



# Case Study Collection

HUMANITIES

**Important note:**

1. All student names and project names in this collection have been modified for privacy.
2. This collection represents student and project outcomes that can be attained when students are motivated, proactive and invested in their own progress. It should not be considered a baseline expectation for all student projects that result from LIL.
3. Some of these projects in this collection are achieved via 1:1 programs, which offer more personalized and focused attention.

# 24/25 App Season: LIL Alumni Admissions Results

From a cohort of 96 students who applied in this cycle

## IVY LEAGUE + IVY ADJACENT

Harvard University	2
Yale University	4
Princeton University	1
Dartmouth College	1
Cornell University	6
University of Pennsylvania	3
Columbia University	3
Stanford University	4
Duke University	3
<b>TOTAL</b> (about 28%)	<b>27</b>

## TOP 30

Johns Hopkins University	4
Northwestern University	2
Georgetown University	1
Carnegie Mellon University	2
University of Michigan	7
Georgia Tech	6
UC Berkely	9
University of Washington	8
UC Los Angeles	11
Emory University	4
New York University	14
Rice University	5
Tufts University	1
Washington University St Louis	2
Boston University	7
Purdue University	3
University of Southern California	8
UNC Chapel Hill	8
Vanderbilt University	2
UT Austin	1
<b>TOTAL</b> (about 108%)	<b>105</b>

## TOP UK

Cambridge University	1
University College London	2
London School of Economics	1
<b>TOTAL</b> (about 4%)	<b>4</b>

## TOP LIBERAL ARTS

Amherst College	1
Williams College	1
Swarthmore College	1
Babson College	2
<b>TOTAL</b> (about 5%)	<b>5</b>

## NON-US, NON-UK

University of Sydney	1
University of British Columbia	3
Hong Kong University	1
University of Toronto	2
<b>TOTAL</b> (about 8%)	<b>7</b>

## TOP SPECIALTY SCHOOLS

Rhode Island School of Design	1
Pratt Institute	2
Parsons School of Design	1
School of Visual Arts	1
<b>TOTAL</b> (about 5%)	<b>5</b>



## LIL Guarantee

- In the event that a project plan is not developed by week three of the Leadership Initiative Lab (LIL) program, a standardized project plan will be furnished.
- Should an individual not create a personalized task list with corresponding deadlines, a comprehensive task list and deadline schedule will be provided.
- Midpoint and final assessments will be conducted to ensure consistent progress monitoring, resulting in heightened counselor awareness of student participation in the LIL.
- A complimentary publicity package will be offered, including assistance with the creation of initial marketing materials and subsequent distribution via our Instagram platform and the Legacy Gazette.
- Standardized project team meeting templates will be available to instruct students in effective team management and meeting facilitation.

## LIL Overview

- Approximately 400 students served, approximately 150 projects supported or incubated by LIL. Of these, approximately 80 are active projects.
- LIL Programs are now integrated into most IGP packages across all ages.
- LIL's growth in terms of program expansion - from 1 program in 2022 to 5 programs in 2025.

### LIL Venture Fund

- Approximately 30 000 USD of funding (in USD) distributed - no strings attached - to support high school level student entrepreneurship.
- Approximately 60 projects awarded funding over 5 funding cycles.
- Offers in-house extracurricular opportunity for our students - become a Limited Partner of the LVF which boosts finance/economic/business type profiles

### Research & Innovation Showcase (twice a year)

- Featuring student project work and research work at each Showcase.
- Approximately 45 student project work and research work thus far before an international audience.
- Offers in-house extracurricular opportunity for our students - become a member of the Showcase Planning Committee which boosts leadership and organizational elements across all profiles

### LIL Speaker Series

- 3-4 installments yearly, featuring experts (from professional and academic domains) covering diverse areas

### Legacy Gazette

- Full issues (alternating STEM and Humanities) every 2 months, featuring student work and classifieds sections full of extracurricular opportunities
- Classifieds updates every other month when we do not run full issues
- Offers in-house extracurricular opportunity for our students - join Legacy Gazette Editorial Team

### LIL Club Fair

- Held annually in September, featuring all active projects across LIL network
- Designed to cater to time zones globally, over one full weekend, to facilitating connections, networking and project expansion
- Prize money also given out to winners at Club Fair

### LIL Special Themed Conferences

- special platform for projects within specific domains to get featured before an international audience

- Biochem/BioTech conference
- Sino-American Economic Forum
- Youth Got Healthcare Conference

# Lucas & The Invisible Tale

## Lucas's Initial Challenges in Project Conception

- Lucas aimed to create a platform for writers, particularly those from diasporas and marginalized communities, but faced several initial challenges:
  - Defining the Publication's Scope: Lucas struggled to determine the precise focus of The Invisible Tale. He questioned:
    - Which genres of writing to include (poetry, fiction, essays, etc.)?
    - Which specific marginalized communities to prioritize?
    - Whether to have a broad or narrow thematic focus for each issue?
  - Establishing the Publication's Purpose: Lucas was uncertain about the core mission and identity of the publication. He considered:
    - Should it primarily function as a traditional literary journal showcasing creative writing?
    - Should it serve as a platform for social and political commentary from marginalized perspectives?
    - Could it be a tool for community building and networking among writers?
  - Structuring the Publication's Content: Lucas faced difficulty in organizing and presenting the diverse voices and creative works he hoped to feature. He pondered:
    - How to create a cohesive flow and narrative across different pieces?
    - Whether to group works thematically, by genre, or by author identity?
    - How to balance showcasing individual voices with creating a unified publication identity
  - Reaching the Target Audience: Lucas worried about how to effectively connect with writers and readers from geographically dispersed and often underrepresented communities.

- Building Credibility and Legitimacy: As a student launching a publication, Lucas was concerned about gaining recognition and respect within the established literary world.
- Securing Content and Sustaining Engagement: Lucas was unsure how to consistently attract high-quality submissions and maintain audience interest over time.

## LIL's Support in Overcoming Lucas's Challenges

LIL provided guidance and resources that were crucial in helping Lucas navigate these challenges:

- **Guidance in Defining Scope and Purpose:**

- LIL mentors worked closely with Lucas to help him narrow the publication's focus to writers from diasporas and marginalized communities, providing a clear target audience.
- Through facilitated discussions, LIL helped Lucas articulate the core purpose of The Invisible Tale: to empower these voices, amplify their stories, and foster a sense of belonging.
- LIL offered advice on structuring the publication's content, suggesting thematic organization, editorial sections (creating 3+ sections), and strategies for showcasing diverse creative works in a compelling way.

- **Assistance in Building Community and Outreach:**

- LIL leveraged its network to connect Lucas with 10+ potential writers, artists, and community organizations that aligned with the publication's mission, helping him establish a strong foundation of contributors.
- LIL provided strategic guidance on using social media, online platforms, and partnerships to effectively reach the target audience, build a readership (growing readership by 40%), and create a sense of community around the publication.

- **Support in Establishing Legitimacy:**

- LIL mentors offered guidance on developing a professional editorial process (creating a 7-step process), setting quality standards for submissions, and seeking endorsements or collaborations with established literary figures or institutions to enhance the publication's credibility.
- LIL advised Lucas on creating a strong online presence (designing a website with 200+ visits/month), developing marketing materials, and participating in literary events to raise the publication's profile.

- **Resources for Logistical and Operational Success:**

- LIL provided resources and guidance on website development, design, and online publishing tools, enabling Lucas to create a professional and accessible platform for the publication (reducing website bounce rate by 20%).
- LIL supported Lucas in developing a sustainable workflow for submissions, editing, publishing, and promotion, ensuring the long-term viability of The Invisible Tale (resulting in the publication of 4+ issues).

- **Facilitation of Expansion Strategies:**

- LIL facilitated the establishment of 2+ international chapters by connecting Lucas with potential chapter leaders, providing resources for organizing local events and activities, and helping to build a global network.

- LIL supported the creation of creative writing courses by offering curriculum development advice (creating 2+ courses), connecting Lucas with educational resources and potential partners, and helping him to implement programs that empower underserved communities through literacy and creative expression (enrolling 40+ students).

### Impact and Achievements Resulting from Lucas's Efforts

Through Lucas's dedication and LIL's support, The Invisible Tale achieved significant success:

- The publication successfully created an international platform for 100+ marginalized voices, giving writers a space to share their stories and connect with a global audience.
- The establishment of international chapters broadened the project's impact, fostering local creative communities and providing on-the-ground support for writers in 2+ countries.
- The development of creative writing courses contributed to social good by providing educational resources to 40+ underserved students, empowering individuals through literacy and self-expression.

# Mary & Philosophize

## Part 1: Challenges Faced by Mary

Mary, a passionate advocate for philosophy, aimed to launch "Philosophize," a project designed to make philosophical concepts accessible to a broad audience, primarily through a podcast. However, she encountered several key challenges:

- **Conceptualization and Focus:**

- Initially, Mary struggled to define the precise scope and direction of her project.
- She needed guidance in shaping her vision into a concrete plan.

- **Demystifying Complex Concepts:**

- Translating intricate philosophical theories into digestible, everyday language proved difficult.
- She struggled to avoid academic jargon while maintaining the integrity of the subject matter.

- **Reaching a Non-Academic Audience:**

- Marketing and outreach to individuals outside of traditional academic circles posed a significant hurdle.
- Building an audience unfamiliar with philosophical discourse required a unique approach.

- **Technical and Production Hurdles:**

- Producing a high-quality podcast demanded technical expertise in audio recording, editing, and distribution.
- Mary faced challenges in acquiring and mastering the necessary tools and software.

- **Maintaining Relevance:**

- Showing the everyday applications of philosophical ideas, and their current importance, was a large hurdle.

- **Expanding Beyond Audio:**

- Mary wanted to provide more than just audio content, but was unsure how to approach the creation of other forms of philosophical content.

## Part 2: How the Leadership & Innovation Lab (LIL) Helped Mary

The Leadership & Innovation Lab (LIL) stepped in to provide Mary with crucial support:

- **Project Conceptualization and Strategy:**

- LIL, with its expertise in innovation and strategic planning, provided guidance in refining Mary's initial ideas, helping her define the project's goals, target audience, and overall direction (involving several strategy sessions).
- They assisted in creating a structured plan for the podcast and related content, applying innovative approaches to content delivery (developing a 12-episode podcast series plan).

- **Content Development Guidance:**

- LIL offered workshops and resources on simplifying complex concepts and crafting engaging narratives, focusing on innovative communication techniques (resulting in a 30% improvement in audience comprehension scores).
- They provided feedback on Mary's scripts, ensuring clarity and accessibility (reviewing 10+ script drafts).

- **Audience Engagement Strategies:**

- LIL assisted Mary in developing a social media strategy and online marketing plan, emphasizing innovative engagement strategies (increasing social media engagement by 40%).
- They provided tools and education on how to use online platforms to reach a broad audience (growing the audience by 200+ subscribers).

- **Technical Assistance:**

- LIL recommended audio editing software and training sessions on podcast production.
- They offered technical support, helping Mary overcome obstacles in recording and distribution.

- **Contextual Relevance Training:**

- LIL provided Mary with information on how to relate philosophical ideas to current events and social issues (developing 5+ content modules on relevant topics).

- **Curated Content Strategy:**

- LIL suggested and helped Mary implement a plan to produce curated philosophical content, such as blog posts, recommended readings, and visual aids, to complement the podcast.
- This expanded the project's reach and educational value, utilizing innovative content delivery methods (increasing content consumption by 50%).

- The podcast and curated content received positive feedback (4.8/5 rating) for its clear, engaging, and relevant content.

- **Increased Philosophical Engagement:**

- Mary successfully fostered a community of 500+ listeners and readers eager to explore philosophical ideas.
- The project contributed to a broader understanding of philosophy's relevance in everyday life, with a 30% increase in audience-reported understanding.

- **Empowered Accessibility:**

- Mary has created a platform that effectively removes the normal barriers that prevent people from engaging with philosophical ideas, increasing accessibility by 60%.
- Mary has a growing online community with 200+ active members that engages with the podcast and the additional curated content.

- **Expanded Educational Reach:**

- By adding the curated content (20+ pieces), Mary was able to reach a wider audience and provide a more robust educational experience (expanding reach by 40%).

### **Part 3: Mary's Accomplishments With LIL's support, Mary achieved significant success:**

- **Launch of a Well-Conceptualized and Successful Project:**

- "Philosophize" gained a growing audience of 500+ listeners, attracting individuals from diverse backgrounds.