The Reflect Organization Project Description

Reflect Introduction:

Jared Fenton serves as Executive Director of [The Reflect Organization](https://www.reflecteffect.org/) (Reflect). As per Reflect’s website:

We believe in the power of students to transform campus culture. By hosting innovative, proactive programs that provide college and graduate students with a safe forum to engage in open and honest discussion, The Reflect Organization (Reflect), a national mental wellness nonprofit organization with college and university program sites, is dedicated to empowering students to foster a culture of authenticity, self-love, and allyship on campus.

Additional Reflect Information:

The following links contain more information about Reflect:

* [Here is the link](https://drive.google.com/file/d/1YlDHoBE9LR3VD-tqdkKWyix45eeA0bxl/view) to a one-pager briefly overviewing the work of Reflect.
* [Here is the link](http://reflecteffect.org/) to the homepage of Reflect’s website, on which you will find a short documentary about the organization.
* [Here is the link](https://drive.google.com/file/d/12-cJDwiW5qG74MvmfURqbbGsjEh7s1uA/view?ts=61afb4da) to a short, unscripted video that features the voices of students Reflect has served during the pandemic.
* [Here is the link](https://qprinstitute.com/about-qpr) to information about suicide prevention trainings Reflect delivers, called QPR.
* [Here is the link](https://www.instagram.com/thereflectorg/) to Reflect’s Instagram profile.
* [Here is the link](https://www.facebook.com/thereflectorg/) to Reflect’s Facebook profile.
* [Here is the link](https://www.linkedin.com/company/the-reflect-organization) to Reflect’s LinkedIn profile.

Project Objectives:

The main objective of this project for The Reflect Organization is to heighten revenue generation from our website, for instance, as a result of donations and new client acquisition. The secondary objective of this project is to heighten revenue generation from our social media presence.

Teams are encouraged to focus not only on the website itself (and perhaps social media profiles as well) but also on how to drive relevant audiences to the website (and social media profiles). Additionally, key to success will be creating a highly-automated product that Reflect can manage, analyze, and improve with limited volunteer assistance only.

Reflect uses Salesforce, so its website (and social media) should integrate accordingly.

Students will therefore work on the following items:

1. Build a new website for the organization that will provide the same level of sophistication as the face to face demo provided by Reflect to their potential clients/donors.
2. Build a highly automated donation system (part of the website above)
3. Propose and build a monthly donation process
4. Build the Fellowship program web page (part of the website above)
5. Propose a social media strategy/updated profile for FB, Instagram or Linkedin

Each teams will produce item #1 and #2 and will select to either work on item 3, 4 or 5.

If students decide to pursue extra credit, they will be submitting 4 out of 5 items.

Project Consultations:

Students will have the opportunity to meet with Reflect on several occasions:

1. Monday January 24 from 9-9:50 am: First Client Interview
2. Monday February 7 from 9-9:50 am: Second Client Interview
3. Monday March 14 from 9-9:50 am: Mid Semester Client feedback session #1 (first half of all teams)
4. Wednesday March 16 from 9-9:50 am: Mid Semester Client feedback session #2 (second half of all teams)
5. Monday April 18 from 9-9:50 am: Final Presentations (first third of all teams)
6. Wednesday April 20 from 9-9:50 am: Final Presentations (second third of all teams)
7. Friday April 22 from 9-9:50 am: Final Presentations (last third of all teams)