

Adaptation and Application: Forté's Capstone Project in a Virtual World

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Each new member class completes a capstone project their second semester in Forté. This project gives the junior members a chance to apply the skills they learn during their first semester of business education to a real-world project in an area of interest to them. Last semester, the class chose to fulfill this requirement by consulting for Cornell Creatives, a new arts-centered organization on campus.

The first phase of the project, completed shortly before classes moved online, focused on research into what members of the club and creative students across campus would be looking to gain from involvement with Cornell Creatives. From this research, we developed recommendations about key focus areas for the Cornell Creatives E-Board and how to approach various initiatives in those areas.

The second phase of the project kicked off as online classes started up at the beginning of April. With a team spread across the country and globe, it was a great opportunity to develop our remote communication skills and improve our ability to plan in advance in order to coordinate across time zones. For this phase, the team of junior members explored monetization possibilities for creatives helping startups with branding/marketing. After conducting interviews with several local startups through Zoom calls, the team synthesized the information into crucial trends and takeaways for their final presentation and recommendation.

As Forté's Professional Development Chair (essentially the project manager for the capstone project), I was blown away by how the team came together to take initiative on the project. They learned data visualization techniques, interviewing etiquette, slide design, and how to present professionally to a client. They practiced how to communicate and collaborate within a team and adapt according to a client's direction. Their final presentation impressed Cornell Creatives and had a real impact on the direction Cornell Creatives plans to go. I'm grateful for the opportunity I had to work on the capstone project and learn from the high caliber women of Forté.