Over the past decade, there has been an explosion in demand for bachelor’s graduates with applied statistics skills. The changing needs of employers presents a challenge for both students and faculty: how can we meet increased demands for meaningful statistical experiences without drastically changing existing programs? This paper presents the framework for a semester-long student project which teaches statistical communication and consulting skills through data collection and student role-playing. The project was successfully implemented in a second-semester statistics course, however potential modifications for both upper- and lower-level statistics courses will be described. (Received September 10, 2014)