PROJECT SNAPSHOTS

Partnership with Business 2016-17
Homestead High School, CA | Chapter 8990
Zibaa Adil | Kevin Ham | Valerie Hu
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Purpose

Most members of the millennial generation can find countless photos of childhood birthdays and various milestones in albums buried under piles of old stuffed animals and baby clothes. The ability to capture snapshots of little joys in life has been made possible by the advancement of photography and accessibility of photo keepsake products.

For the 2016-2017 school year, Homestead High School FBLA’s Partnership with Business Project established a mutually beneficial partnership with Shutterfly, Inc., a company known for its charming photo keepsake products and photo storage services. Shutterfly’s mission to “Share Life’s Joy” resonated strongly with the project chairs, Valerie Hu and Kevin Ham, and Homestead FBLA members. In addition, Shutterfly’s growing focus on graduation products and the project members’ unique position as high school students, Shutterfly’s target demographic, served as an advantageous combination for a successful partnership. As a result, members were able to gain real world business experience by collaborating extensively with Shutterfly professionals, providing feedback on Shutterfly’s graduation announcements and invitations, and assisting with Shutterfly’s marketing campaign through research, competitor analyses, and product designs.

Partnership Goals

Goals to Benefit Members

In order to benefit and educate members through the partnership, Project Snapshot established four focused goals to develop career-oriented business skills and provide students with unique opportunities for growth in public speaking, leadership, and product design.

<table>
<thead>
<tr>
<th>Goals to Benefit Members</th>
<th>Planned Activities</th>
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</table>
| Impact a member base of at least 60 students with dynamic and engaging events           | • Plan tours at Shutterfly for members to gain in-depth knowledge of the company’s business operations, products, and marketing strategies  
• Offer guest speaker events with Shutterfly managers and directors  
• Host 3 work events where members can collaborate on research and analysis |
| Improve members’ career development, written and oral communication, and teamwork skills | • Establish a Leadership Committee through a rigorous written application and interview process to foster leadership and career development skills  
• Improve communication skills by writing a feedback report and delivering a formal presentation of suggested improvements to Shutterfly executives  
• Offer 2 formal public speaking opportunities  
• Work collaboratively with peers and professionals |
| Learn about market research strategies and develop data collection and analysis skills    | • Host a workshop on survey-making and market research with Shutterfly’s Director of Market Insights and Research  
• Work closely with Shutterfly’s team to create surveys about graduation product purchasing habits and plans among current high school students  
• Participate in a focus group to provide feedback to Shutterfly from a unique teenage perspective |
**Goals to Benefit Partner**

The project chairs set five main goals to benefit Shutterfly. They sought to leverage the students’ greatest strength, their unique and honest perspective, to provide Shutterfly with ample feedback, research, and analysis of the graduation market and Shutterfly’s competitors. This was all done to ameliorate Shutterfly’s new graduation marketing campaign, which will be launched in early 2018.

<table>
<thead>
<tr>
<th>Goals to Benefit Partner</th>
<th>Planned Activities</th>
</tr>
</thead>
</table>
| **Conduct market research by surveying at least 300 high school students about graduation product purchasing plans and habits** | • Create two surveys regarding high school students’ plans to purchase graduation stationery and other photo keepsakes  
• Collect survey responses from at least 300 high school students from various schools across the United States |
| **Analyze competitors in the graduation product market** | • Analyze Shutterfly’s competitors in the graduation market such as Josten’s and Snapfish  
• Emphasize website design and product customization as the differentiating factor between companies  
• Track the direct mail graduation advertisements that high school seniors receive from Shutterfly and its competitors |
| **Research opportunities for Shutterfly to enter the graduation market on a national scale** | • Research national student organizations, such as FBLA, that Shutterfly can use to seamlessly integrate into the graduation market  
• Collaborate with school administration to understand Josten’s exclusive relationship with schools |
| **Publicize Shutterfly in the community** | • Host a culmination event open to the community where members present about the impact of the partnership  
• Market Shutterfly products to the community in a creative way |
| **Suggest improvements on Shutterfly’s marketing strategies based on research** | • Compile a formal feedback report for Shutterfly  
• Work with Shutterfly to implement at least one suggested improvement |

**Planning Activities**

**Choosing a Partner**

In order to build a partnership, the project chairs contacted businesses during the summer of 2016. As students who live in the heart of the vibrant Silicon Valley, surrounded by fresh startups and huge corporations, the project chairs contacted over 40 potential partners through emails, phone calls, and in-person meetings.
There were three main criteria used to select this year’s partner. The project chairs hoped to collaborate with a company that was relevant to students and to create a project that would allow members to impact the community. Furthermore, it was vital that Homestead FBLA worked with an enthusiastic and communicative liaison who would be willing to work with the project chairs and members to ensure a successful partnership.

During an officer retreat in August 2016, the project chairs worked with Homestead FBLA’s 19-officer team, past project chairs, and three teacher advisers in the process of selecting a partner company. Ultimately, the project chairs narrowed down the list to three potential partners.

<table>
<thead>
<tr>
<th>Potential Partner (Liaison)</th>
<th>Advantages</th>
<th>Disadvantages</th>
</tr>
</thead>
</table>
| **Yahoo**
(Sriram Chatrathi, Product Manager) | • Homestead FBLA had a previously established relationship with Yahoo  
• Well-known company | • Recently acquired by Verizon, which may cause an unstable partnership  
• Yahoo is a large company, so impact would be difficult to measure |
| **23andMe**
(Mark Kelleher, Director of Laboratory Operations) | • Members would learn about genetic testing and biomedical sciences | • 23andMe’s relatively expensive product is not relevant to high schoolers  
• Students without previous biomedical knowledge will be at a disadvantage during the partnership |
| **Shutterfly**
(Cindy Van Horne, Head of Retention Marketing) | • Many opportunities for students to make quantifiable impact  
• Provides many opportunities to learn concepts of business operations  
• Shutterfly is entering the high school market | • Although Shutterfly’s name and logo are recognizable, many project members had not purchased their products prior to the project |

After discussing the feedback received of the three companies, Shutterfly stood out as the top choice for two main reasons. First of all, the project chairs had two personal contacts at Shutterfly: Cindy Van Horne, Head of Retention Marketing, and Jessica Liou, Social Media Specialist. Mrs. Van Horne, who would serve as the Project Snapshot’s liaison to Shutterfly, was proactive and enthusiastic at the initial meeting. Furthermore, Shutterfly strived to revamp their marketing strategies for graduation products, and since the project members are the graduation products’ target market, it would serve as a unique asset to the partnership.
Planning and Development

**Letter of Engagement**
The project chairs drafted a Letter of Engagement including expectations and deliverables from both Homestead FBLA and Shutterfly over the course of Project Snapshot. Signed by project chairs Valerie Hu and Kevin Ham, the Head of Retention Marketing Cindy Van Horne, and Homestead FBLA advisor Helen Carlson, the Letter of Engagement ratified the partnership between Homestead FBLA and Shutterfly, Inc.

**Roles in Partnership Development**

**Roles of Business Leaders**
Many of Shutterfly’s leaders played a crucial role in developing Project Snapshot. On September 19, the project chairs met with Cindy Van Horne, Danielle Murray, Stootee Parikh, and Megan Wheeler at Shutterfly headquarters, where the timeline of the project was outlined and recurring weekly meetings with Shutterfly leaders were established.

- **Cindy Van Horne**, Head of Retention Marketing
  Main liaison between Homestead FBLA and Shutterfly

- **John Boris**, Chief Marketing Officer
  Provided background information and insight into Shutterfly’s mission and marketing campaigns

- **Danielle Murray**, Director of Market Research & Insights
  Worked with project chairs to plan Project Snapshot’s Market Research Phase and Survey Workshop

- **Stootee Parikh**, Marketing Manager
  Collaborated with members to establish Shutterfly’s goals for their graduation products and how Homestead FBLA could make an impact

- **Megan Wheeler**, Merchandising Manager
  Met with project chairs to plan the Project Snapshot’s Design and Analysis Phase

**Roles of Members**
Homestead FBLA members helped the project chairs find potential partners by speaking to personal contacts, researching the businesses, and compiling strengths and weaknesses of each potential partner. Dedicated members, who were selected to be part of the Leadership Committee, planned meetings and events both during and outside of school. For example, the Leadership Committee created an agenda for a meeting on December 17 where members designed photo booths in hopes of increasing publicity for Shutterfly. Project members communicated regularly with Cindy Van Horne and other managers and executives at Shutterfly to establish goals for the partnership.
Implementation and Activities Overview

After thorough planning, three phases were developed to ensure the project’s success. Phase I consisted of foundational research, which led to data analysis and design in Phase II, followed by culmination and community impact in Phase III.

Phase I: Market Research

**October - November 2016**

During a tour of Shutterfly’s corporate headquarters, members received an exclusive look into Shutterfly operations. John Boris, Chief Marketing Officer at Shutterfly, shared the company’s marketing strategies, and members previewed new TV ad campaigns and direct mail ads that had not yet been released.

On November 3, members learned effective survey-making skills through a workshop with Danielle Murray, Director of Shutterfly’s Market Research & Insights. Members drafted and edited surveys targeting high school students using the skills they obtained from Ms. Murray’s workshop and learned the importance of getting feedback from consumers. At project meetings throughout November, members worked in teams of five and collaborated with Shutterfly professionals in finalizing two 16-question surveys about plans to purchase graduation stationery and keepsakes, one for high school seniors and another for general high school students.

On November 11, project members completed competitor analyses comparing Shutterfly to its direct competitors, such as Josten’s, Minted, Snapfish, and American Greetings. They evaluated comparable products and analyzed the advantages and disadvantages of each website. For example, Shutterfly’s main strength was that it allowed customers to personalize each product with photos, designs, and colors; however, their website homepage was cluttered and overwhelming. Josten’s, a company that has established exclusive relationships with many high schools, offered inexpensive products focused on a niche graduation market, but did not allow personalization.

Before Phase II, the project chairs selected the Leadership Committee through a rigorous application and interview process. Eventually, nine of the 27 applicants were chosen for their exhibiting leadership qualities and outstanding performance in the interview round. Their role would be to assist project chairs in organizing activities.
Phase II: Design and Analysis

December 2016 - January 2017

Project Snapshot received survey responses from over 300 students across the United States, including Spain Park High School in Alabama and Dublin High School in California. On January 6, members met to analyze the models featured on Shutterfly products on the website with a breakdown of demographics and physical traits to see if the models accurately represented the target market, high schoolers. For example, one team led by Shawheen Wingrove, a member of the Leadership Committee, discovered that approximately 78% of the models for graduation announcements were female and only 22% of models were male.

Project members developed market entry strategies for Shutterfly to grow in the high school market by collaborating with school administration to learn about Josten’s preexisting, exclusive relationship with high schools and how Shutterfly could achieve something similar. They also researched student organizations, such as National Honors Society and the Rotary Club, in hopes of finding sponsorship opportunities to increase publicity.

On January 19, Project Snapshot hosted a design workshop with guest speakers Heidi Dong, a Homestead Design Club officer, and Megan Wheeler, a Merchandising Manager at Shutterfly. Ms. Wheeler talked about a product’s life cycle from idea generation, to merchandising, to being sold on the website. Project Snapshot members were the first group outside of Shutterfly to preview the 2017 graduation collection.

In Phase II, members distributed the surveys they created to over 300 high school students, conducted in-depth research and analysis of market entry strategies, and designed graduation announcements to be included in the 2018 collection.

A team led by Shawheen Wingrove

Megan Wheeler describing the success of foil and glitter products

Shutterfly’s Creative Briefs and 2016 Graduation Post Mortem shared by Megan Wheeler at the Design Workshop

“It was a pleasure to share my knowledge of graphic design and typography with a group of eager, bright FBLA members.” - Heidi Dong, Homestead Design Club Officer
Phase III: Culmination
February - March 2017

In the final phase of the project, the Leadership Committee organized a fundraiser in which they sold customizable Shutterfly stickers to the student body. The profits went towards purchasing prints for the Legacy Wall, a collage of large photo prints of key events in Homestead’s history, which would be unveiled at Homestead Legacy Night.

Project members compiled and analyzed the data collected from the surveys into a Formal Feedback Report for Shutterfly. The 20-page report included competitor analysis, market entry strategies, and marketing campaign feedback. Eight selected members spoke to a panel of professionals at Shutterfly HQ, presenting the project’s findings.

In order to bring Shutterfly’s mission statement, “Share Life’s Joy,” together with Homestead High School, Project Snapshot hosted Homestead Legacy Night to share Homestead’s joy with the community. Prior to the event, the Leadership Committee led several meetings where members researched Homestead’s history, contacted restaurants to ask for donations, and planned event logistics such as creating programs. On February 17, members collaborated with Edmond Kwong, Homestead’s photography and yearbook teacher, to research each decade of Homestead’s history using archives and past yearbooks.

Over 45 students and community members heard from guest speakers share Homestead’s impact on their lives. Byron Lee, the longest-serving teacher currently on Homestead’s campus, shared anecdotes about his experiences at Homestead and how student life has changed since he first started working in the 90’s.

Marilyn Basham, a class officer of Homestead’s first graduating class of 1964, described Homestead as a “clean slate” where she and her peers piloted an innovative educational environment with a modular learning system that embraced self-expression and group discussions. Mark Sagherian, a Homestead FBLA alum who currently works on Yahoo’s CEO Cabinet, shared his experiences with social media from when he was in high school to now and how technology has revolutionized the way people communicate. After the guest speakers, the evening concluded with the unveiling of the Legacy Wall.

Roles in Implementation of Partnership
Both chapter members and business leaders played a crucial role in the implementation of the partnership between Homestead FBLA and Shutterfly, Inc. Members of the Leadership Committee assisted the project chairs in planning meetings, events, and the fundraiser. They also collaborated with business leaders and developed professionalism.
The role of chapter members in implementation of partnership:

**Surveys**
Homestead FBLA members created two surveys to collect data about students’ plans to purchase graduation products. As a relatively new entrant in the graduation market, Shutterfly needed market research, and chapter members were able to provide that by collecting over 300 survey responses through a survey distribution contest, which encouraged friendly competition between members. The Leadership Committee used the data to create in-depth reports and presented the findings to Shutterfly.

**Research and Analysis**
In addition, Project Snapshot members researched several direct competitors of Shutterfly’s graduation business including school-endorsed suppliers such as Josten’s, well-established greeting card companies such as Hallmark, and online stationery businesses such as Zazzle. Upon receiving responses from the surveys, members spent two project meetings analyzing the data and creating visual representations of the data for the formal feedback presentation.

**Design**
Project members gained design skills and experience through the Design Workshop led by Megan Wheeler and Heidi Dong as well as hands-on work time during project meetings. Heidi Dong taught members how to use graphic design software such as Canva and Pixlr, and members used the programs to create stunning designs inspired by Shutterfly’s bestselling cards, many of which featured glitter, rose gold, and foil. Following the workshop in Phase II, members designed graduation announcements as part of the Project Snapshot design competition, in which the winning design would be sold as part of Shutterfly 2018 Graduation Collection.

**Role of Business Leaders in Implementation of Partnership**

<table>
<thead>
<tr>
<th>Business Leader</th>
<th>Their Role</th>
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<tbody>
<tr>
<td>Cindy Van Horne</td>
<td>Enthusiastic and dedicated liaison who attended weekly liaison meetings, collaborated with project chairs to organize the Shutterfly tour, workshops, and other events involving Shutterfly employees, and assisted in ordering large photo prints for the Legacy Wall</td>
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</table>
Concepts Learned

Through Project Snapshot, members learned a variety of management and business operations skills. They developed technical business skills by analyzing market research, writing surveys, and conducting competitor analyses. The Leadership Committee application and interview selection process instilled key career development skills in members, and they developed professionalism and gained real world business experience by collaborating with Shutterfly executives. To prepare for Homestead Legacy Night, members spent over 72 hours planning for the event, through which they learned how to effectively organize a large-scale community event, prioritize, and meet deadlines.

Impact on Members, Partner, and the Community

Impact on Members

Project Snapshot met and exceeded each of its goals to leave a lasting impact on its members by offering engaging events through which members honed key technical skills, learned business concepts, and developed product designs.

I. Impact a member base of at least 60 students with dynamic and engaging events

Project Snapshot attracted over 120 members to its first meeting and maintained a steady member base of over 70 members throughout the year. They attended a business tour of Shutterfly headquarters, three guest speaker workshops, three after school work events, and Homestead Legacy Night, in addition to 20 weekly project meetings.

One of the highlights of Project Snapshot for me was the Shutterfly tour. Over 60 members attended, and it was incredible that I was one of the first people outside of Shutterfly to see their 2017 ad campaign.” - David McAllister (10)
At guest speaker workshops, members such as Kelly Mao learned from Shutterfly’s prominent business leaders and experts who offered unique insights into marketing, survey making, data analysis, and design.

II. Improve members’ career development, written and oral communication, and teamwork skills
Members improved career development skills and gained job application experience through opportunities such as the Leadership Committee. The skills were immediately put to use for applicant Milo Forbes as he applied for a prestigious summer internship he was later accepted to.

“The greatest skill I’ve gained from Project Snapshot is the ability to maintain professionalism under pressure. I was so nervous during my Leadership Committee interview, but the experience helped me when I recently applied and interviewed for a summer internship.” - Milo Forbes (10)

Megan Wheeler explaining Shutterfly’s merchandising process at the Design Workshop

Dedicated Project Snapshot members

worked collaboratively to create a 20-page formal feedback report for Shutterfly, and they learned project management techniques while improving written communication skills. They also developed their public speaking skills through three formal presentation opportunities: a feedback presentation to Shutterfly executives, the Homestead Legacy Night presentation, and presentations at middle schools.

III. Learn about market research strategies & develop data collection + analysis skills
Members attended a Survey-Making Workshop with guest speaker, Danielle Murray, and worked closely with Shutterfly to create surveys about graduation product purchasing habits. During a game of “Best Question”, project members read several different versions of the same question and chose the one that solicited the least bias. After collecting survey responses, they used analytical skills to review the data and draw conclusions to provide recommendations to Shutterfly. In addition, members participated in a focus group during the Shutterfly tour to provide insight into high school students’ use of social media and photo storage solutions.

IV. Design photo products and implement a new design on Shutterfly’s website.
In the Letter of Engagement, Shutterfly agreed to implement one student design into Shutterfly’s 2018 graduation collection. In order to prepare for the design contest, several project meetings were dedicated to product design.

“I was drawn to Project Snapshot because of the guest speaker events. At Ms. Murray’s workshop, I learned about the importance of getting feedback from consumers and developed survey-making skills.” - Kelly Mao (9)
Impact on Partner

Project Snapshot leveraged its greatest strength, the members’ fresh, relevant perspective as high school students and Shutterfly’s target market, to strategically conduct research and analysis and provide feedback. That feedback impacted and will continue to impact Shutterfly as they implement changes into their marketing strategies and ad campaigns.

I. Conduct market research by surveying at least 300 high school students about graduation products

Through weeks of group discussions and close collaboration with Shutterfly, members created two 16-question surveys which inquired when high school students planned to purchase graduation products, who would initiate the buying process, if they recognized the names of Shutterfly’s competitors, and what decorative elements they would want on graduation cards. They were distributed via Google Forms for ease of access to survey results by both Homestead and Shutterfly. Project Snapshot received responses from over 300 students and expect to receive another 200 by the end of June. One of the major findings from the surveys was that, among non-seniors, brand recognition for Shutterfly was 41.7% greater than that of Josten’s, a major competitor that has a special relationship with certain high schools as the exclusive provider of graduation caps and gowns. In comparison, among seniors, brand recognition for Shutterfly was 0.06% less than that of Josten’s. Based on the data, project members recommended that Shutterfly target non-senior high school students and establish brand loyalty so they would purchase graduation products from Shutterfly despite having Josten’s as the more convenient, school-sponsored option.

II. Competitor Analysis

Project members conducted competitor analysis of Shutterfly’s direct competitors and concluded that Shutterfly’s website’s aesthetic appeal was higher than school-endorsed suppliers like Josten’s. Although Shutterfly’s products were more expensive than larger competitors like American Greetings, Shutterfly offered more options for personalization with photos. However, the website had too many layers including pop-ups that made it difficult to navigate. As for product analysis, members recommended that Shutterfly expand their graduation product line to include more keepsake products and offer school colors in the customization. In addition, Project Snapshot’s senior members tracked the graduation advertisements they received from Shutterfly and its competitors. This gave Shutterfly an approximate timeline of when their competitors would be sending out direct mail ads and allowed them to maintain an edge.

III. Research opportunities for Shutterfly to enter the graduation market on a national scale.

In addition to providing research and survey data, Project Snapshot aimed to help Shutterfly expand its customer base nationally. Members researched national student organizations such as FBLA, National Honor Society, and College Board and created a spreadsheet of contacts, sponsorship opportunities, and information, which was presented to Shutterfly. The project chairs also worked with Homestead’s administration and staff to understand the exclusive relationship between Jostens and high schools, so Shutterfly could build similar relationships with schools and successfully penetrate the high school market.
IV. Publicize Shutterfly in the community.
Project Snapshot hosted Homestead Legacy Night, an event open to the community that featured the Legacy Wall, which was made out of Shutterfly prints. Members also presented about their experiences in the project, which increased publicity for Shutterfly. In May, members will present at Sunnyvale Middle School and Cupertino Middle School to raise brand awareness in the community and to inspire younger students in future business and leadership endeavors.

V. Suggest improvements to Shutterfly based on research.
Project members compiled a 20-page formal feedback report for Shutterfly including the research conducted throughout the year, and presented the suggested improvements to Shutterfly executives on March 28, 2017. In 2018, Shutterfly will utilize the competitor analysis data to devise more effective marketing strategies to attract new customers in the high school market and differentiate itself from its competitors. They will also diversify the models on their website to more accurately represent the high school demographic. Furthermore, Shutterfly will sell the winning design, created by a Project Snapshot member, in the 2018 product collection. Other suggestions given during the formal presentation are under consideration and will likely be implemented in the future.

Impact on Community
Project Snapshot made it a priority to reach out to the local community. Over 45 students and community members attended Homestead Legacy Night, a community event hosted by Project Snapshot to celebrate Homestead’s history and diversity. Through alumni and veteran teacher guest speakers, engaging member presentations, and the unveiling of the Legacy Wall featuring Shutterfly photo prints of Homestead’s historical moments, the local community was positively impacted. In addition, the Legacy Wall will be displayed in a prominent location on campus to educate and impact Homestead’s community of nearly 200 staff members and over 2,400 students.

Degree of Involvement
Personal and Professional Contacts
Communication with Project Members
Project Snapshot held weekly meetings on Thursdays to inform members of upcoming events and work towards the project goals during each phase in innovative and collaborative ways. The project chairs sent reminder and summary emails for each meeting, utilized the Homestead FBLA website to publicize events, posted in the Facebook Group, and updated Project Snapshot bulletin board display in Room A207.

Communication between the project chairs, Leadership Committee, and members was crucial for the success of the project. Members were encouraged to actively participate in group discussions and offer feedback and suggestions on events and meetings. The chairs effectively organized the member base by delegating tasks to the Leadership Committee and groups of members.
Communication with Business Professionals

The project chairs met weekly with Cindy Van Horne, Stotee Parikh, and other Shutterfly leaders, in person or over Shutterfly’s video call service, Zoom, after establishing a strong personal connection through several initial in-person meetings. Emails and phone calls were exchanged when urgent messages needed to be delivered between the regular meetings. Mrs. Van Horne regularly attended Project Snapshot’s events and workshops and visited Homestead High School to check in on the project’s progress. Project members also interacted with business professionals through several workshops, the Shutterfly business tour, and the formal feedback presentation.

Hours

Over 120 dedicated project members spent over 3,500 hours on Project Snapshot during the 2016-2017 school year.

<table>
<thead>
<tr>
<th>Event</th>
<th>Total Hours Spent</th>
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<tbody>
<tr>
<td>Project Meetings</td>
<td>780</td>
</tr>
<tr>
<td>Officer Meetings</td>
<td>523</td>
</tr>
<tr>
<td>Liaison Meetings</td>
<td>55</td>
</tr>
<tr>
<td>Contacting Potential Partners</td>
<td>60</td>
</tr>
<tr>
<td>Shutterfly Tour</td>
<td>159</td>
</tr>
<tr>
<td>Homestead Legacy Night</td>
<td>267</td>
</tr>
<tr>
<td>Design Workshop</td>
<td>80</td>
</tr>
<tr>
<td>Survey Workshop</td>
<td>75</td>
</tr>
<tr>
<td>Off-Campus Work Events</td>
<td>95</td>
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<tr>
<td>Leadership Committee Interviews</td>
<td>130</td>
</tr>
<tr>
<td>Formal Feedback Report and Presentation to Shutterfly</td>
<td>85</td>
</tr>
<tr>
<td>Future Officer Preparation</td>
<td>60</td>
</tr>
<tr>
<td>Additional Hours Spent (Planning, marketing, etc.)</td>
<td>1150</td>
</tr>
<tr>
<td>Total</td>
<td>3519</td>
</tr>
</tbody>
</table>
Evidence of Publicity

Throughout Project Snapshot, members gained knowledge of business operations, developed technical skills applicable to future careers, and collaborated with peers and professionals to maintain a successful partnership with a national corporation. As a result, the project received high recognition from government officials, business leaders, and news media for its partnership with Shutterfly and the project's impact on members, the partner, and the community.

Letters of Recognition

Members composed formal letters to Sunnyvale Mayor Glenn Hendricks and Ro Khanna, U.S. Representative from the 17th Congressional District, who both commended Project Snapshot’s work in improving Shutterfly’s marketing strategies and products.

Publications

Project Snapshot has been featured in newspapers including Homestead FBLA’s Horizon and Homestead High School’s Epitaph, and the San Jose Mercury News. The Horizon published monthly reports of the project’s progress, impact, and the events and workshops that took place. In an interview with the Epitaph, the project chairs shared their experiences in leading a large-scale project and working with business professionals. They discussed the both the project’s major challenges, such as planning the logistics for the Shutterfly tour, and the most rewarding moments, such as seeing the culmination of the partnership at Homestead Legacy Night. Furthermore, Homestead FBLA’s successes were featured in the San Jose Mercury News.

“Working with Project Snapshot gave Shutterfly key insights into the high school market and tangible recommendations on how we can improve our marketing.”
- Cindy Van Horne, Head of Retention Marketing & Direct Mail, Shutterfly, Inc.

“I am certain that your project is not only an asset to our community, but a valuable learning opportunity towards the development of your future academic and professional goals.” — Glenn Hendricks, Mayor of Sunnyvale