Client Case Study:
Loyola University Maryland, CCSJ

LCG
Loyola Consulting Group

Industry: Non-Profit
Location: Baltimore, MD

Our Role

Loyola's Center for Community, Service, + Justice (CCSJ) connects campus and community for a more just and equitable world.

Inspired by Loyola's Jesuit Catholic educational mission and identity that calls for a dynamic integration of academic excellence, social responsibility, and faith that does justice, CCSJ is committed to reciprocal collaboration with community partners and to involvement with people who are marginalized. CCSJ aspires to place a shared emphasis on the engagement of Loyola students and faculty and the pursuit of positive community impact in Loyola's immediate York Road neighborhoods, throughout Baltimore City, and the world.

CCSJ requested Loyola Consulting Group at Loyola University Maryland, Inc. support in local purchasing power efforts.

Solution

LCG researched strategies for systematically getting campus partners to utilize York Road businesses for catering and other services, outlined the existing infrastructure and future opportunities for Loyola to implement that currently exists at other Universities, and proposed recommendations for preferred models and scalability of the program. The team crafted a spreadsheet listing businesses along the corridor and academic courses to implement experiential learning opportunities. LCG collected information through a survey about student's want for transportation off campus and received about 200 responses.

LCG Team Composition

Consultant - Skyler Betournay

Analysts - Matt Rogers, Alex Dediu, Stephen Thompson, Tim Hutchinson

Business Results

Created an Excel Spreadsheet consisting of 80 businesses researched out of the 100+ on the corridor

Generated list of 20 different and potential academic courses to implement York Rd. into their itinerary and syllabuses

Collected information through a survey about student's want for transportation off campus and received ~200 responses

Class on the Corridor!

Plan an outing with your students along the York Road corridor and support a local business.

CCSJ grants can provide up to $250 per class.

Apply Here:

Survey Results