

Project Lagro

Private preview customer guide

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This document provides guidance and a set of resources for leaders from universities partnering in the Project Lagro private preview.

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Overview of Project Lagro

Project Lagro prepares and enables students to navigate their career journey in a personalized and user-friendly manner. Many students come to university with their future goals in mind, and some make these goals during college. And while 80% of college students want to find purpose in work, only half succeed in doing so ([Gallup 2019](#)). Project Lagro lays the groundwork for student success by connecting them with jobs, people, and learning resources as they explore and navigate their career. Project Lagro will accompany students from their first-year orientation through graduation, and beyond to their career. The student experience is private and personalized using labor market insights from the LinkedIn Economic Graph that consists of more than 20 million open jobs, 660 million members, 36 thousand listed skills, and 30 million companies across more than 200 countries.

Students will:

- Explore job roles that exist in today's economy
- Learn from the career journeys of school alumni
- Understand the skills they have and those needed for their desired first job and career
- Leverage real-world labor market insights from LinkedIn to inform their career choices
- Align their academic and extracurricular choices with their chosen career goals
- Learn technical, professional, and job seeking skills to achieve their career goals
- Connect and learn from university alumni and their local community to support their career goals.

Project Lagro is offered through [Microsoft Teams](#), a Microsoft 365 communication and collaboration platform that businesses and organizations are adopting around the world to build successful teams. Check out "[5 attributes of successful teams](#)" for why Microsoft Teams builds stronger teams.

Private preview partnership

Your college/university is invited to become a “private preview” customer for Project Lagro. A private preview is used to pilot and test the app before it becomes available to all students and universities. By agreeing to participate in the private preview, you commit to establishing a collaborative partnership with Microsoft and LinkedIn.

Benefits of participating in the private preview

- Early use of beta product version and students gain an experience for their resume. Top engaged students receive a LinkedIn recommendation from a Microsoft team member.
- Monthly reviews to advise on upcoming product features
- Preview university insights for students and alumni
- Increase thought leadership in using technology to address student success.
- Opportunity to participate in a customer case student to share globally once Project Lagro is launched to the public.

University contributions for the private preview

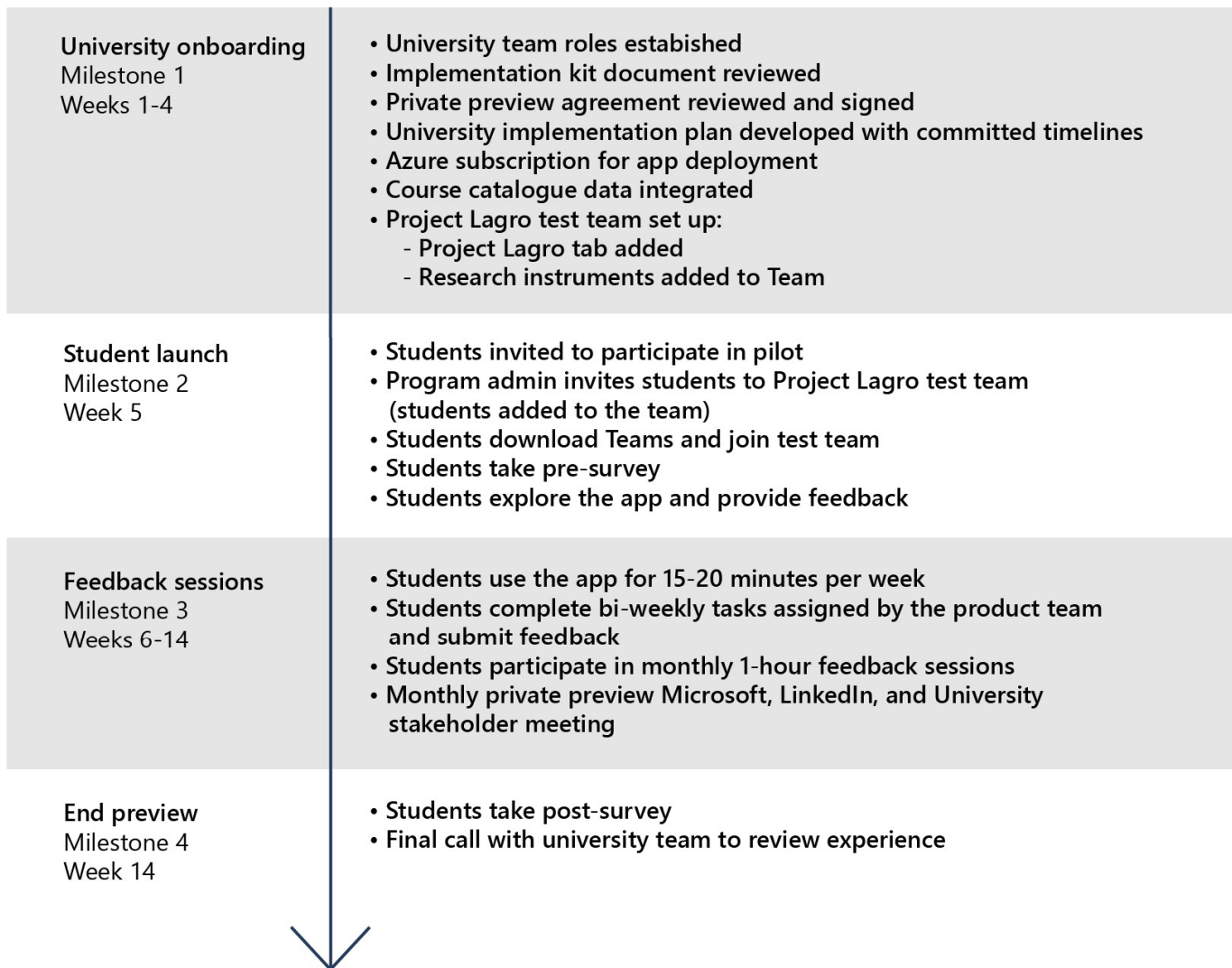
1. Engage 1,000 students minimum to participate in a Project Lagro cohort for 4 months.
2. Deploy technical requirements within 4-6 weeks from private preview start date when participation agreement is signed by both parties
3. Engage universities stakeholders in IT, career services, chancellors, and faculty to sponsor, advise, and implement deployment
4. Advise on upcoming product milestones
5. Estimated Azure costs are \$2,000-2,500 per month for private preview period

Technical requirements

1. Office 365 tenant with Azure AAD, with 2-3 guest accounts for Project Lagro team members
2. Microsoft Teams deployment with channel created to install the Project Lagro app
3. Azure subscriptions to deploy and monitor Azure services that underlie Project Lagro
4. Course catalog and course syllabus data to identify skills gained from students’ academic experience or permission to scan online public course catalog
5. Enable LinkedIn account connections in Azure Activity Directory
6. LinkedIn Learning campus subscription (preferred)

Implementation timeline

PHASES



University team roles and responsibilities

The following roles and responsibilities are needed to deploy the Project Lagro private preview.

Campus sponsor

The campus sponsor can be a university provost, CIO, college dean, or similar leader who provides overall sponsorship and approval for participating in the Project Lagro private preview. This person is the executive champion and connects with university leadership to support university contributions. As the private preview proceeds, this leader will advise on public release and expansion to the broader University.

Key tasks

- 1) Onboarding
 - a. Identify and engage individuals for the program lead and technology lead roles.
 - b. Partner with the program lead to communicate the value of the private preview opportunity to key stakeholders in decision-making.
 - c. Drive forward approvals for legal, research or privacy agreements as needed.
- 2) Launching the pilot student cohort:
 - a. Advise on the student cohort(s) to participate in the private preview.
 - b. Advise on communications to faculty or career services who would directly work with students using Project Lagro.
- 3) Public launch
 - a. Prepare a case study to showcase the private preview partnership and outcomes that is approved for Microsoft and LinkedIn public use.
 - b. Volunteer to participate in public speaking engagements for press, conferences, etc.
 - c. Advise and guide university-wide implementation

Key resources

- **Private preview agreement template**
- **Project Lagro kick-off PowerPoint**
- **Project Lagro introduction video**

Program lead

The program lead is a critical implementation partner for the success of the Project Lagro private preview with the university. This role can be filled by a department leader, a faculty member, a career services advisor, or a member of the IT staff.

Overall responsibilities

- Distribute Microsoft and university documents covering the private preview and gather approval by all necessary parties.

- Liaison with IT to deploy Project Lagro app and associated Azure services.
- Partner with university stakeholders to coordinate student cohort rollout. Activities include identify student group, create communications to recruit and engage students, and collaborate with faculty and staff stakeholders to create a positive student experience.
- Maintain updated project status and university stakeholder communications.
- Monitor pilot research outcomes and advise on areas of improvement

Key tasks

- 1) Onboarding:
 - a. Manage the day to day implementation of the partnership. Ensure university stakeholders understand the app and the goals of the partnership.
 - b. Facilitate the university's legal advisors to review and approve the Project Lagro private preview agreement. This document lays out the data and IP sharing terms and conditions and sets clear legal expectations for the partnership.
 - c. Coordinate stakeholder communications, rooms, scheduling, and other logistics as needed.
- 2) Launching the pilot student cohort:
 - a. Identify and recruit students to participate in the pilot student cohort for Project Lagro. Minimum student target is 1,000. All grades and majors welcome. Expectation is students will use the app during this preview period for 10-12 weeks.
 - b. Coordinate with faculty or career services advisors who will work with students to use and give feedback on the app.
 - c. Plan and coordinate communication materials to introduce the app to students. Share new materials with Microsoft to align messaging.
 - d. Support pilot research as needed
 - e. Set up team in Microsoft Teams for student pilot cohort and Project Lagro app. More than one Team can be created with different students in each team. Each team can host up to 500 students.
 - i. Create a team in Microsoft Teams and add the student cohort to that team.
 - ii. Add Project Lagro to the team as a 'tab.' See instructions [here](#).
 - iii. Add a "Forms" tab to the team with the pre-survey for students to take before they begin using the app. See [Resources](#) for pre-post survey instructions.
 - iv. Add user researchers from Microsoft to the team to monitor feedback and pose questions to students in the conversations tab.
- 3) Public launch
 - a. Prepare a case study to showcase the private preview partnership and outcomes that is approved for Microsoft and LinkedIn public use.

- b. Volunteer to participate in public speaking engagements for press, conferences, etc.
- c. Advise and guide university-wide implementation

Key resources

- **Private preview agreement template**
- **Project Lagro kick-off PowerPoint**
- **Project Lagro introduction video**
- **Pre-post survey instructions**
- **Email and comms templates**

Technology lead

The technology lead role partners with the IT team at the university, college or department participating in the preview. Understanding of Azure architecture and services is required. Refer to [Microsoft.com/learn](https://microsoft.com/learn) for learning material. Work closely with Microsoft and LinkedIn engineering teams to set up and deploy Project Lagro.

Responsibilities

- 1) Partner with Microsoft and university stakeholders to launch and operate Project Lagro app. Facilitate key technical reviews for university approvals. Includes architecture, data + privacy and acceptance testing review.
- 2) Facilitate creation of Azure resource groups to deploy Project Lagro services. Option to grant service principal access to deploy services for the private preview. Share and discuss analysis for Azure costs incurred for pilot.
- 3) Connect Microsoft with course catalog and student transcript data sources so Project Lagro can help students identify the skills they have gained from their experiences.
 - a. Course catalog data fields listed in Resources. Integration options include
 - i. scrape public facing course catalog website or
 - ii. call course catalog APIs or
 - iii. ad hoc ingestion from a CSV export of course catalog
 - b. Student transcript options include
 - i. student uploads unofficial transcript or
 - ii. connect to student information system.
- 4) Enable LinkedIn account connections in Azure Activity Directory – [see instructions here](#)
- 5) Coordinate with program lead to invite students in Microsoft Teams who agree to participate in the pilot into the Project Lagro team. Note: 500 max students per team.
- 6) At the end of private preview, transition Project Lagro to public offering. Could include migrating or integrating data into a new set of services. Advise and guide university-wide implementation.
- 7) Contribute to case study to showcase the private preview partnership and outcomes that is approved for Microsoft and LinkedIn public use. Volunteer to participate in public speaking engagements for press, conferences, etc.

Key resources

- **Project Lagro architecture diagrams**
- **Course catalog data field requirements**

Students

Students will test our hypothesis that Project Lagro 1) increases student awareness of their personal career goals and 2) increases their knowledge of career skills they currently have, and qualifications they will need for their personal career goals.

Student private preview participants can be from a variety of backgrounds and education levels. The Project Lagro team is looking for input from students of any age range, any year or major, and any level of academic achievement. It will be up to the university to decide the student groups they would like to involve in the preview. Ideal student participants will be representative of the broader university population and interested in engaging in constructive feedback on Project Lagro.

Responsibilities

- 1) Check university communication channels for invitation to participate in Project Lagro private preview. An email template for student recruitment to participate in the private preview can be found in Resources.
- 2) Sign and/or agree to participate in Project Lagro private preview. Universities may require an explicit consent document that students sign when they agree to participate.
- 3) Students receive and follow instructions for downloading the app.
 - a. The launch of the private preview with students should be carefully planned. While it can take place through a "broadcast" email to hundreds of students, explicit instructions, and hyperlinks to the Teams channel in which the app is hosted, should be provided.
- 4) Students use the app for a minimum of 15-20 minutes per week and provide the feedback requested:
 - a. Responding to pre and post surveys
 - b. Performing bi-monthly 'tasks' in the app that will be sent out via the conversation tab and providing feedback on those tasks through the surveys associated with these tasks. Our aim is to make these tasks useful for students, therefore, they will be designed with consideration to help students' make steps towards their career goals.
 - c. Participating in 1:1 Teams feedback sessions with a user researcher, recruitment for these sessions will be through the bi-monthly tasks communication.
 - d. Optional: using the app at least 15-20 minutes per week with a specific career goal in mind (e.g., explore network) for the weeks where no tasks are assigned by the product team. Then providing feedback via the Teams conversation or within the app itself.

Throughout the preview, Microsoft product group will work with the university team to answer questions, collect input on the app, and generally help problem-solve as issues arise.

Key resources

- **Email and communications templates**

Resources

Project Lagro resources

- Project Lagro kick-off PowerPoint
- Project Lagro introduction video
- Project Lagro architecture diagrams
- Course catalog data field requirements
- Pre-post survey instructions
- Microsoft Teams training

Templates

- Private preview agreement template
- Email and communications templates
- Student FAQ template