children. It was designed for use on social media and website, targeting families and donors.
**ACUTE PEDIATRICS PROJECT**

**Client:** Hamilton Health Sciences (HHS).

**Group Name:** Computer Systems Technology - Software Development Lab.

**Problem:** New employees at McMaster Children’s Hospital have to finish their orientation process before they begin their career in Pediatric Medicine.

**Client Background:**
- HHS has the largest hospital-based workforce in Ontario with five hospitals and six specialized health-care facilities.
- It is the only hospital system in Ontario providing specialty care to people throughout the entire life cycle, from pre-birth to old age.
- This orientation project is for the Pediatric Medicine Unit at McMaster Children’s Hospital.

**Our Solution:**
Create a website where educators can create a training package for the staff to see and to be able to track the staff’s progress through the system.

**Functional Requirements Of Client:**
- All users should be authenticated before using the website.
- All users have the ability to view all training materials at any time.
- All users have the ability to sign each training topic.
- The educator has the ability to edit the training package.
- The educator has the ability to print the training package.

**Example Screens Of Our Solution:**

**Work Status:**
Development phase of the project is almost complete. Currently we are testing the solution and expect to complete the prototype by the end of April.
HHS Infectious Diseases Project

The Problem
- Staff searches for information in a document that requires quick access for information.
- The current method of storing the updated is inefficient, leading to the document being stored in a collection of Microsoft Word documents.
- Collection of online resources in a single place for easy access.
- The process can be improved by storing all resources in a single place.
- Staff would benefit from a search tool to find information quickly.

Issues with current solution
- Collection of information in multiple locations.
- Inefficient search tool.
- Limited ability to access information quickly.

Requirements
- Ability to search for policies.
- Provide a search tool, allowing users to quickly navigate to frequently visited pages.
- A clear way to allow users to access information more easily.
- Ability to easily navigate to policies, including staff or patient resources.
- Ability to save searches.
- Update current system with searching for medications.

Design
- Class Diagram
- Dosage Calculator
- Update banner with warning

Current stage of development
- We are currently in the planning stage of the application.
- Application is being developed and will be completed.
- Development is ongoing, with the client receiving feedback on the application and will make necessary changes.

Experiential Learning Showcase
“Whatever you’re thinking, think bigger.”

Tony Hsieh,
Internet entrepreneur and venture capitalist,
CEO of Zappos