



# Champion Project Ideas

## Marketing Projects

**Description:** Marketing projects enable you to build your own learning brand by sharing ways that you are learning and cultivating new skills with your connections all while getting the word out about services such as LinkedIn Learning. Here are some ideas to get you started:

- Promoting services, like LinkedIn Learning, on campus via banners, posters, added on school intranet sites, etc.
- Promoting content, like LinkedIn Learning, on school intranet sites
- Start a post series on social media about services such as LinkedIn Learning
- Share on LinkedIn when you complete a LinkedIn Learning course and tag people in your network that you believe would find it valuable
- Do an IG story takeover for your school on services such as LinkedIn Learning
- Get the word out about services, like LinkedIn Learning, in way that are unique to your school!

You can earn **10 points for every marketing project** for a total of 50 points that contribute to your certification.

## Writing Projects

**Description:** Writing projects require you to reflect on and find your voice. Here are some examples to get you started:

- Write an article or blurb on a service such as LinkedIn Learning that is featured in a school email, newsletter or blog
- Write a LinkedIn article discussing the ways you can leverage LinkedIn Learning or other tools to support your academic and career success
- These writing projects can be in any number of different formats: school newsletters, emails, blog posts, LinkedIn articles, etc.

You can earn **10 points for each writing project**. Total points for these projects earn you a maximum of 60 points toward your certification.

## Creative Projects

**Description:** Use your imagination and feel free to run wild! Here are some ideas to get you started:

- Create a weekly video series on your LinkedIn Page or YouTube Channel for #quicktips on what you are learning
- Create a digital media campaign of promotion posters for services such as LinkedIn Learning for your college or university campus and student activities
- Create banners, posters, digital signage, etc. for campus services like LinkedIn Learning
- Work with your school's radio station to build an ad for using LinkedIn/LinkedIn Learning or another tool at your school
- Help a campus department with their marketing efforts by creating a web page, poster, flyer for their learning initiatives
- Student Passport: Create an easy checklist to help new and graduating students prepare their "Career Portfolio".

You can earn **15 points for each creative design project** for a total of 60 points that can contribute to your certification.

## Public Speaking (Webinars)

**Description:** Develop the skills you need to prepare and deliver an outstanding speech or presentation. Gain practical experience to assist you in preparing and delivering a presentation. Discover how to project confidence and build a narrative. Here are some ideas to get you started:

- Give a presentation to a class about how to login and activate their free LinkedIn Learning account
- Host a presentation or interactive talk in partnership with a club or school department (i.e. reach out to career services to see what workshops they are already engaged in and see if you can contribute to those)
- Host a resume/interview prep session, use a LinkedIn Learning course as a pre-read to the session
- Design and host a webinar for your peers on the opportunities available on campus to support their own learning journey
- Be creative, design a presentation on what skills are needed for your specific area of study and what you are doing to ensure you have those skills

You can earn **20 points for each "public" presentation** for a total of 80 points that can contribute to your certification.

# Networking Projects

**Description:** Develop the skills you need to prepare and deliver an outstanding speech or presentation. Gain practical experience to assist you in preparing and delivering a presentation. Discover how to project confidence and build a narrative. Here are some ideas to get you started:

- Reach out to departments, like the Career Center, to tell them about LinkedIn Learning and find out how you can get involved (ie – finding them content, getting them information for their site, etc.)
- Get faculty involved by talking to your teachers and get them to add to content syllabi or assign content to class
- Host Lunch and Learns for student (example topics: career related, leadership for student clubs, networking)
- Host a hack weeks for different topics on campus
- Be creative, design an academic and career networking online event
- Organize a “watch party” online event for a LinkedIn Learning course
- Start a “how to guide” of networking skills that students should learn to support their academic and career success
- Create LinkedIn Learning contest on who can receive the most certificates of completion on courses
- Go to organizations and help them onramp new recruits using services like LinkedIn Learning

You can earn **10 points for each public presentation** for a total of 80 points that can contribute to your certification.

# Team Based Projects

**Description:** Team Based Projects offer you the opportunity to create multi-layered events that encompass many of the project options available for this program. You can work with your cohort peers to plan speaking engagements, class or club presentations, or fun events. Here are some ideas to get you started:

- Host a Learning Booth and have a photography student take photos for people to use on their LinkedIn profiles
- Host a "course club" so you can watch courses like how create an elevator pitch and practice those skills together
- Create a Learning Conference for student peers and have a student panel of LinkedIn Learning Champions share their learning stories
- Start a campus roadshow project to spread awareness about your access to LinkedIn Learning

You can earn **20 points for each team event project** for a total of 80 points that can contribute to your certification.

# Innovation Project

**Description:** Want to design your own projects and point structure?

Create your project plan to include aspects of the most in-demand soft and/or hard skills of 2020.

Schedule a meeting with your school liaison/mentor and the LinkedIn Customer Success team member to get your project approved. And then you are off to the races.

Depending on the elements of your project you will determine the submission of each part during your Project Planning Meeting.

Depending on the depth and complexity of your project, the **project can range from 10-50 points**.

# A few important notes!

- ALL projects should be shared to the LinkedIn Group for knowledge sharing AND to get credit. You can share screenshots, pictures, links, etc. but you **must** post to the group and ALWAYS USE the following hashtag to ensure we can track your projects **#LiLChampions2021**
- Don't see a certain project on here you had in mind? No problem, we want you to be creative! Talk to your Mentor or LinkedIn contact about your idea