



CARIBBEAN  
SCHOOL  
OF  
**DATA**

# **CSOD Course**

Internship – Treasure  
Beach Smart Community

April, 2022

## Course: CSOD Internship Course

### Course Description:

Welcome to the CSOD Internship Course “Treasure Beach Smart Community”. This is a special internship program for students from the TBWG cohort that have completed the CSOD LEVEL I program and have acquired practical and value-creating data skills for today's Digital economy, including the use of digital productivity tools for data collection, analysis and visualization. This internship program provides an opportunity for students to reinforce and apply the knowledge and skills gained from the Level I courses to participate in, and support the Treasure Beach “Smart Community” project.

This Internship is organized over a six-week period and is structured as follows:

1. **Week 1:** Introduction to Geospatial Data and Mapping concepts – select modules from the CSOD Level II Program
2. **Week 2:** Familiarize with the Treasure Beach Smart Community initiative and the Treasure Beach Mobile App | Assigned 10 business places for engagement
3. **Week 3:** Work with Place owners to familiarize with the Mobile App and identify data to be cleaned, added
4. **Week 4:** Data Cleaning: Edit map data / Field mapping: collect new data using the KoboCollect App
5. **Week 5:** Train business owners to use the Mobile App / Update their place and event data
6. **Week 6:** Launch Treasure Beach Digital App

### Purpose of the Internship:

Data Literacy and the ability to *collect, organise, manage, evaluate and apply* data, especially geospatial data, to various business scenarios and activities is rapidly becoming an essential in-demand employability and entrepreneurial skill. However Data skills provides many more opportunities for creating social and/or economic value. This Internship program provides an opportunity for students to reinforce and apply the knowledge and skills gained from the Level I courses to support the Treasure Beach “*Smart Community*” project, and to become a key part of the local support community for this ongoing initiative. Students will also be able to identify potential value-creating opportunities from working with geospatial data.

### Learning Objectives:

1. Use digital tools and technologies to conceptualize and work virtually on data-enabled initiatives
2. Familiarize with the Treasure Beach Smart Community initiative and use of the Treasure Beach Mobile App
3. Support Place (Business) owners in Treasure Beach to create and edit geospatial data using digital tools
4. Support the official Launch of the Treasure Beach Digital App
5. Explain the concept of Interactive Community Mapping and potential applications
6. Identify and assess a real-world community problem situation that could be addressed using geospatial data and/or a community mapping initiative

**Target Audience:**

The internship program is designed for students from the TBWG cohort that have completed the CSOD LEVEL I program, or have otherwise acquired digital competencies.

**Time Required:**

Estimated time to complete the internship program is six (6) weeks. Students should expect to allocate 8 – 10 hours per week to complete the related activities.

## Weekly Activity Outlines:

Below is a brief description, a list of learning objectives and topics to be covered during each week of the internship:

### Week 1: Introduction to Geospatial Data and Mapping concepts

The Internship program will require students to organize and work effectively in an online virtual workspace using digital communication and collaboration tools. In the **1<sup>st</sup> two weeks**, students will be introduced to Geospatial Data and Mapping concepts, and will complete select modules from the CSOD Level II Program

### Learning Outcomes:

By the end of the weeks 1 & 2 students will be able to:

1. Organize an online virtual workspace using digital tools and technologies to conceptualize and work virtually on data-enabled initiatives
2. Discuss the prevalence and increasing importance of geospatial data
3. Explain the concepts of Global Positioning System (GPS)
4. Understand basic mapping concepts and the use of various mapping elements: points, lines, polygons, attributes
5. Explain the concept of interactive mapping community (ICM) and applications of ICM in Tourism, Social Development and Business development
6. Familiarize with various digital tools that support ICM

### Related Topics:

1. Digital communication and collaboration – Choosing the right tools
2. Exercise 1: Setting up the online workspace and resources
3. Geospatial Data and Technologies
4. The Global Positioning System (GPS) – How does it work?
5. Exercise: Working with GPS to Create Your Own GeoData

6. Basic Mapping concepts
7. Interactive community mapping - Applications and Opportunities
8. ICM Digital Toolkit

## Week 2: Familiarize with the Treasure Beach Smart Community initiative | Treasure Beach Mobile App

Interns will complete the orientation with select modules from the CSOD Level II Program, during week 2. The interns will also be introduced to and familiarize with the Treasure Beach Smart Community initiative and the supporting Treasure Beach Mobile App. With the installed mobile App, students will view the kind of data maintained on various types of locations, and the functionality of the App to search, view, navigate and update location information and events.

Each intern will be assigned 10 business places (currently *on the mobile app*) for engagement and 5 new locations (*not currently on the mobile app*) to be mapped.

### Learning Outcomes:

By the end of the week 2, students will have completed the introduction to the CSOD Level II courses and will be able to:

1. Describe the objectives and components of the Treasure Beach smart community initiative
2. Download, install and use the functionality of the Treasure Beach Mobile App
3. Search, navigate, display and update location attribute data on the Treasure Beach App
4. Present / explain the concepts of the **Treasure Beach smart community initiative** to community stakeholders
5. Demonstrate / explain the use and benefits of the **Treasure Beach Mobile App** to community stakeholders

### Related Topics:

1. Treasure Beach smart community initiative
2. Treasure Beach Mobile App
3. Search, navigate, display and update location attribute data on the Treasure Beach App
4. Selection / Assignment of business places for engagement
5. Elevator Pitch: Treasure Beach smart community initiative and the Treasure Beach Mobile App

### **Week 3: Work with Place owners to familiarize with the Mobile App and identify data to be updated, added**

Interns will engage with the ten (10) designated place-owners to introduce the concept of the Treasure Beach smart community initiative and demonstrate / explain the use and benefits of the Treasure Beach Mobile App. They will identify, in consultation with the place-owners, and collect information about data to be updated, corrected, added, including:

- Location description, category, pictures, features
- Address information: street, community
- Contact information: email, telephone#, website
- Event information (identify any events to be hosted at the location within the next 4 – 6 weeks)
- Operating hours

The data collected on places already existing on the Map will be recorded in a spreadsheet for subsequent updating/editing.

#### **Learning Outcomes:**

By the end of week 3 students will have completed the following:

1. Presented / explained the concepts of the Treasure Beach smart community initiative to at least ten (10) designated place-owners
2. Demonstrated / explained the use and benefits of the Treasure Beach Mobile App to at least ten (10) designated place-owners
3. Encouraged the download / installation / use of the Treasure Beach Mobile App by the designated place-owners
4. Captured updated information for ten (10) designated locations
5. Captured at least three (3) quality images for ten (10) designated locations

#### **Related Topics:**

1. Elevator Pitch: Presenting Treasure Beach smart community initiative and the Treasure Beach Mobile App to location owners
2. Using the Treasure Beach Mobile App
3. Location data collection / updates using Google sheets

## Week 4: Data Cleaning: Edit map data / Field mapping: collect new data using the KoboCollect App

Interns will use the location data collected during week 3 to update the place information on the Treasure Beach Digital map / mobile app. The updated information will be validated with their designated place owners.

Interns will be introduced to the concepts of Interactive Community mapping and its applications. Each student will identify up to five (5) locations (*not currently on the map*) and undertake field mapping to capture and upload the location information using the KoboCollect mobile app.

### Learning Outcomes:

By the end of week 4, students will have:

1. Updated place information on the Treasure Beach digital map/mobile app
2. Validated updated map information with their designated place owners
3. Understood the concept of Interactive Community Mapping and potential applications
4. Mapped new location information for at least five (5) places (*not currently on the map*)

### Related Topics:

1. Edit / Update place information on the for the Treasure Beach digital map
2. Field mapping / attribute data collection using KoboCollect
3. Interactive community mapping process (ICM)
4. ICM applications and opportunities



## **Week 5: Train business owners to use the Mobile App / Update their place and event data**

Once the location data has been updated and validated in the TB digital map, Interns will train their designated place owners to use the TB digital mobile app, for various functionality, including:

- Searching and displaying their own place information
- Updating their place information: description, contact, pictures, etc.
- Adding dynamic information: Specials (eg. Menus), Event information

### **Learning Outcomes:**

By the end of week 5, students will be able to:

1. Train place owners on the use of the TB digital mobile app
2. Assist place owners in updating static place information
3. Assist place owners in updating Event information

### **Related Topics:**

1. Updating the TB digital mobile app
2. Updating Event information

## **Week 6: Launch Treasure Beach Digital App / Conceptualize a community mapping initiative**

Interns will actively participate in supporting the local launch of the Treasure Beach digital app, as community advocates, demonstrating the use of the App and the components of the Treasure Beach smart community initiative. A launch event for the Treasure Beach digital mobile app will be organized with the DMO and TBWG and other Treasure Beach stakeholders. As a virtual group, Interns will brainstorm and conceptualize a future community mapping initiative and develop the idea using the business model canvas.

### **Learning Outcomes:**

By the end of this module students will be able to:

1. Support the launch of the Treasure Beach digital mobile app
2. Explain the concept of a business model using the business model canvas
3. Group Brainstorm a community mapping venture that uses geospatial data collection
4. Develop a business model canvas for their business venture

### **Related Topics:**

1. Launch of the Treasure Beach digital mobile app
2. What is a Business model?
3. The Business Model Canvas
4. A Business Model Canvas illustration
5. Conceptualizing your business venture