

Mentor Verification Form

Due to Lissa Fox by May 5, 2023

Student's name: Sam Mason

Mentor's name: Sean Curran

Senior Project Title: Creating a Successful Cycling Event That Benefits the Community

Since all of the time the student spent on the product phase of the Senior Project has been completed out of school, verification of the student's effort and time is necessary. Please answer the following questions to help the panel evaluate the student's experience on the product phase.

1. How often have you met with the student? Have you initialed the time sheet?

Weekly for 5 months leading to the event, and on occasion afterwards to review. Yes, I have initialed the time sheet.

2. Can you verify that the student spent at least 30 hours creating this product?

Yes_X_ No_____

Comments:

Sam significantly exceeded 30 hours during this project.

3. Have you seen the student's work at different stages of completion or have you only seen the final product?

I was able to see Sam working at many different times, and different facets required to complete this product.

4. What specific problem(s), if any, did this student encounter and overcome?

Creating a new cycling event, without prior history, and asking for success in the first year is never an easy task. It's very typical for events like this to work up to, and build to success over the years. This is true in the sense of profitability, but also quality.

5. What kind of risk or stretch was this product for the student?

On top of some skills and knowledge Sam already had in the cycling world, Sam had to learn to work in many new, and different roles in the project. He had to learn how to manage a team, plan and schedule many items needing coordination leading to the event, connect with land owners and sponsors, and design and execute branding and marketing content. There was also the additional risk of the event not meeting the required numbers for a profit to be made, and for things to run smoothly, and to create the community engagement he was hoping for.

6. What is your evaluation of the student's process?

To start, to see an opportunity to hold an event, that brings together a community to support youth of that community was a valiant idea. Sam used much of his prior knowledge as a participant of cycling events, and envisioned one that was different then all them by truly serving the local community it was operating within.

Sam was very organized in the planning and development of Slab City. This was very important to the success of the event, and I was very impressed from the beginning to see how well he managed things. I was also really excited to see him jump head first into roles he may not have considered to be roles he would have thought of. He was a very good communicator in an important part of outreach to landowners, and sponsors leading up to the event, and did a great job managing the schedule of a larger team. His organization of scheduling, and checking in with other team members was meticulous, and had an eye on the end goal of the entire project.

I believe Sam grew quite a bit through this project, in many different roles, but largely in the form of leadership.

7. What is your evaluation of the student's product?

The fact that his product was able to fundraise \$5000 dollars in an event's first year speaks greatly to the success of his product. But the larger success was the overall quality of the event and the smoothness it went off in. It was impressive to see over 100 riders all on the trails we ride everyday, pushing themselves to the limit, but still so happy with everything the event provided.

The local business that provided sponsorship and support for the event saw significant value and committed to continuation of support for the event in the years to come.

I believe the true testament to the success was how happy the participants were with the product the event provided, without even the consideration for the fundraising effort that was also taking place. The sense of community before, during and after was one to be remembered for both the local participants, and others that had traveled to the event.

8. Do you have any other comments for the panel to consider?

I think this product is a perfect example of using the students' prior interests and skills, to dive into something tangential, but completely unknown, and a better product was created because of it.

Slab City will continue for years to come, thanks to the success of Sam's project. Ridgeline Outdoor Collective now sees this event as a key fundraising opportunity, specifically to support youth cycling in the Randolph area, but also as a congregation of the community.

Signature Sean Curran Date 5/2/2023

Name Sean Curran
(please print)

Thank you for your participation!

**Please join us at the Mentor Reception
on Thursday, May 25, 2023
from 5-6:30 PM in the RU Media Center
to celebrate the success of our students and their mentors!**