



Spratt

STUDENT CONSULTING
GROUP

Annual Report
2020



A letter from our Director

The Sprott Student Consulting Group SSCG is proud to publish its first annual report since its founding in 2018. This past year was filled with incremental achievements in our operations which helped propel the organization forward. We have continued to grow our client and student consultant base with a clear annual increase in both. Throughout 2019 – 2020, the SSCG worked with a group of remarkable partner organizations on short and multi-semester projects with students from the undergraduate, MBA and PMBA levels.

One key innovation this year was a successful implementation of the Crisis Management Recovery CMR program. This initiative, with the amazing contribution of Dr. Rodney Nelson, provided students at the undergraduate and graduate level with opportunities to support both FP and NFP organizations affected by the current pandemic, such as the Ottawa Symphony Orchestra, Air North, and the Juno Beach Center.

Concurrently to the projects executed with external clients, our corporate team conducted a branding exercise which created a new company logo, a brand promise, a website content plan, and a social media presence. Furthermore, the research department analyzed how the SSCG can better evaluate student consultants. This research contributed to developing a new 'contractual grading' scheme that reflects the challenges of fairly grading a wide range of projects delivered to a broad variety of clients. This innovative approach to grading will be field tested in the upcoming semesters. Additionally, the volunteer management team created an award program for student consultants and successfully hosted events featuring business leaders and entrepreneurs as part of a volunteer action plan.

As the SSCG continues to grow with exceptional support of faculty and staff from the Sprott School of Business as well as our growing network of irreplaceable external client/coeducators, our intention is to become the premier student consulting group in Canada by providing a learning experience that will accelerate our student's careers.

*Sincerely,
Andrew Webb, PhD - Academic Director of the SSCG*

Forming future leaders

We recruit in a diversity-based, inclusive way on Carleton University. The spirit of our mission is to provide the best service, while giving back to the community. During the pandemic spread of COVID-19, the SSCG took a step forward to lead several projects related to these difficult times.

In 2020 we gave back to the community 15,252 hours to our local businesses, non for profits and community to help recover from the COVID-19 pandemic. We received a record number of applications in the summer

with a great response on the number of students involved (89).

Our success in this area was in no small part due to the effort of our champion Dr. Andrew Webb, and the many student volunteers, and other faculty staff such as Dr. Rodney Nelson and Sarah Koch, all involved in such titanic goal.

Message from the corporate affairs team:

*Stephaine Lawrence
General Manager 2020-1&2020-2
Samantha Linton
General Managers 2020-3
Johan Angulo
Corporate Affairs Director, 2020-3
Ryan Campbell
Operations Director 2020-2
Anind Anind
Operations Director 2020-3*

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Overview

The SSCG is a hands-on learning program that aims to get students out of the classroom to work with real organizations. Through this initiative, Spratt students consult within interdisciplinary teams to solve real problems.

The SSCG is a proven approach for students to acquire practical experience, expand their networks, and enhance their management and leadership skills. The group serves both local and international clients, including museums, orchestras, retail, not-for-profit, finance and cryptocurrency, airlines, amongst many others.

The SSCG has been immensely beneficial in developing the skills and the character of our consultants, and in strengthening our mission to create extraordinary value for clients and society.

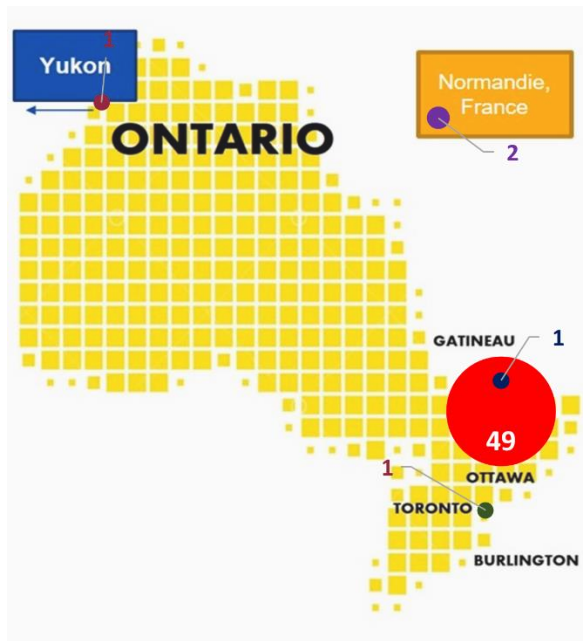
Highlights 2020

 176 participants	 15,252 service hours
 34 projects	 14 COVID focused
 26 for profit &	 8 NFP projects

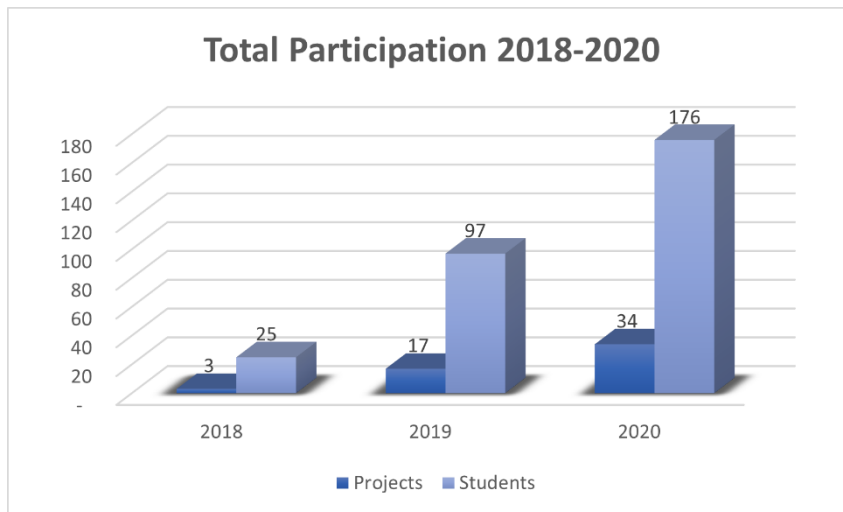
The SSCG is comprised of students from the undergrad, MBA and PMBA levels who share a common goal of making a difference. The innovative structure of the SSCG permits for growth within the organization, as student consultants have the chance to progress to positions of higher responsibility.

Thus, a student who starts as a team member can progress to increasingly challenging roles including team lead, director level, and even act as general manager.

Completion rate 2018-2020



Of the 54 projects completed at the SSCG, 92.60% of clients are in the Ottawa region, 1.85% in the GTA Toronto area, 1.85% in Yukon, and 3.70% in Normandie, France. 3 projects were completed in 2018, 17 in 2019, and 34 in 2020, doubling projects.

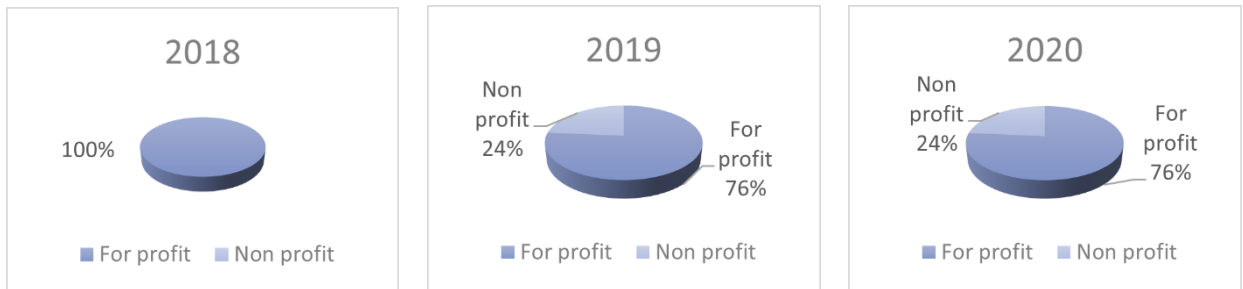


The SSCG spirit of giving back to the community has grown exponentially since 2018. In summer 2020, we had the most projects completed with a total number of 20. Similarly, in 2020 the overall estimated value of hours-consulting value reached the amount of \$568,028 dollars¹.

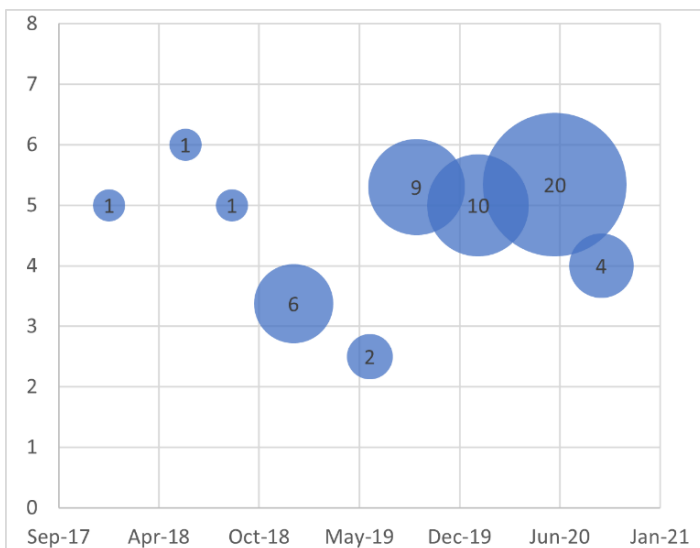
¹ This is an approximated value calculated averaging the hours served per student, times the average value of Consulting Services Price Index (COSPI). Source: <https://www23.statcan.gc.ca/imdb/p2SV.pl?Function=getSurvey&Id=1281515>

Project allocation

The SSCG has an important number of for-profit businesses, with a growing relevance of retail, transport, tourism, and financial organizations.



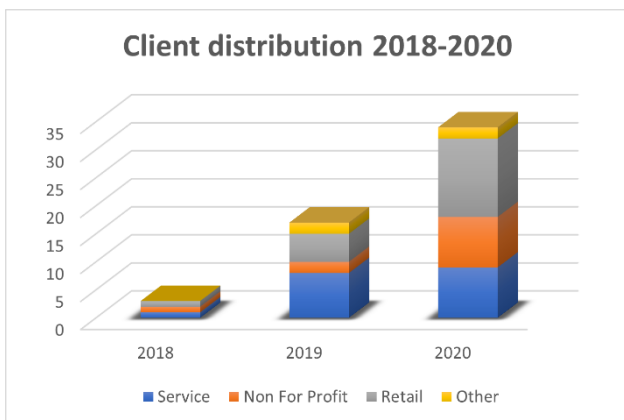
Our success depends on maintaining our long-standing relationships with clients across the region, while ensuring positive social impact.



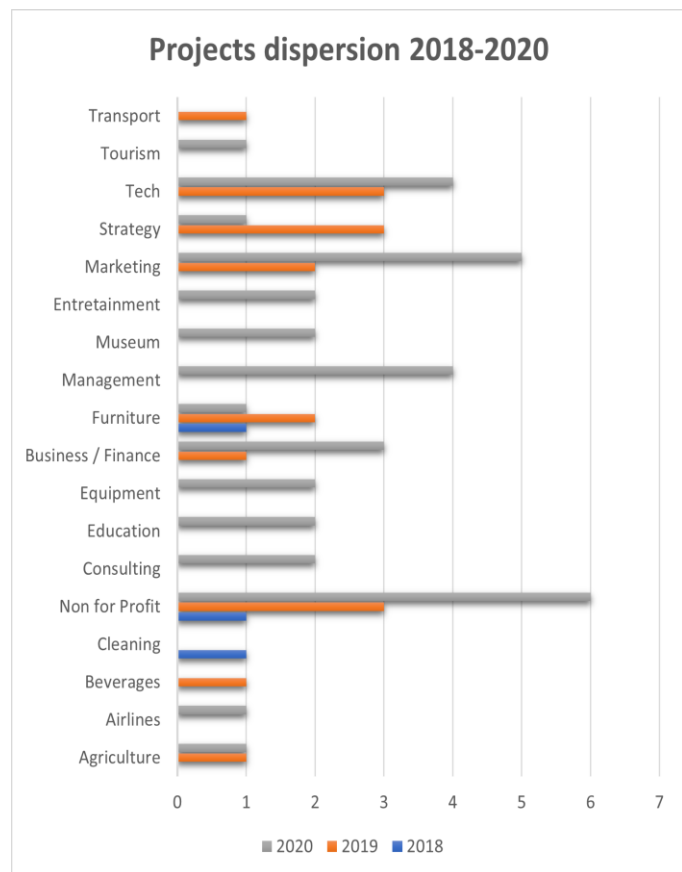
From winter 2018 to Fall 2020 the average of students per project has fallen between 2.5 and 6. The data showed that the most efficient term was summer 2020, with 20 projects per 5.3 students/team. The efficiency of project allocation is a challenge for future members of the corporate team.

Client breakdown

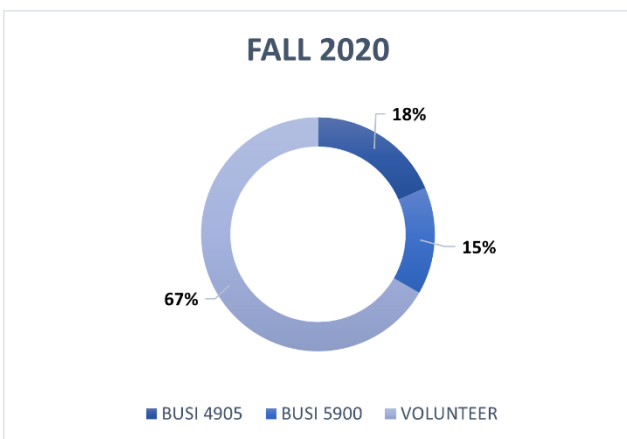
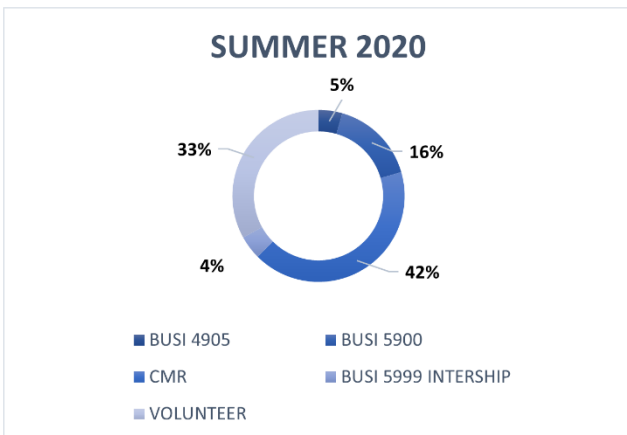
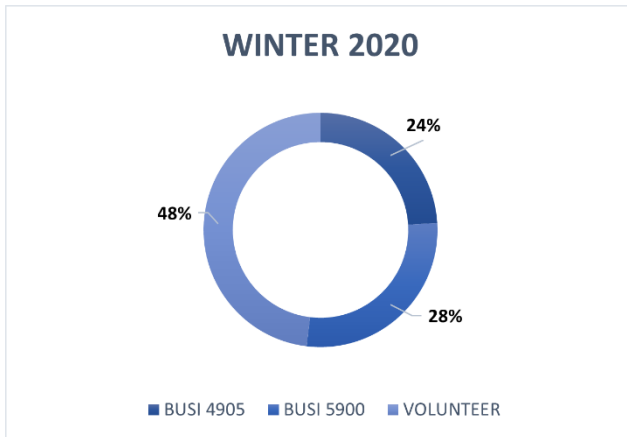
The client relations department maintained the client diversity by securing mostly mid-range firms. The client dispersion stood out with marketing projects, business, finance, tech, and non for profit.



2020 was a year of growth, with retail and non for profit as major sectors. This situation allowed consultant students to face a unique learning opportunity where many skills were developed: leadership, attention to detail, innovation, and creativity.

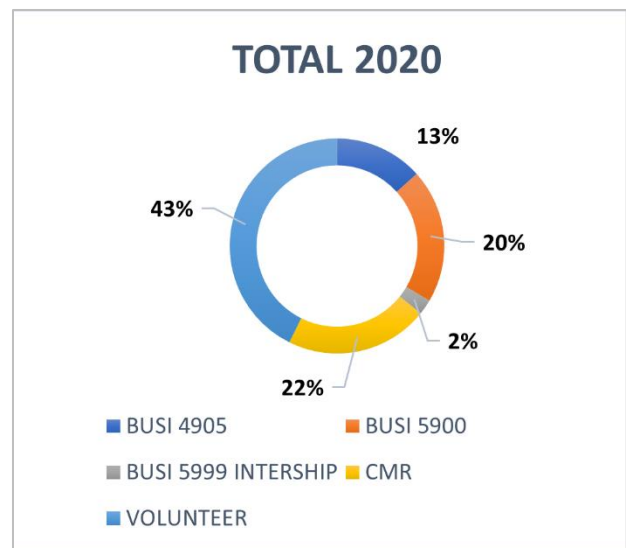


Recruitment

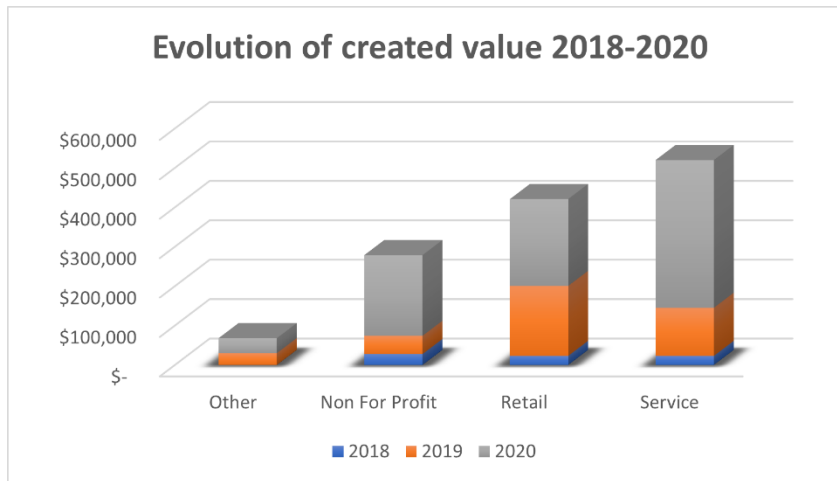


- BUSI 4905:** A fourth year undergraduate course which requires students to complete a project for credit.
- BUSI 5900:** An MBA course which requires students to complete a project for credit
- CMR:** A volunteer program supporting businesses disrupted by the ongoing pandemic
- Internship:** A program supporting the economic downturn by providing students an opportunity to support organizations

During the summer of 2020, the students' participation was highly skewed to the Crisis Management Recovery program CMR, due to the ongoing pandemic situation. The CMR program, such as other initiatives, make the SSCG a cutting-edge learning program at the forefront of the consulting trends.



Finances



The service sector produced the most value for the company, with a growing participation during the period 2018-2020. Likewise, the retail and non for profit grew more in 2020 than in previous years.

In 2020, the SSCG was able to secure five Mitacs internship research programs, valued at \$45,000. The SSCG has just launched the Business Strategy Internship program to provide funding to students participants to conduct a strategic analysis of a small or medium enterprise (SME) and help the company adapt to disruption caused by the COVID-19 pandemic. These achievements were possible thanks to the hard work of all students, professors, staff, and members who participated.

Students



“The Sprott Student Consulting Group was the most rewarding experience I participated in during my time at Carleton. In each different position that I held, I learned, connected, and gained so many more connections and valuable work experience. Dr. Webb was a terrific adviser and a pleasure to learn from.”

Samantha Linton, General/Office Manager Fall 2020



“SSCG is an enriching learning opportunity that I would recommend to anyone looking to gain experience. During the semester, I was able to collaborate with other students and obtain valuable insight into the real-life business world”

Kim Eloria, Finance Manager Fall 2020



“Working for the Sprott Student Consulting Group over the summer was the most fun and fruitful experience I had during the completion of my undergraduate degree. The SSCG provides students with a safe environment to bridge the gap between theory and practice. I would recommend this program to all students, no matter the discipline they are interested in.”

Ryan Campbell, Operations Manager Summer 2020

Find out more



<https://www.linkedin.com/company/sprott-student-consulting-group/>



<https://sprott.carleton.ca/students/sprott-student-consulting-group-sscg/>

