

12.01 – Recruit, Redesign, and Rebrand

Team: Derek Martinez, Shelby Leadford, Ali Al Dulaimi

Sponsor: Dr. Michelle Londa

Problem Statement [Plan]

IE Enrollment has been Decreasing

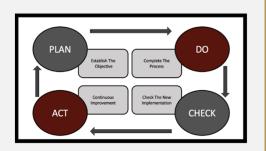


Objectives [Plan]

- 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.

					Sch	iedu	ıle			
Rojed	Ne	Sas I	Dur sino	0 Requeble	Tinére (Apt	Sepander	0:00e	Koente	December
Koloff meding for 2xd Semester	B	los	O Aqiii	lon	[Agii-8					
Forming plans for Constions	B		0 6-9	Desk	Ag 9-Octi					
Descring surveys for students II companies	B		0 Horizo	Sheby	8-450 [
Discovering School and Companies	Ð		0 hei	Ä	[0x4-19]					
Forming data for amount of Student entering co.	Ð		0 hei	Deni & Sheby	(0.2-No.8					
Constructing Auto CAC Dasign	Ð		0 hei	Desk	\$1174-Nov9					
Dispetch Surveys to E-program & companies	Ð		0 hei	Sheby	[0x0-8					
Reconstructing FSR paper	Ð		0 hei	lan	√16×14×22					
Preening Pader Plots	Ð		0 16:33	lan	/lo:2-30				=	
Inplicating Final Design	В		Ø North	Ton	√ Nox 30					
Paset Serior Dasign Day	Ð		0 Bel	Ion	v Oct					

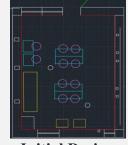
Methodology

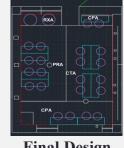


Redesign [Do]

Prioritization Matrix

Categories	Weigh t	Layout 1	Layout 2	Layout 3	Layout 4	Current L ayout
Visual view of White Board	3	2	1	3	3	2
Visual view Television	4	2	3	3	3	2
Distance/Walking Space between furniture	4	4	4	4	3	2
Lighting from celling	4	4	4	4	4	5
Safety (Cabel Wire)	4	2	4	2	4	3
Capacity	5	4	3	5	5	4
Total Weighted Score		74	78	86	90	74

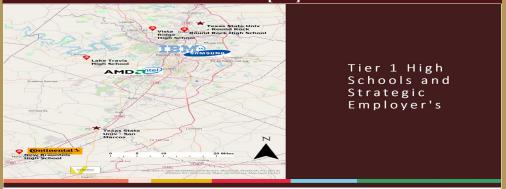




Initial Design

Final Design

Recruit [Do]

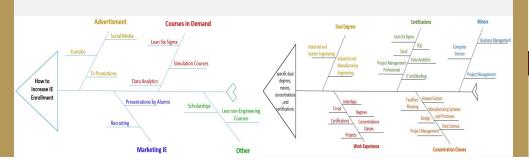


TEXAS STATE UNIVERSITY

Rebrand [Do]

Student Responses

Employer Responses



Human Factors

Ergonomic

- Determine the difference of chart, tables, shelves, and individual cubicles from the ergonomic charts from the US adult resting/non-resting height.
- Design a working environment with explicit consideration of the mental and physical characteristics of workers.



Future Plans [Check]

- From January to February the past usage was 20 and the current usage is 24.
- Texas state will now take over the recruiting and rebranding stages which will be used as a blueprint.

Team Members



- Shelby Leadford
- Project Manager Derek Martinez
- Researcher
- Technical Designer Ali F Aldulaimi
 - Researcher
 - Data Analytics

Acknowledgement

We would like to extend special thanks for their patients, guidance, and collaboration:

- · Dr. Michelle Londa, Instructor
- · Dr. Clara Novoa, Technical Advisor