

# LINK 2.0

Creator: Kyle J. Castro

Suggested team size: 4-5 students interested in helping students succeed

Technologies: Ruby on Rails, full-stack web application

## Purpose

LINK is a management tool designed to help scholars connect to campus resources as soon as they are admitted, with a goal of establishing a foundation for success in these 4 areas:

1. **Academic:** connecting students to major and advising resources
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

## Goal

Allowing scholars to build a college portfolio and develop a strategy for success, track and monitor progress to assure all expectations are met using customizable goal setting strategies, and connect students to campus resources 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 four 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 networks. 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 four areas will help take their ability to succeed to the next level and provide industries with healthy, well-organized, strategic, and confident graduates capable of succeeding in all facets of life.

On the back end, scholarship programs often work with a campus liaison to track and monitor student progress. This includes making sure requirements are met and scheduling times to meet to make sure requirements are met. It is often a time consuming process for campus liaisons to track and monitor this progress, making it difficult to be as efficient and helpful as possible. Allowing liaisons access to the back-end of this app through customizable profile development will give them access to student progress in real time, which will then allow them to be increasingly proactive in their support rather than reactive.

## Target Audience

Students looking to improve college readiness and develop a strategic mindset.

Campus liaisons looking track and monitor student progress more effectively and consistently, as well as provide resources in real time.