

THE RBDC TIMES

Official Newsletter of the RBDC



Upcoming Events

JAN 8TH
Winter Projects Start



FEB 19TH
Apply for BUS 200



APR 5TH
Winter Projects End



TBD
Entrepreneur Launch
Deadline



MAY
Data Science Open House
(SLC)

What Can the RBDC Bring to Your New Year?

At the start of the year, it's the perfect time to explore the transformative opportunities that the Research and Business Development Center (RBDC) can bring to your business in 2024. With a rich history and a proven track record, RBDC stands as the go-to hub for affordable business projects. Sponsoring a project with the RBDC contributes to the growth of BYU-Idaho students while getting meaningful work done at a low cost. By outsourcing your project to the RBDC, a dedicated team will deliver results allowing you to stay focused on your primary responsibilities.

Basic Products: Whether it's a 5-week or 10-week project, RBDC's Basic Products offer set deliverables with pre-defined scopes, ensuring efficient and cost-effective solutions. From crafting marketing campaigns to competitive analyses, these projects are designed to save you time while contributing to student success.

Basic Plus Projects: Collaborate with the RBDC to define the scope of your project, allowing for a tailored approach that aligns with your business needs. Examples range from business strategy to community needs assessments.

Advanced Projects: Elevate your projects by recruiting students from specific majors, completing their full internship. With industry mentors guiding teams and an increase in student hours, expect accurate data, reasonable recommendations, and innovative solutions. Past projects include surveying and analysis, market research, and financial analysis.

Data Science Projects: From exploratory to specialized and advanced teams, the RBDC's Data Science Program offers a range of options. BYU-Idaho students, competitive selections, and paid technical project managers ensure high-quality outcomes for your data-related needs.

Connect with the RBDC to turn your project ideas into reality. Check our website (www.rbdcenter.org) for more info.

Who is the RBDC?

The Research and Business Development Center (RBDC) is a nonprofit organization that serves over 120+ undergraduate students each semester by providing them with project-based internships. Students are:

- Trained in professional areas,
- Connected with real business professionals,
- Receive valuable work experience and internship credit.

In turn, students provide their clients with affordable business solutions and become potential hires.





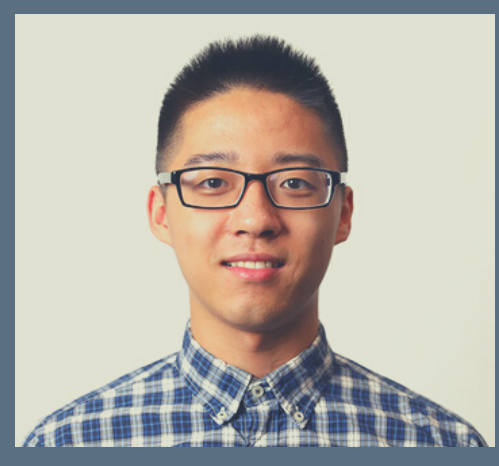
Mike Min

EMPLOYEE HIGHLIGHT

Mike is our Data Science Program Manager. His main responsibilities include maintaining and leading data science projects with BYU-Idaho. He works closely with data science, mathematics, and computer science students.

Mike graduated from BYU-Idaho in July 2023 with a Bachelor in Mathematics. Before his graduation, he worked on many projects with the RBDC. He is planning on moving to Arkansas with his wife for a business analyst position later in the year. Mike attributes his preparation for the industry to the RBDC.

One of Mike's interests is playing board games. His education in math and statistics has helped him learn how to play more efficiently. He said that by intentionally influencing the probability and the distributions of game pieces, you start looking at board games with a new set of eyes.



The RBDC is a 501 (c)(3) organization, and all donations are fully tax deductible.

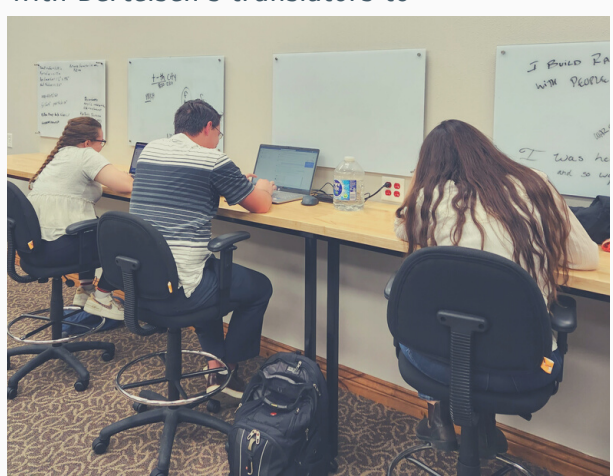
Donate today at www.rbdcenter.org/make-a-donation.html

Fall Projects Wrapped Up

During the fall 2023 semester, the RBDC provided over 120 students with internship credit and provided lost-cost projects to 20 businesses. Here are some of our top projects from the semester:

Bertelsen Education **Basic Plus Course Translation**

We have been working with Bertelsen Education for a couple of semesters now. Our teams worked closely with Bertelsen's translators to convert their online courses into Spanish. In the 10-week timeframe, our students translated four to five courses each. CEO of Bertelsen Education stated, "Working with the RBDC has been a huge benefit to our business. We feel proud to now be able to offer our content to a wider range of people."



Lita's Literature **Basic Marketing Campaign**

This was a 5-week project for a local author who was preparing for an upcoming bookfair event. She needed marketing materials, including social media posts, posters, announcements, and stickers to promote her books at the event. The team worked wonders for the client, and she was able to use all of their marketing assets. The client mentioned that she loved having a remote team because it allowed for a variety of perspectives. One of her team members was a grandma, who provided valuable insights to the client's target audience.

Garden City, Utah **Advanced Rebranding**

We have also been working with Garden City, Utah for a couple of semesters. This fall, one of our advanced teams created rebranding content for Garden City using data collected by previous teams. Garden City plans to implement the majority of the team's recommendations and expects to see quite a difference. They were impressed with the enthusiasm of the team and the high quality of work.

Rexburg Housing Magazine **Advanced Market Research**

A team of interns conducted market research for the *Rexburg Housing Magazine* similar to *The Daily Universe* published by BYU-Provo. They looked into the feasibility of such a venture and presented the information through an excel dashboard. The team surveyed the community, investigated the supply chain, and scouted locations for magazine kiosks.