



## ***i*ChallengeU Program Overview**

*iChallengeU* is a two-week educational opportunity for high school students to work with area teachers, corporate, civic, and community leaders to develop solutions to real problems posed by the corporate, civic, or community partners. Teachers trained in project based learning will work with the partners to identify “driving questions or challenges” that reflect real issues or problems in the participating companies and organizations.

Student teams will have two weeks, through their own research and evaluation processes and by working with assigned teachers and corporate, civic, or community partner coaches, to propose solutions to the real life questions or challenges.

# What businesses are saying!



***“We thought it would be a great idea to get a bunch of young minds together to see if they could develop a marketing campaign for a new product. They did a great job.”***

*Steven Seneker, Senior Scientist, Anderson Development*



***“They hit it out of the park with the challenge that we offered up. Our company got true value.”***

*Phil Sponsler, President, Orbitform*



***“We got involved in iChallengeU because we are really interested in getting students interested in manufacturing again. We gained more than expected.”***

*Sue Risk, HR Manager, Nyloncraft*

## **Incentives for Businesses**

- ✓ Find a solution for an existing problem within the organization
- ✓ Establish a partnership with the education community
- ✓ Opportunity to meet future employees while they are still in high school
- ✓ Provide internships to stand out students
- ✓ *iChallengeU* is a great public relations tool



For more information about *iChallengeU*, contact Robert Tebo at [rtebo@mwse.org](mailto:rtebo@mwse.org)