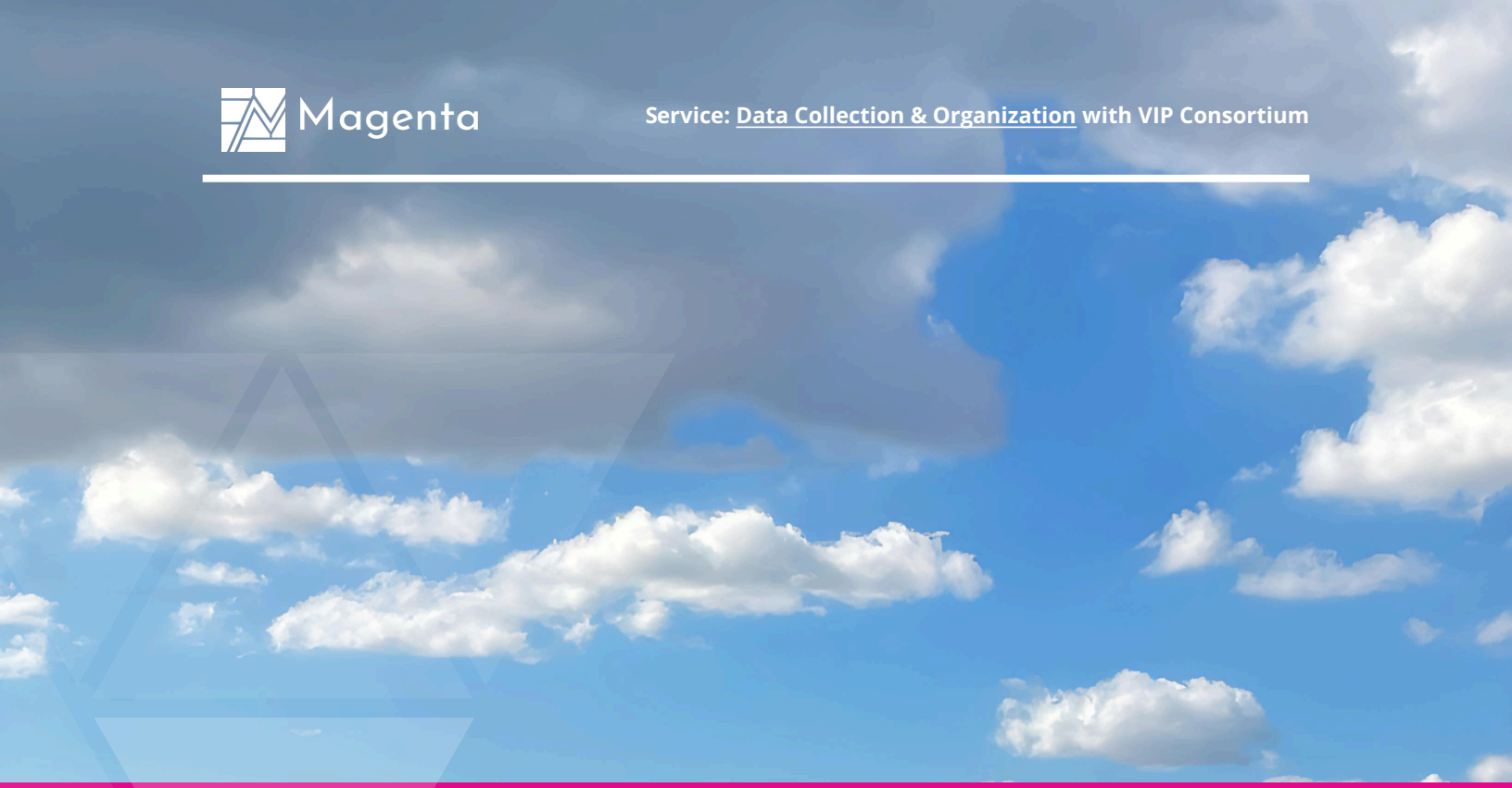


Magenta

Service: Data Collection & Organization with VIP Consortium

Case Study

Mapping Member Engagement to Scale Global Impact

With 44 institutions spanning six continents, VIP Consortium sought to create a more structured approach to member engagement and impact measurement.

Establishing clear expectations and consistent reporting would help the Consortium strengthen participation, validate student outcomes, and support continued global growth.

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Point of Departure

VIP Consortium is a worldwide network of colleges and universities that implement Vertically Integrated Projects, a learning model that puts undergraduate and graduate students in teams with faculty members to conduct collaborative, hands-on research projects. At its hub at Georgia Tech, the Consortium conducted research indicating that students who participate in VIP experience higher graduation and job placement rates than their peers who do not participate in VIP.

The Consortium's vision is to replicate VIP's positive student outcomes at schools around the world. In 2023, 44 institutions on six continents had implemented a VIP program. However, the Consortium experienced challenges in extracting student performance data from VIP sites, generally due to low response rates and fragmented impact metrics. While VIP had strong evidence of success at Georgia Tech, the Consortium lacked the shared structure, engagement expectations, and reporting processes needed to determine whether those outcomes were being replicated at other institutions.



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Flight Plan

Before the Consortium could collect stronger outcomes data, it needed a clearer way to organize member institutions by readiness and reporting capacity. Magenta worked with the VIP Consortium to develop a Member Journey Map that codifies the level of engagement for each VIP institution. The Map performs three essential functions:

- **Outlines criteria to categorize various VIP sites, clarifying the expectations and benefits of participating in the Consortium.**
- **Identifies actionable next steps to move sites toward deeper participation and stronger reporting.**
- **Illustrates VIP's growth strategy too potential funders by defining what it means to expand the Consortium with quality and consistency.**

Exhibit: **Member Journey Map (simplified for this case study)**

	Onboarding	Active	Contributing
Criteria	Pilots a VIP project Hosts a Consortium team member for a site visit	Collects student performance data Reports on progress Maintains steady student enrollment	Leads research on VIP outcomes Mentors new sites Hosts region
Consortium Offerings and Touchpoints	Annual membership agreement Startup workshop Startup handbook and toolkit	Annual VIP conference Student evaluation tools Recruitment and site growth roadmap VIP Consortium branding (drives credibility)	Regional hubs and events Industry collaborations on projects and events

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Liftoff

Rolling out the engagement requirements quickly highlighted which institutions in VIP's roster were positioned for stronger impact reporting, and which had fallen dormant. With all 44 VIP sites categorized, the Consortium could focus on moving Onboarding sites toward Active status and Active sites toward Contributing status.

From there, VIP Consortium approached schools in the Contributing stage to gather feedback on the most valuable benefits of engaging with the Consortium. The feedback enabled leadership to develop a startup toolkit, giving new sites a central hub of best practices and a more streamlined path to Contributing status. The startup toolkit is now a key recruitment tool for the Consortium.

Point of Arrival

The Member Journey Map equipped VIP Consortium with a shared structure for growth, engagement, and impact reporting across its global network. Since codifying the Map, VIP Consortium has implemented an annual membership agreement, onboarded six new VIP sites, and begun onboarding eight new sites — now a more streamlined process with clearer requirements.

Most notably, the Consortium **conducted an impact study measuring student performance at five Contributing sites,** underscoring the positive results of the original study at Georgia Tech. As a next step, VIP Consortium has secured a major industry partner to assist in developing a central online student evaluation tool that will streamline reporting of results across VIP's global network of colleges and universities.

Furthermore, the Member Journey Map enabled VIP Consortium to illustrate their engagement goals to potential funders. The Map clearly defines what it means to grow VIP and outlines the steps to do so. Armed with this clarity, VIP has secured $530,000 in funding to support progress across sites at various stages of engagement.

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