

LINK

Creator: Kyle J. Castro

Suggested team size: 4-5

Technologies: full-stack web application, team will evaluate and determine appropriate choice stack

Purpose

LINK is a management tool designed to help students take ownership of their success by becoming more productive in FIVE areas:

1. **Academic:** time management, study habits, organization, and research development
2. **Social:** network building with peers, faculty, staff, mentors, and campus involvement opportunities
3. **Professional:** network building with faculty, industry leaders, and campus career center
4. **Wellness:** discover resources and opportunities to improve health and wellness
5. **Financial:** Track and manage financial aid, develop healthy spending habits through budgeting

Goal

Track and monitor student progress and assure all expectations are met, help students maintain a healthy life balance, and connect students to campus more efficiently.

Management

LINK concepts and information have been developed by Kyle Castro over the course of his 7 year career in higher education. During this time, Kyle has worked with students at the University of Northern Colorado, MSU Denver, and Colorado School of Mines in providing academic, social and professional learning opportunities designed to help students from all backgrounds succeed.

Customer Problem

In order for a student to be holistically successful long-term, there needs to be balance and persistence in the five areas listed above.

Without balance and a continued effort to develop healthy habits in each of these areas, a student's ability to succeed can be stunted. For example, a student who excels academically but lacks social awareness is only effective within the classroom and often struggles outside the classroom. This eliminates an opportunity to learn from others and build connections. On the opposite end, a student who excels socially and professionally but lacks academic prowess might have a difficult time finding internship or career opportunities due to low performance within the classroom.

Developing and strengthening students in these five areas will help them take their ability to succeed to the next level and provide industries with healthy, well-organized, strategic, thoughtful, and confident graduates capable of succeeding in all facets of life.

Target Audience

Students looking to improve life balance and increase professional marketability.