

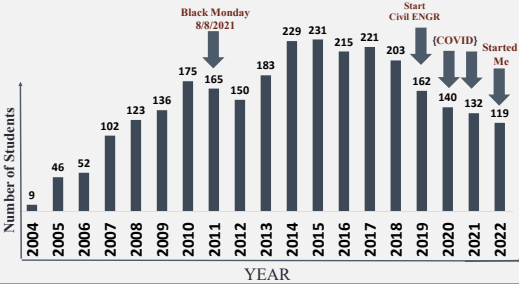
I2.01 – Recruit, Redesign, and Rebrand

Team: Derek Martinez, Shelby Leadford, Ali Al Dulaimi
Sponsor: Dr. Michelle Londa



Problem Statement [Plan]

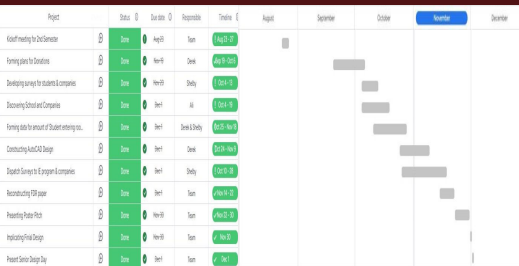
IE Enrollment has been Decreasing



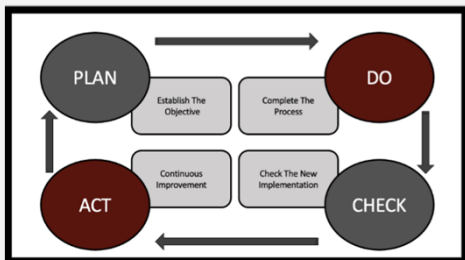
Objectives [Plan]

- 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.

Schedule



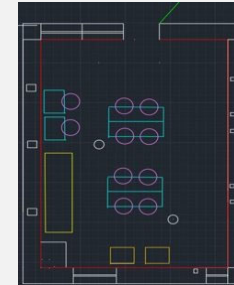
Methodology



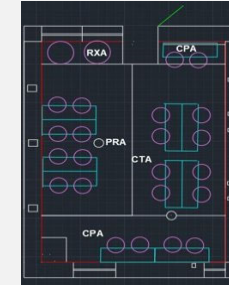
Redesign [Do]

Prioritization Matrix

Categories	Weight	Layout 1	Layout 2	Layout 3	Layout 4	Current Layout
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 ceiling	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]

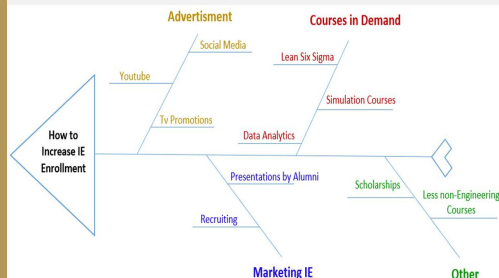


Tier 1 High Schools and Strategic Employer's

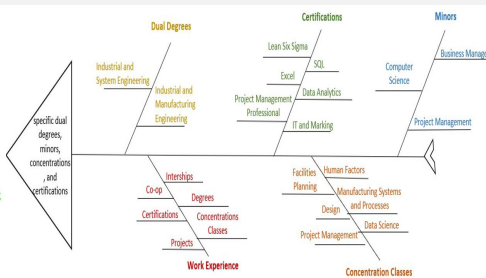
TEXAS STATE UNIVERSITY

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