



# Project Template

## European Rotaract Information Center

Name of the project: Summer school: Path to Greatness

Organizing club: Rotaract Ljubljana 25

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## **I. ANALYSIS, OPPORTUNITIES AND MAIN IDEA FOR THE PROJECT.**

### **1. ANALYSIS OF THE PROBLEM WE WANT TO SOLVE**

The "Summer School: Path to Greatness" addresses the gap in practical and soft skill education for high school students aged 15-18. Traditional curricula often miss essential life skills, mentorship, and personal development, leaving students unprepared for real-world challenges. The program targets students who lack financial resources or proper guidance, aiming to unlock their potential and prepare them for future success.

### **2. OPPORTUNITIES**

The summer school offers opportunities for skill development, networking, and personal growth. Participants gain practical knowledge, connect with successful young mentors, and access diverse perspectives. The program fosters leadership, teamwork, and motivation, creating a positive impact on students and the community. For organizers, it enhances reputation and offers a scalable model for broader educational initiatives.

## **II. HOW TO EXECUTE THE PROJECT**

### **1. ACTION GROUP**

**Project Coordinator:** Oversees the entire project, ensuring timelines and goals are met, and acts as the main point of contact for all stakeholders.

**Finance Officer:** Manages the budget, oversees fundraising efforts, and ensures financial transparency and efficiency.

**Marketing Officer:** Handles social media updates, promotional materials, and public relations to raise awareness and attract participants and sponsors.

**Program Director:** Develops the educational content, coordinates with speakers and mentors, and ensures the program aligns with the school's objectives.

**Logistics Manager:** Oversees the planning of the event, including venue selection, transportation, accommodations, and meals.

**Mentorship Coordinator:** Recruits and trains mentors, facilitates mentor-mentee matching, and oversees the mentorship program.

### **2. DESCRIPTION OF THE PROJECT**

The "Summer School: Path to Greatness" project is a five-day, free educational program targeting high school students aged 15-18. Its core mission is to fill the gap in traditional education by providing practical skills and knowledge in areas like soft skills, personal finance, career planning, and entrepreneurship. The program aims to inspire and

empower students to realize their potential, especially those who may face financial or social barriers to success.

Key features of the project include interactive workshops, mentorship opportunities, networking events, and a dynamic learning environment that encourages students to think critically and creatively. The summer school focuses on personal and professional development, helping students to build confidence, set ambitious goals, and prepare for future challenges.

### **3. GOALS OF THE PROJECT**

Our main goal: Inspire as many high school students to pursue their passions and be active towards improving themselves. Impact study we conducted post summer school 2023 reports over 85% of participants agree they are more ambitious than before participating, while 70% report having more motivation than before.

Foster entrepreneurship mindset. 67% report being more motivated to explore their business ideas, while 78% are increasingly thinking about entrepreneurship.

Skill acquisition and development. 90% of survey participants are feeling more prepared for the transition into adulthood.

### **4. TARGET AUDIENCE**

The target audience of the "Summer School: Path to Greatness" project comprises high school students aged 15-18, with a particular focus on those who:

Exhibit High Potential: Students recognized by educators for their potential to excel beyond their current academic achievements.

Face Financial Constraints: Individuals from financially disadvantaged backgrounds who lack access to quality educational and personal development opportunities.

Seek Career and Personal Growth: Young individuals eager to develop practical skills, entrepreneurial mindset, and leadership capabilities.

Are Underrepresented or Overlooked: Students who may not have the opportunities due to socio-economic, geographic, or educational barriers.

In what way they will benefit:

**Skill Acquisition:** They will gain practical skills and knowledge, enhancing their readiness for higher education, the workforce, and personal life challenges.

**Networking and Relationships:** Participants will build valuable networks with peers and mentors, opening doors to future opportunities and supportive relationships.

**Empowerment and Confidence:** The program aims to boost students' self-esteem and confidence, empowering them to pursue their goals and aspirations.

**Career and Academic Guidance:** Through exposure to various career paths and academic advice, students can make more informed choices about their future.

**Personal Development:** The summer school offers personal growth experiences, helping students to develop a stronger sense of self, resilience, and motivation.

## **5. ACTION PLAN & TIME FRAME**

40-22 weeks before:

**Identify the event's goals:** Clarify the purpose, outcomes, and impact expected from the summer school.

**Build a team and assign roles:** Form an organizing committee and assign specific responsibilities to each member.

24-15 weeks before:

**Reserve venues:** Secure the location for the summer school, ensuring it meets all program needs.

**Contact sponsors and partners:** Begin outreach to potential sponsors, partners, and speakers to secure support and involvement.

14-12 weeks before:

**Develop the program curriculum:** Finalize the topics, workshops, and activities that will be part of the summer school.

**Launch marketing and promotion:** Start advertising the program to attract participants, using social media, local media, and community networks.

11-9 weeks before:

**Open registration for participants:** Allow students to apply or register for the summer school.

**Confirm speakers and mentors:** Finalize the list of speakers, mentors, and workshop leaders, confirming their participation.

8-6 weeks before:

Finalize logistics and operational details: Confirm transportation, accommodation, food, and technical requirements.

Continue fundraising and sponsorship efforts: Follow up with potential sponsors and secure necessary funding.

5-3 weeks before:

Prepare materials and resources: Finalize all educational content, handouts, and participant kits.

Conduct training for staff and volunteers: Ensure everyone involved is prepared and understands their role.

2 weeks before:

Finalize participant list and schedule: Confirm who will be attending and provide them with a detailed itinerary.

Send out pre-event information to participants: Include details about the venue, what to bring, and other logistical information.

1 week before:

Final checks and preparations: Ensure all arrangements are in place, and conduct a final run-through of the schedule and activities.

Establish communication channels: Set up systems for regular updates and feedback during the summer school.

During the event:

Implement the program: Conduct the summer school as planned, with team members managing their respective areas.

Monitor and adjust as needed: Be flexible to make any necessary adjustments to the schedule or content.

Every evening we gather feedback from participants and stakeholders: Using surveys and meetings to collect feedback on the program's strengths and areas for improvement.

1 week after:

Send thank-you notes: Acknowledge the contribution of sponsors, speakers, volunteers, and participants.

Debrief with the team: Review the entire event to identify successes and areas for future improvement.

2-4 weeks after:

Report on the event: Prepare a detailed report on the outcomes, financials, and feedback, and share it with stakeholders and sponsors.

Plan for next steps: If the program is to be repeated or expanded, start planning based on the lessons learned and successes achieved.

### **Brief description of each step**

Fundraising and sponsorship efforts: Maintain momentum in fundraising to meet financial targets. Challenge: Securing the funds needed as the event approaches. Meeting financing demands has proven to be the hardest challenge and biggest risk to scaling the project.

Launch marketing and promotion: Advertise the summer school to attract participants. Challenge: Effectively reaching the target audience and generating sufficient interest and registrations.

Confirm speakers and mentors: Finalize agreements with speakers and mentors who will lead sessions. Challenge: Coordinating schedules and commitments of high-demand individuals.

Finalize logistics and operational details: Organize all logistical aspects, including transportation, accommodation, and meals. Tricky part: Coordinating multiple logistics elements and ensuring contingency plans are in place.

Conduct training for staff and volunteers: Train all personnel involved in the execution of the program. Challenge: Providing comprehensive training within time constraints and ensuring consistency in service delivery.

Implement the program: Run the event according to plan. Challenge: Dealing with real-time issues and maintaining program quality throughout.

Gather feedback: Collect and analyze feedback from participants and other stakeholders. Challenge: Encouraging honest, constructive feedback and managing a wide range of opinions.

Plan for next steps: Decide on the future of the program based on its success and

feedback. Challenge: Making informed decisions about scaling up or making significant changes to the program.

## **6. RESOURCES**

We try to cover all expenses necessary to conduct summer schools by donations. So far we managed, although it has been an increasing challenge every year as we expand

Venue: A suitable location for hosting the summer school sessions, including a classroom, workshops, sports facilities, and accommodation facilities. (S)

Curriculum and Educational Materials: Comprehensive learning materials, workshop guidelines, and session plans tailored to the program's goals.

Transportation: For participants and staff, especially if the venue is remote or participants come from different regions. (S)

Speakers and Mentors: Experts and professionals who can deliver the content and mentor the students. We only strive to only include entrepreneurs who are successful enough not to require compensation for inspiring students. This is one of the core tenets of the Path to Greatness project.

Marketing and Promotional Materials: Brochures, posters, online ads, and social media campaigns to promote the program. (S)

Food and Catering Services: Providing meals for all participants and staff throughout the duration of the program. (S)

Insurance and Permits: Insurance costs to cover the event and its participants.

Training for Staff and Volunteers: Resources to train and prepare the team effectively for the program's execution.

Participant Kits: Materials, notebooks, pens, and other items for each participant to use during the summer school. (S)

Feedback and Evaluation Tools: Tools and systems to collect feedback and evaluate the program's impact. Currently a survey, we might design a simple mobile application to simplify data collection as we expand.

Emergency Funds: Reserved budget for unforeseen expenses or emergencies during the program.

## **7. BUDGET**

Overall budget: € 3,500 - € 8,000. The range is large; the financial requirement is inversely proportional to the ability of negotiating donations in kind.

Venue costs: € 0 - € 2,000. The goal is to receive the venue as a donation in kind as it can be a significant cost.

Food and Catering: € 2,000 - € 3,500, together with the venue it represents the majority of the budget.

Transportation: € 1,000 - € 1,500, 1 bus round-trip.

Other and Extraordinary expenses budget: € 500 - € 1,000, including printed materials, snacks, insurance, t-shirts, etc.

## **8. ORGANIZERS OF THE PROJECT**

RAC Ljubljana 25:

Project founders, core project organizers and strategic project coordinators.

RAC President: Martin Koprivnikar Kranjc, martin@rotaract25.si

Path to Greatness project leads: Aljoša Kiler, aljosa.kiler@arttehnika.si, Luka Pregelj, luka.pregelj@quantifly.net, Klemen Šega, klemen.sega@rotaract25.si

Summer School Coordinator: Gašper Štih, gasper@rotaract25.si

Other summer school organizers:

RAC Novo Mesto: Klavdija Kastelic, kastelic.klavdija1@gmail.com

RAC Kranj: Špela Koprivnikar Kranjc, spela.koprivnikar2@gmail.com

RAC Ljubljana Feniks: Tjaž Šepec, tjaz.sepec@gmail.com

RAC Bitola: Aron Pavloski, pavloski93@yahoo.com

## **9. PARTICIPANTS**

We are happy to share that so far 5 different teams of organizers conducted separate summer schools. These include 4 Rotaract clubs (RAC Ljubljana 25, RAC Ljubljana Feniks,



RAC Kranj and RAC Novo Mesto) and a startup company Quantify d.o.o. team. This year, we are onboarding Rotaract Velenje, Rotaract Celje, as well as expanding internationally and jointly organizing one summer school with Rotaract club Ohrid.

We are incredibly happy to say that two of the 10 planned summer schools this year will be organized by Summer school: Path to Greatness Alumni.

## **10. SPONSORSHIP**

We contacted most large and medium-sized companies in Slovenia. While receiving some support in form of financial and in-kind donations, this has not proven to be a reliable source of funding so far.

Most of the support we gathered were from the network and direct connections to the persons in decision-making roles within the companies. That is where we received most of the funding from.

Donations in kind are mostly in the form of food, gift cards for food in retail stores from retail chains, venues and transportation.

## **11. MEDIA COVERAGE**

So far, we are proud to say we are building the community based on hard work, word of mouth and unpaid promotions.

We are active on:

Instagram: <https://www.instagram.com/pot.do.uspeha/>

Facebook: <https://www.facebook.com/poletnasolapotdouspeha>

Tiktok: <https://www.tiktok.com/@pot.do.uspeha>

Youtube: <https://www.youtube.com/@PoletnasolaPotdouspeha>

This year, we updated our website: <https://potdouspeha.com/>

We are also promoting our project with presentations in high schools and podcast appearances.

## **III. RESULTS**

## **1. RESULTS AND OVERVIEW**

So far, we organized 9 summer schools in 4 years, growing exponentially each year. Over 200 students passed through the program, many of which we are still in contact with. 5 different teams carried out programs, more teams are joining. Alumni are actively contributing to the organization of new summer schools.

The program generated over 20 new Rotaract and Interact members who are highly motivated to carry the torch onward.

Each year, we are facing difficulties in securing funding. We expect this to be an on-going battle. This year we added a crowdfunding option through our website to try to gather more support.

## **2. ADVICES**

We are constantly looking for new teams, club, organizers. If you want to replicate the Path to Greatness summer school in your local community, please reach out to us and we will be delighted to include you in the team and coach you to organize your summer school!

We wrote a 40-page guide on how to do it. We are including some crucial high-level points below:

**Resource Management:** Secure the necessary resources, both financial and material. Sponsorships, partnerships, and grants can play a significant role in funding the project.

**Quality Program Content:** The curriculum and activities should be engaging, relevant, and valuable to the participants. Utilize experts and mentors who can deliver high-quality content and inspire the students.

**Marketing and Communication:** Develop a robust marketing strategy to promote the summer school and attract participants. Utilize various platforms, including social media, local media, and community networks, to reach your target audience effectively.

**Participant Selection and Support:** Implement a fair and inclusive selection process for participants. Provide them with all the necessary support before, during, and after the

program to maximize their learning and development.

**Evaluation and Feedback:** Establish mechanisms for evaluating the program's success and gathering feedback from participants and other stakeholders. Use this information to make informed decisions and improvements for future iterations of the project.

**Community Integration:** Ensure the program is not just a standalone event but part of a broader community effort. Engage with local organizations and initiatives to integrate the summer school into the wider educational and social ecosystem.

### **3. SUSTAINABILITY**

Inspiring new students every year through the project ensures not only that the project is sustainable at its current level, but also allows and fuels its growth.

The Summer school: Path to Greatness can sustain its impact through diverse funding, community engagement, and continuous program adaptation to remain educationally relevant. Financial feasibility is achieved by cultivating varied donation streams, while maintaining program relevance through regular curriculum updates ensures long-term value.

We are refining the project's guide and organizing a course for onboarding mentors. We see this as key development for maintaining a high level of excellence and integrity of the project.

Building the community of alumni is crucial for the long term success of the project. As the project is developing, we are focusing on maintaining relationships between mentors and participants points and providing valuable meeting opportunities year-round.