

A clear beginning. A project students can own.

A three-page resource for educators and club advisors. Use it to turn one idea into a purpose, a useful result, and a first step students can explain.

Make it clear. Make it useful. Make it yours.

01 Name the useful result.

Who needs this work, and what will they be able to do with it? Describe the result in ordinary language.

02 Make the boundaries visible.

Agree on time, materials, required learning, and any decisions that need an adult. Explain why those limits matter.

03 Give students a real decision.

Let the team choose an approach, a format, or a way to invite participation within those boundaries.

04 Choose the first piece of evidence.

Name something students can show at the next check-in: a draft, a test, a demonstration, or a clear explanation.

Use it in one planning conversation

Fill in the brief on page 2 together. Page 3 models a welcome-session plan. Before work begins, ask a teammate to explain the purpose, final result, and first step in their own words.

Put the project into words.

Complete together before work begins. A person outside the team should be able to understand this brief.

Project / team _____ Date _____

The purpose

We are doing this because...

The people who will use the work

Who is the audience, and what do they need?

The useful result

What product, event, explanation, or prototype will we create?

The learning and evidence

What ideas or skills will we use, and what can we show?

The boundaries

Record the deadline, time, materials, and required conditions.

The first useful step

What can begin now, who will start it, and when will we check in?

Clarity check: Can each teammate explain the purpose and next step?

Welcome people into the work.

Fictional example for a club or classroom team. The participants and scenario are invented to demonstrate how the brief can be used.

PURPOSE + AUDIENCE

Help 20 new club members understand what the club does and feel comfortable joining an activity.

USEFUL RESULT

A 30-minute welcome session, a one-page run sheet, a materials list, and a demonstration of the opening activity.

LEARNING + EVIDENCE

Practice planning, communication, and shared responsibility. Show a run sheet, a timed rehearsal, revisions, and an explanation of each contribution.

BOUNDARIES + STUDENT DECISIONS

Use the usual meeting room and available paper, markers, and display. Spend no additional money. The advisor confirms the room and supervises; students choose the activity, sequence, and invitation to participate.

A simple 30-minute run sheet

Minutes	What happens
0-5	Welcome members and explain the club purpose.
5-13	Pairs choose one activity idea and explain their choice.
13-23	Small groups sketch a first club activity.
23-28	Groups share one idea and one question.
28-30	Explain the next meeting and invite a final question.

First step + checkpoint

At the next team meeting, agree on the purpose and draft the opening. Rehearse it with another team: can a newcomer begin after one explanation? Use the questions they ask to revise the instructions.