



Project Overview

The **Innohub Launchpad** at Wheaton College provides high-level strategic support to innovative companies by deploying agile student consulting teams. For this project, a team consisting of **four - five Wheaton College students** and an **Industry Mentor** will collaborate with Wheaton Park District (WPD) from **17 September to 11 December 2026**. The team will act as an extension of the WPD's staff to engage the community to understand their perceptions, priorities, concerns, and overall sentiment toward the proposed Pool and Field House projects.

Students will follow an iterative process informed by the *Design Thinking* methodology: empathize, define, ideate, prototype, and test. WPD will be invited to provide feedback at key checkpoints to ensure alignment and shared vision.

This document serves as an initial scope of the project in a collaboration process. Following the start of the 2026 Fall Semester, WPD will receive a formal, detailed proposal from the student team, outlining project plans, deliverables, and timelines.

Introduction

Based in Wheaton, Illinois, **Wheaton Park District (WPD)** is exploring community support and priorities related to potential **Pool and Field House projects**. Understanding the perspectives of both current Park District participants and the broader Wheaton community will be an important component of WPD's planning process. Through this project, **InnoHub students will support WPD in developing and implementing a structured community research and engagement strategy.**

Project Scope

Two student teams will support parallel workstreams—**Pool** and **Field House**—using a phased approach that allows WPD to evaluate findings and determine whether to continue with proposed projects.

- **Surveys — Fall 2026**

- Researching best practices for community surveys and project-related public engagement.
- Developing evidence-based surveys for the Pool and Field House projects.
- Identifying target audiences and developing outreach strategies to reach both current Park District participants and the broader community.
- Supporting survey distribution and response collection.
- Analyzing survey data to identify community priorities, concerns, trends, and areas requiring additional research.
- Preparing a written report summarizing findings and recommendations.

Expected Outcomes

Upon conclusion of the project, WPD will receive the community data and analysis to inform decisions regarding future planning and engagement:

1. **Community Survey Instruments:** Completed Pool and Field House surveys designed to gather actionable feedback from relevant community audiences.
2. **Community Outreach Strategy:** A documented approach for reaching current Park District users as well as members of the broader Wheaton community.

3. **Survey Findings Report:** An analysis of responses highlighting key priorities, concerns, trends, and differences among respondent groups.
4. **Community Engagement Recommendations:** Recommendations identifying topics or audiences that may warrant additional exploration through focus groups or individual outreach.
5. **Foundation for Future Research:** A structured body of community feedback that WPD can use to determine next steps and guide future phases of community engagement.

The project is intended to provide **objective community research rather than advocacy for or against either projects**, giving WPD credible information that can support informed planning and future engagement decisions.

Timeline

Fall Semester, 2026

Innohub Allocated Resources

- 4-5 students for each project each averaging 5-6 hours/week
- One industry mentor

WPD Allocated Resources

- Staff to meet regularly with the students to represent WPD's interest and provide necessary feedback
- Access to existing constituent communication channels (such as email lists) for survey distribution, with the Park District retaining control over communications as appropriate.
- Background information on the pool and field house projects, prior research, and any relevant data.
- Timely review of draft survey instruments and other project deliverables so the project can remain on schedule.

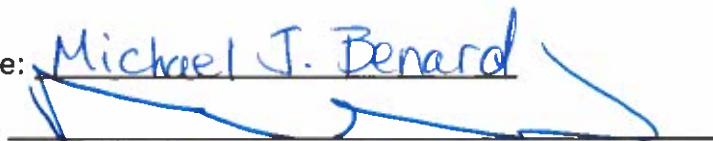
Cost

\$5,000 per project x 2 Projects for a total of \$10,000

Print Name:

Michael J. Benard

Signature:



Date:

9/15/2026

