TEXAS ★ STATE®
INGRAM SCHOOL OF ENGINEERING

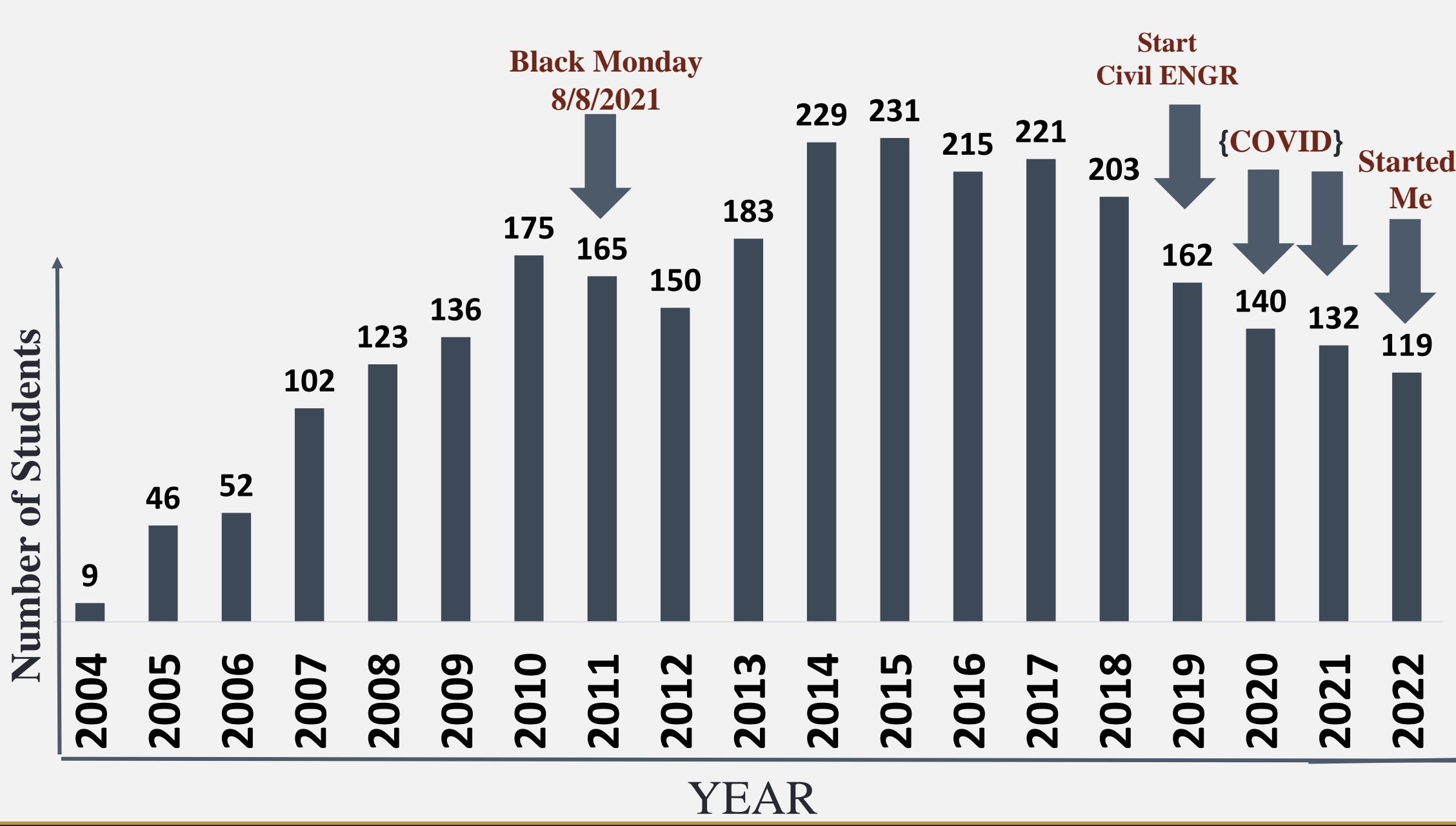# I1.01 – Recruit, Redesign, and Rebrand the IE Program
Team: Derek Martinez, Shelby Leadford, Ali Al Dulaimi
Sponsor: Dr. Michelle Londa

Y-Axis

Problem Statement [Plan]

IE Enrollment has been Decreasing

Bar chart — Number of Students vs. YEAR:
2004: 9, 2005: 46, 2006: 52, 2007: 102, 2008: 123, 2009: 136, 2010: 175, 2011: 165, 2012: 150, 2013: 183, 2014: 229, 2015: 231, 2016: 215, 2017: 221, 2018: 203, 2019: 162, 2020: 140, 2021: 132, 2022: 119
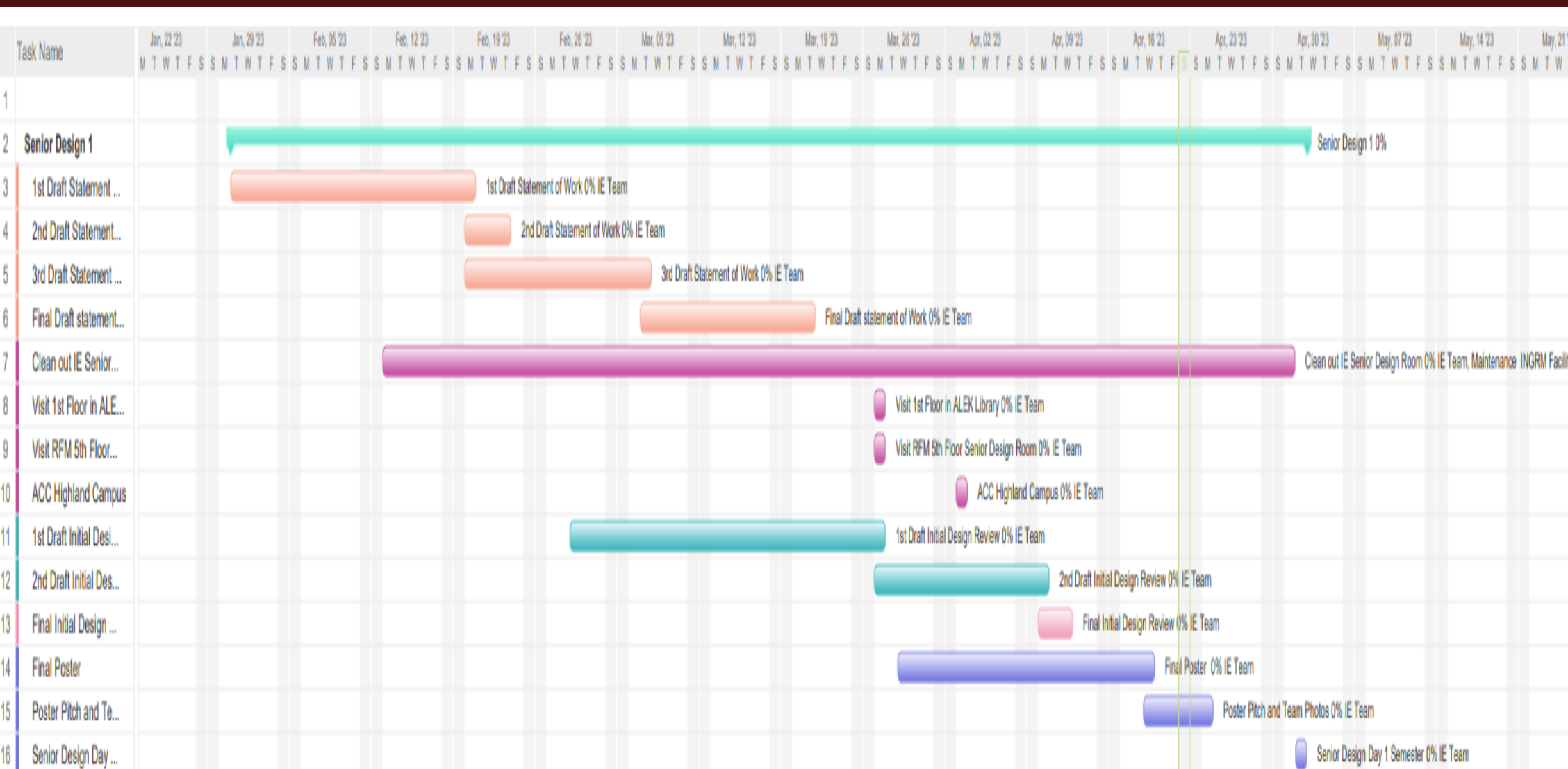
Annotations: Black Monday 8/8/2021 · Start Civil ENGR · {COVID} · Started Me
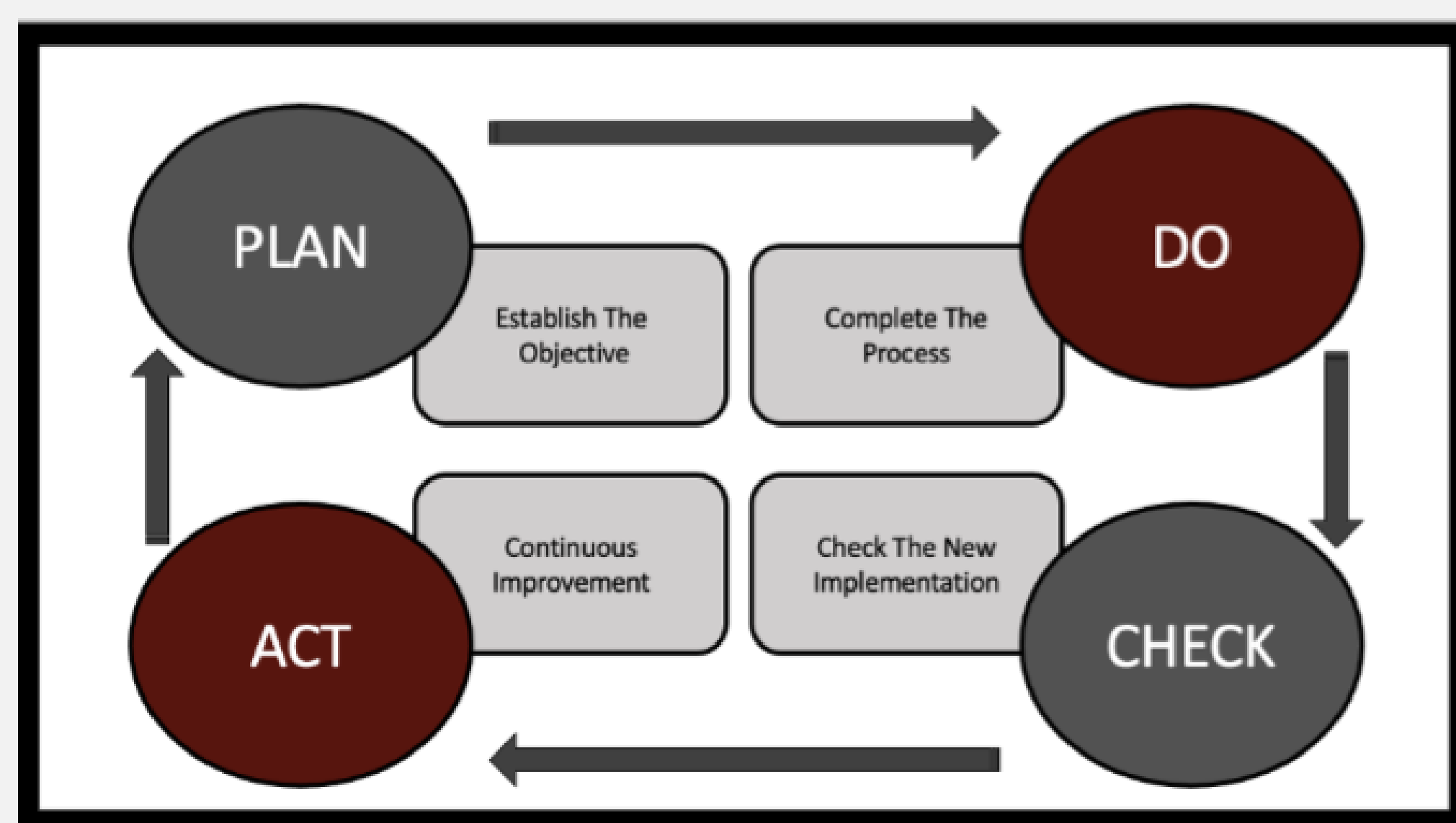
Objectives [Plan]

- Recruit: Create a recruiting program for high school and/or community college students.
- Redesign: Create a data analytics lab/IE senior design room to recruit new students and retain current ones.
- Rebrand: Create a survey to guide development of IE new courses, IE concentrations and program communications.
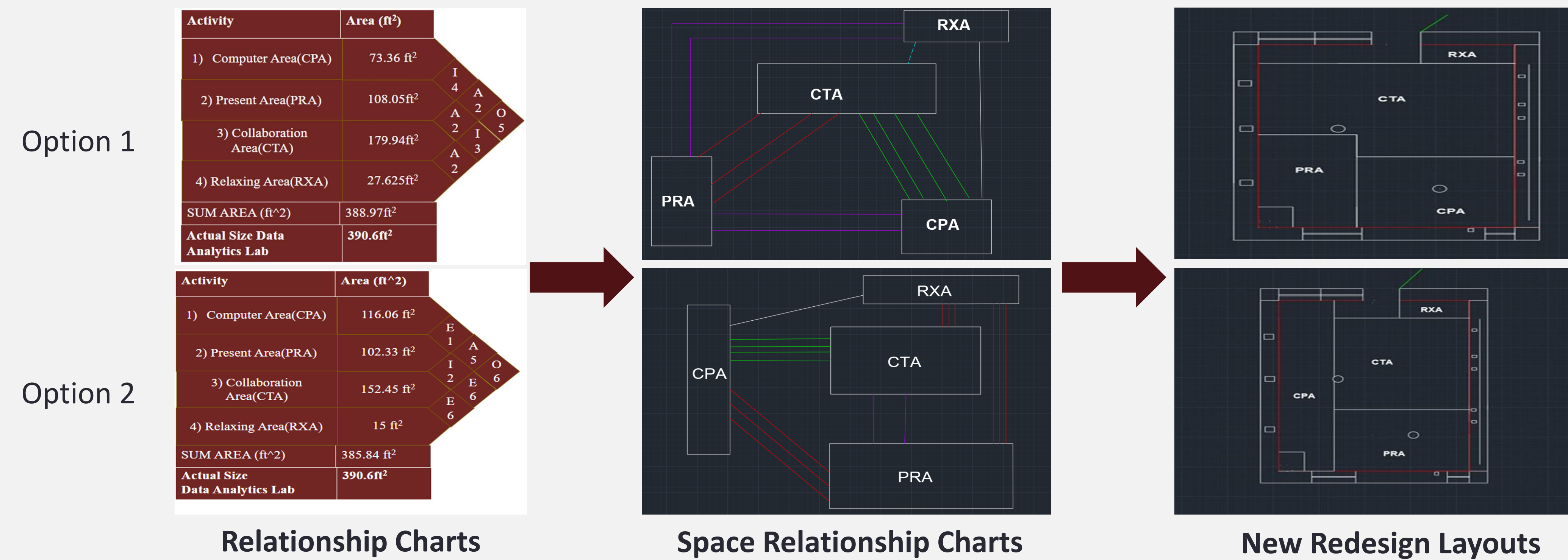
Schedule

Methodology

PLAN → Establish The Objective → DO → Complete The Process → CHECK → Check The New Implementation → ACT → Continuous Improvement

Redesign [Do]

Option 1

Activity	Area (ft²)
1) Computer Area(CPA)	73.36 ft²
2) Present Area(PRA)	108.05 ft²
3) Collaboration Area(CTA)	179.94 ft²
4) Relaxing Area(RXA)	27.625 ft²
SUM AREA (ft^2)	388.97 ft²
Actual Size Data Analytics Lab	390.6 ft²

Option 2

Activity	Area (ft^2)
1) Computer Area(CPA)	116.06 ft²
2) Present Area(PRA)	102.33 ft²
3) Collaboration Area(CTA)	152.45 ft²
4) Relaxing Area(RXA)	15 ft²
SUM AREA (ft^2)	385.84 ft²
Actual Size Data Analytics Lab	390.6 ft²

Relationship Charts · Space Relationship Charts · New Redesign Layouts

Recruit [Do]

- Create a map pinpointing ISoE Strategic Employers in the TX Innovation Corridor.
- Add high schools and community colleges in the Austin-San Antonio corridor.
- Enlist ISoE faculty, alumni, and student organizations to develop a recruiting plan.
- Contact high schools and community colleges to implement the recruiting plan.

Rebrand [Do]

- Industry
  - Select Strategic IE Employers
  - Design, Administer, and Analyze Employers Surveys
- Students and Faculty
  - Design, Administer, and Analyze Student and Faculty Survey
  - Compare Employer Results with Student and Faculty Results
  - Suggest Concentration for IE Program Based upon mutually beneficial needs to Employers, Students, and Faculty
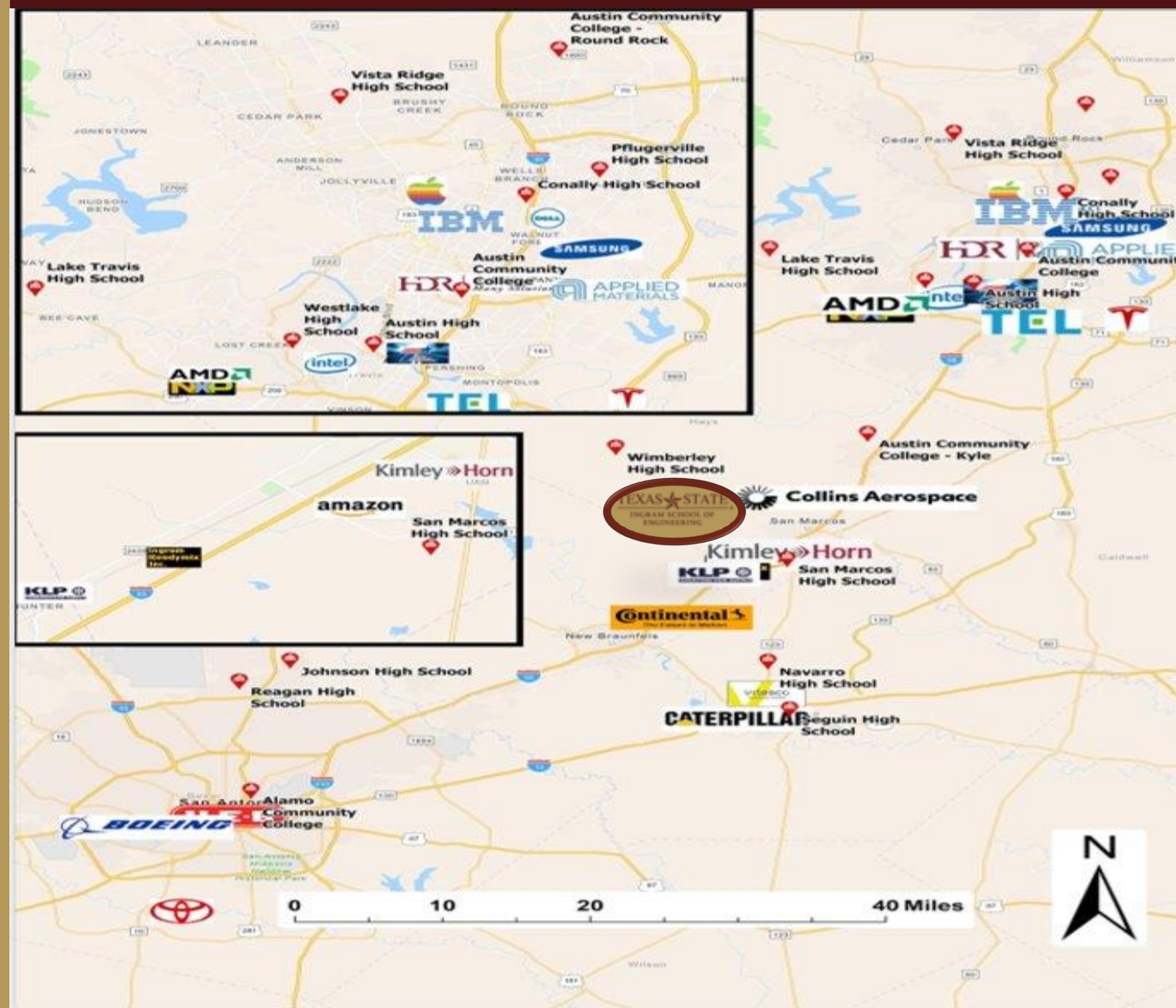
Human Factors

Ergonomic workstation setup:

- Computer Chairs
- Desk selection and setup
- Optimize Monitor Setup
- Adjust workstation lighting
- Universal Design Considerations

Future Plans [Check]

- Recruit
  - Verify the number of high schools, community colleges, and alumni willing to participate.
  - Enlist faculty, student organizations, and alumni to develop and implement a recruiting plan.
- Redesign
  - Check the number of students that use the room.
  - Compare current use to future use.
- Rebrand
  - Suggest new IE concentrations and changes to the Website and Brochure based upon Employer, Student, and Faculty survey results.

Team Members

Shelby Leadford
- Project Manager

Derek Martinez
- Researcher
- Technical Designer

Ali F Aldulaimi
- Researcher
- Data Analytics

Acknowledgement