

# Industrial Distribution Recruiting Process Measure Phase

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# Agenda

- Current state of IDIS recruiting process
- SIPOC Diagram
- Critical to Quality Characteristics
- Key Metrics
  - Survey of current IDIS students
  - Survey of ECU undergraduate students
- Cause and Effect Diagram
- Next Steps

# Current State

- The Industrial Distribution program at ECU currently has 160 undergraduate students within the program.
- After discussing current state, project champion, Dr. Pagliari would like for the program to have over 200 students on a consistent basis.

# SIPOC

Supplier	Inputs	Process	Outputs	Customer
<ul style="list-style-type: none"><li>- IDIS Faculty</li><li>- Students</li><li>- ECU</li><li>- Other Universities</li><li>- Parents</li></ul>	<ul style="list-style-type: none"><li>- Faculty</li><li>- Students</li><li>- ECU</li><li>- Other Universities</li><li>- Future Students</li><li>- Resources</li></ul>	<ul style="list-style-type: none"><li>- Marketing</li><li>- Surveys</li><li>- Benchmarking</li><li>- Organizing</li><li>- Sponsor</li><li>- Advisors</li></ul>	<ul style="list-style-type: none"><li>- Marketing Improvements</li><li>- More Students</li><li>- High Schools<ul style="list-style-type: none"><li>- <i>Recruitment</i></li><li>- <i>Informing</i></li></ul></li><li>- Bigger Department</li></ul>	<ul style="list-style-type: none"><li>- Future Students</li><li>- New Teachers</li></ul>

# Critical to Quality Characteristics

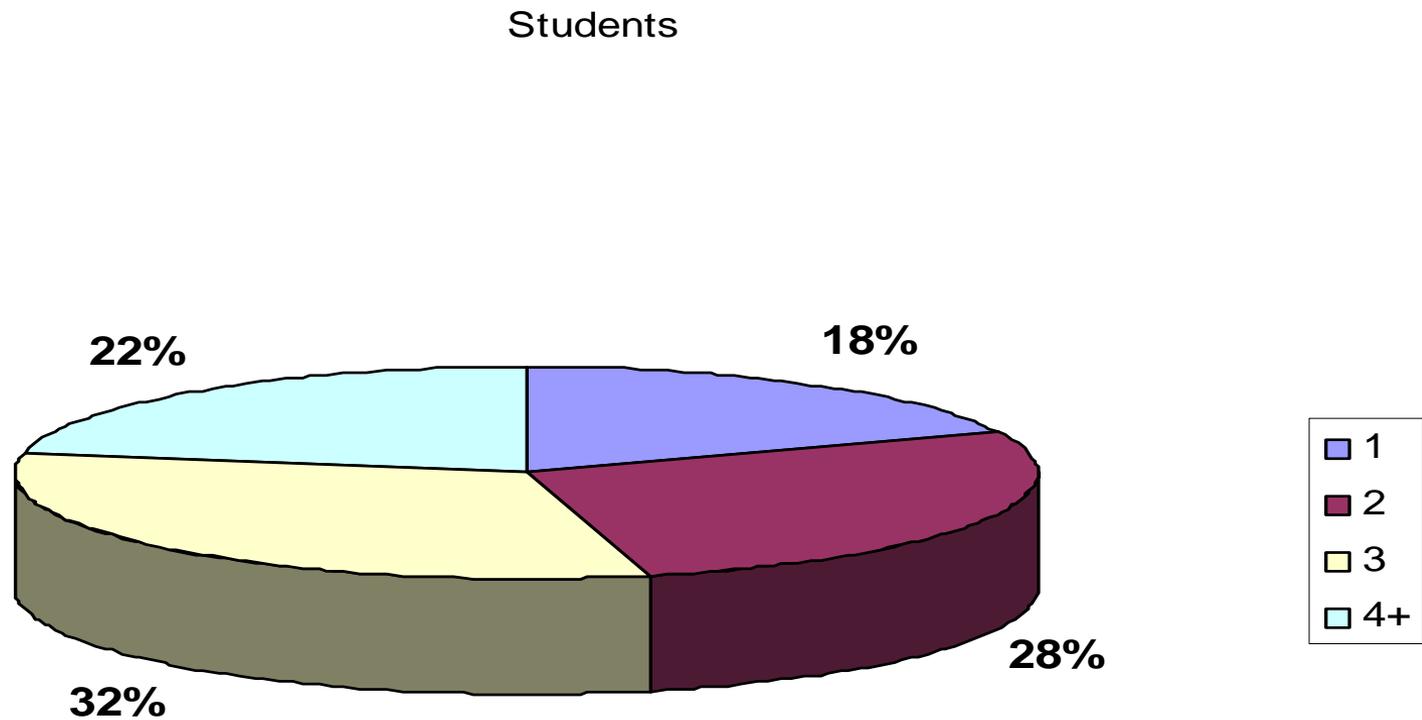
CTQ	Metric	Data Collection Mechanism	Analysis Mechanism	Sampling Plan	Sampling Instructions
Awareness of program through current IDIS students.	Current IDIS students views and thoughts of program	IDIS student input of current program and its processes	Survey	Survey	List of questions asked
Awareness of program through undergraduate students at ECU	Undergraduate students and their familiarity with the IDIS program	Meetings, lectures and presentations to students who are undecided or are thinking of changing majors	Survey	Survey	List of questions asked
Program Benefits and Marketing Techniques	Current marketing procedures and how program advertises itself	Determine best marketing strategy by benchmarking and survey	Survey	Survey	Which marketing technique is most successful in promoting program
Enrollment	Number of students increases program funding	Numbers in program	Summary of % increase in IDIS program	Students	Marketing/Increase awareness

# Key Metrics

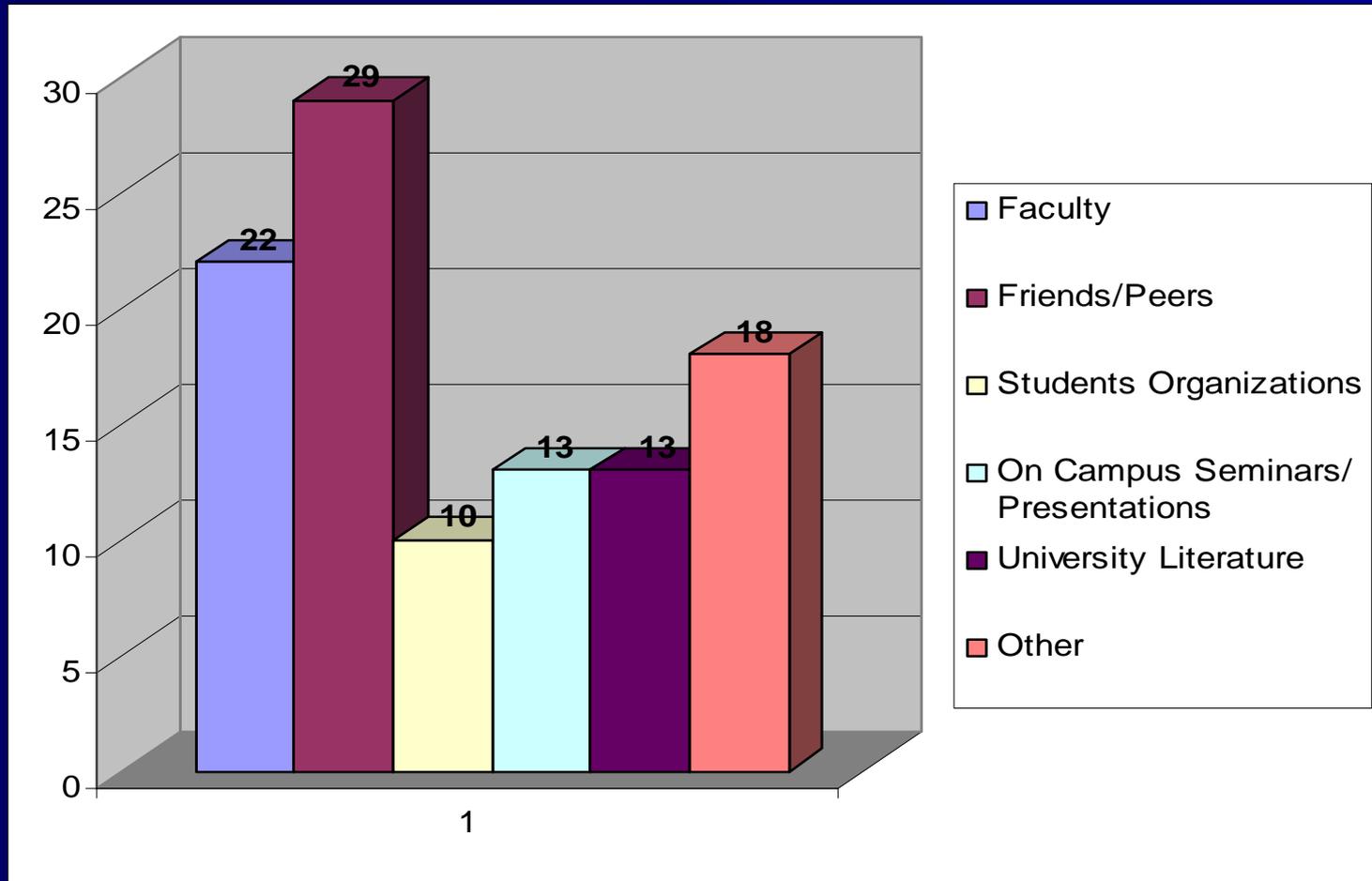
## Current IDIS Student Survey

- Aimed toward current IDIS students to gain better understanding of program strengths and weaknesses.
- Roughly 160 potential targets
- 105 responses
- 8 questions

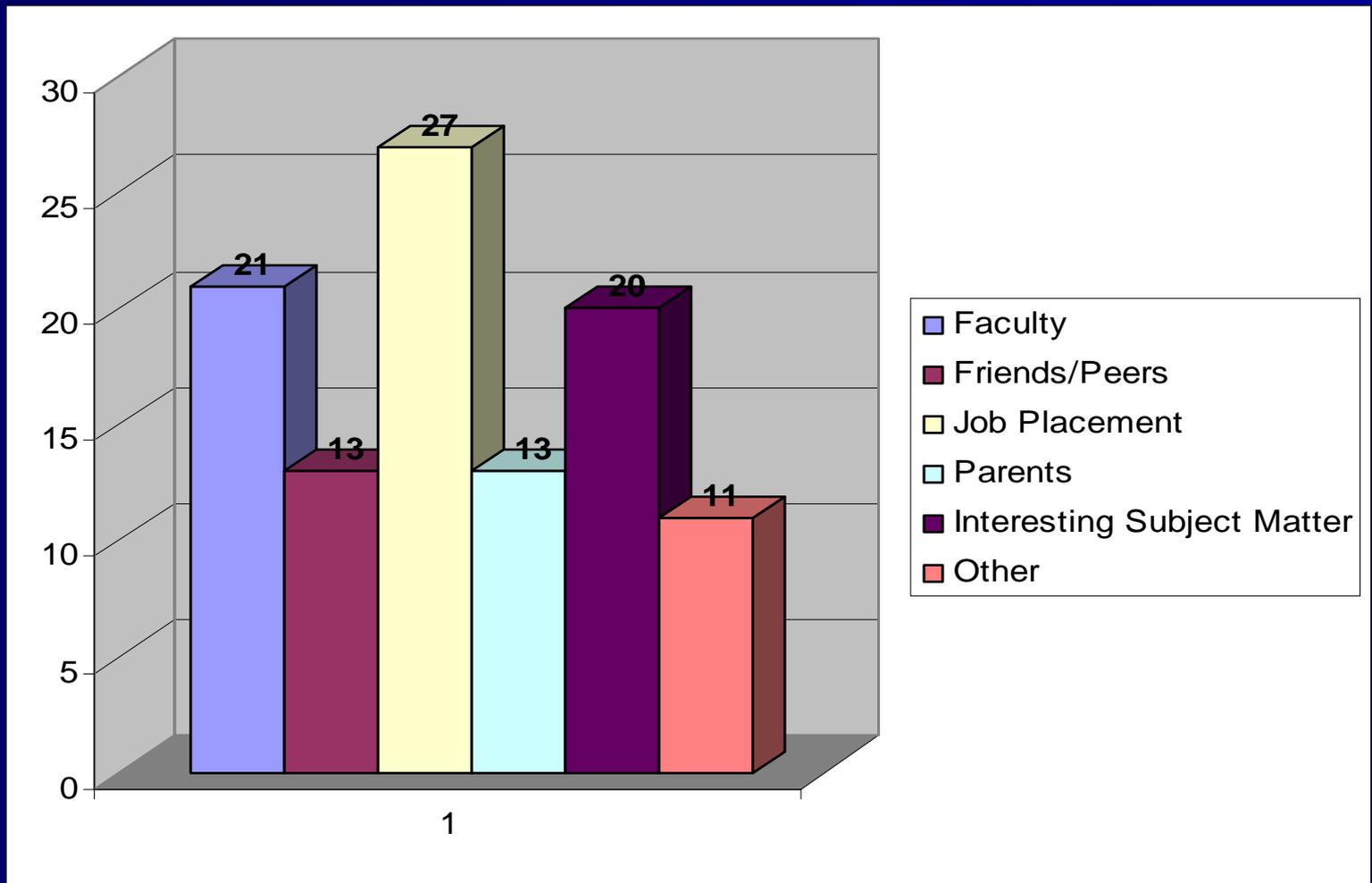
# Question 1- How long have you been affiliated with the IDIS program?



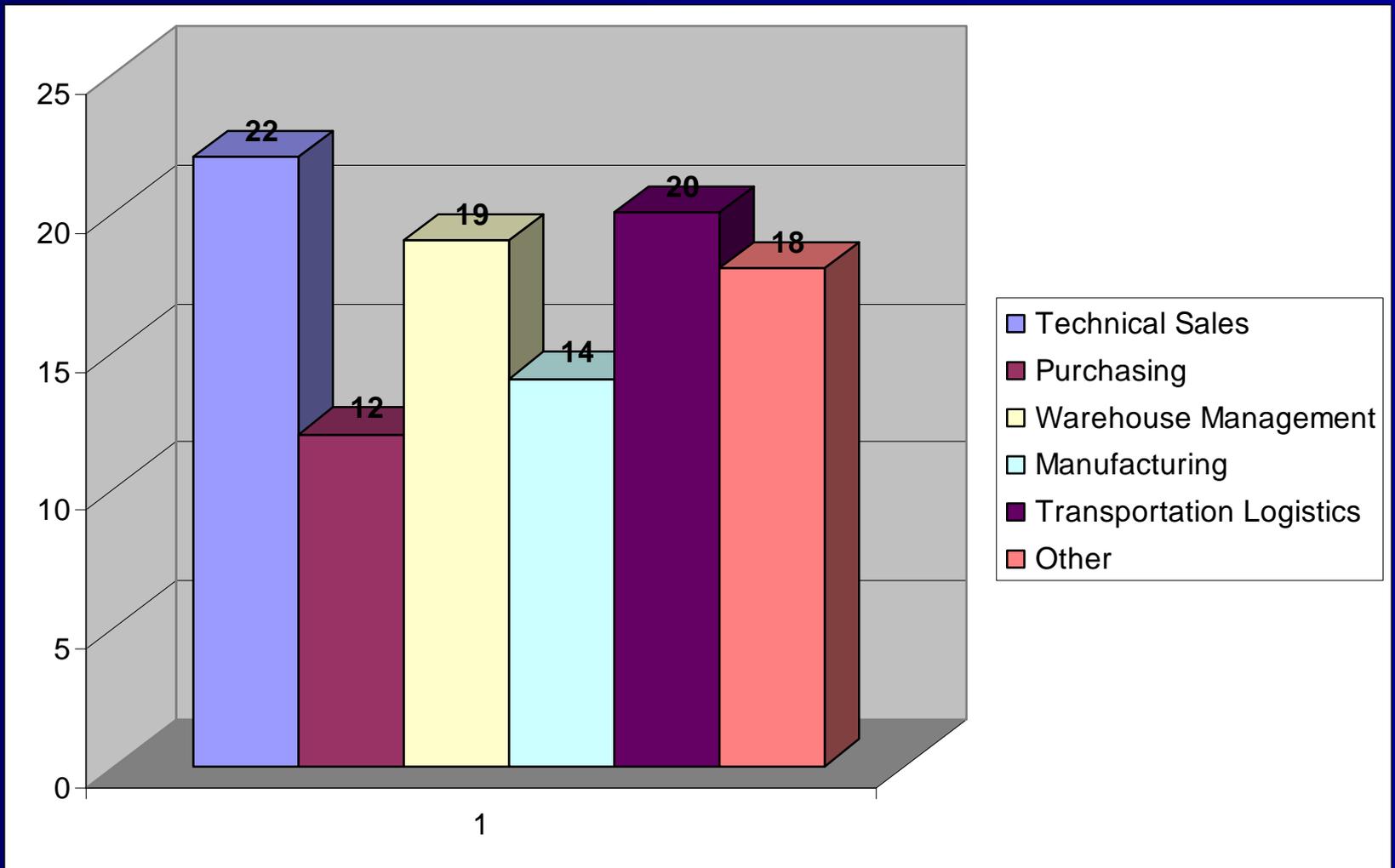
## Question 2- How did you become familiar with the IDIS program?



# Question 3- What made you declare as an IDIS student?



## Question 5- What field in IDIS did you decide to become involved in?

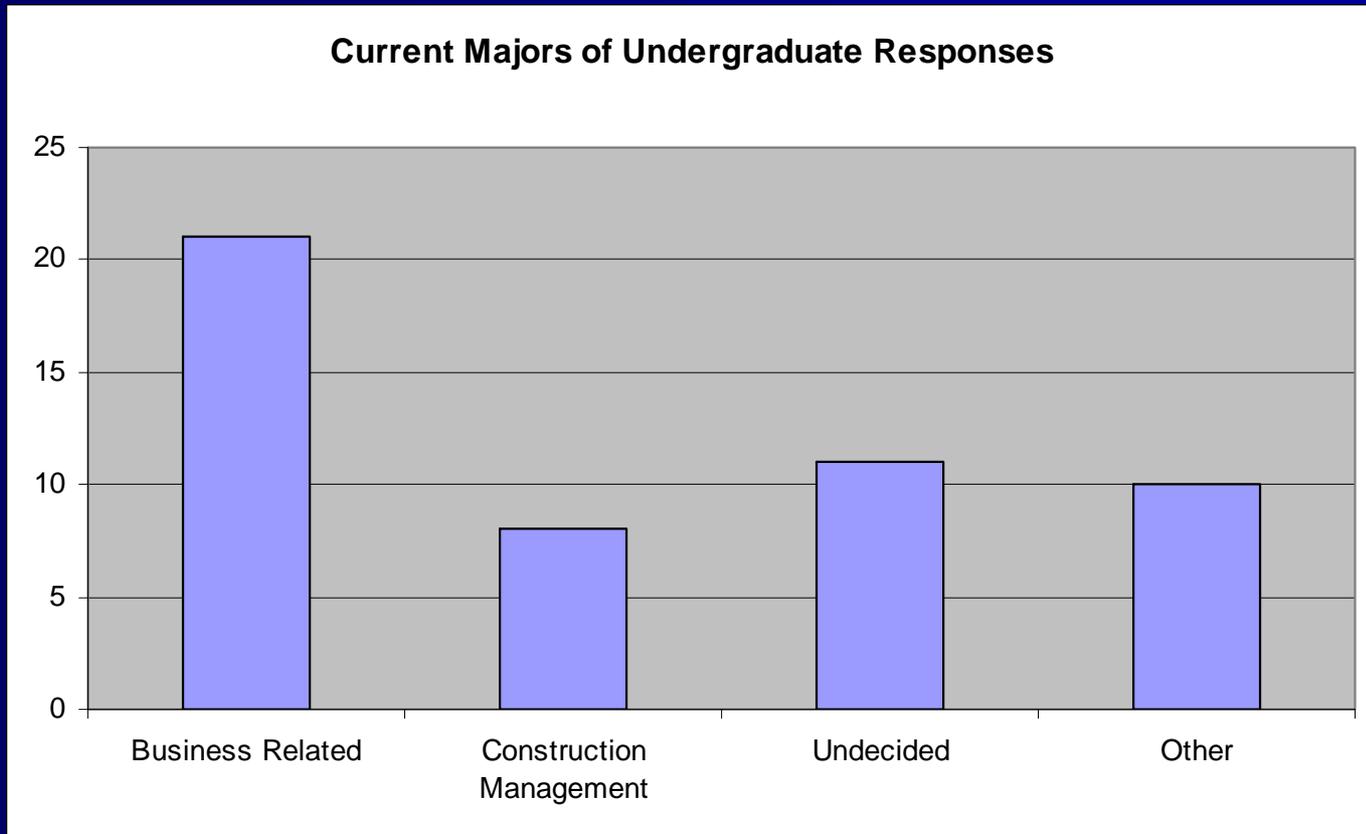


# Key Metrics

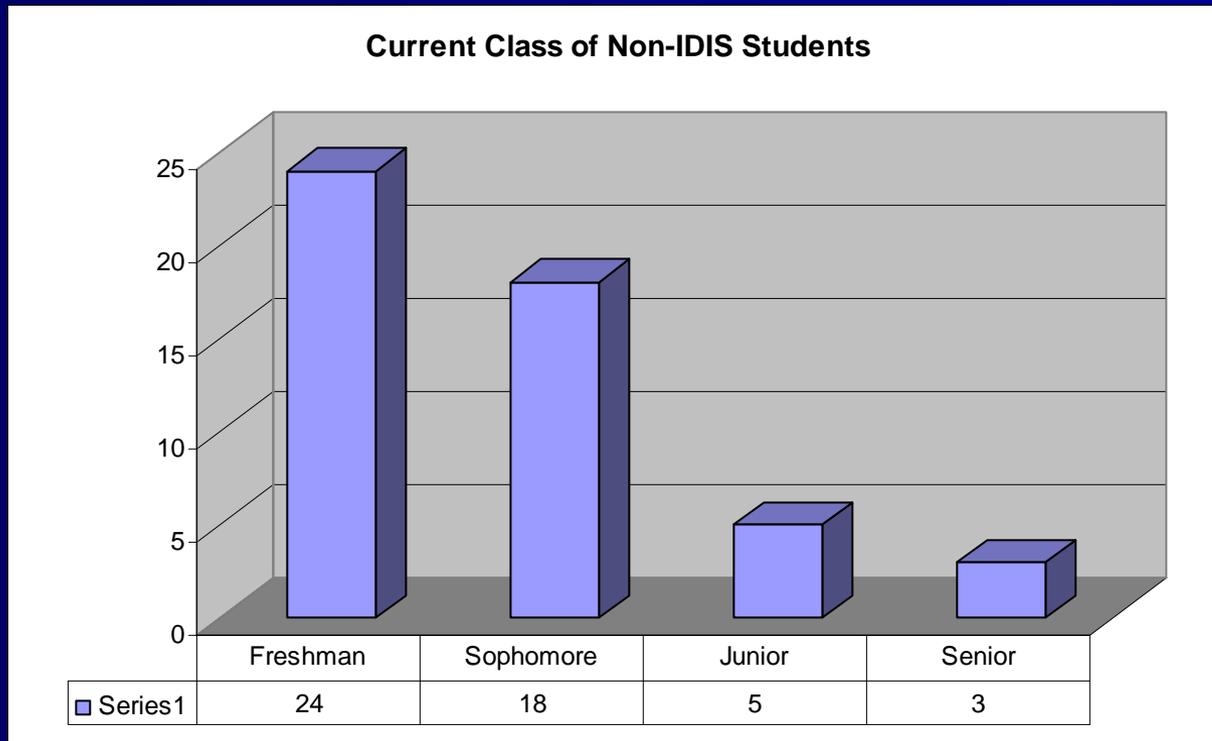
## Undergraduate Student Survey

- Aimed toward ECU undergraduate students to find out how informed they are of the IDIS program and what it offers.
- Over 22,000 potential targets
- 50 responses
- 4 questions

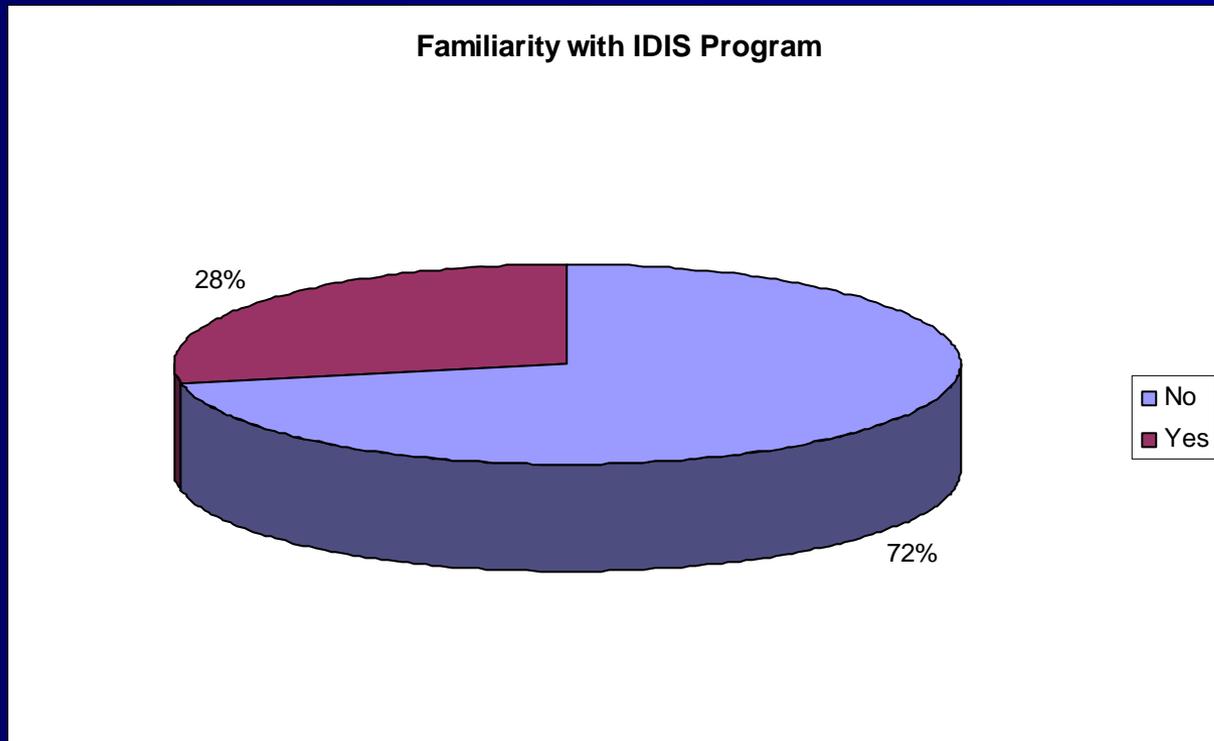
# Survey Responses



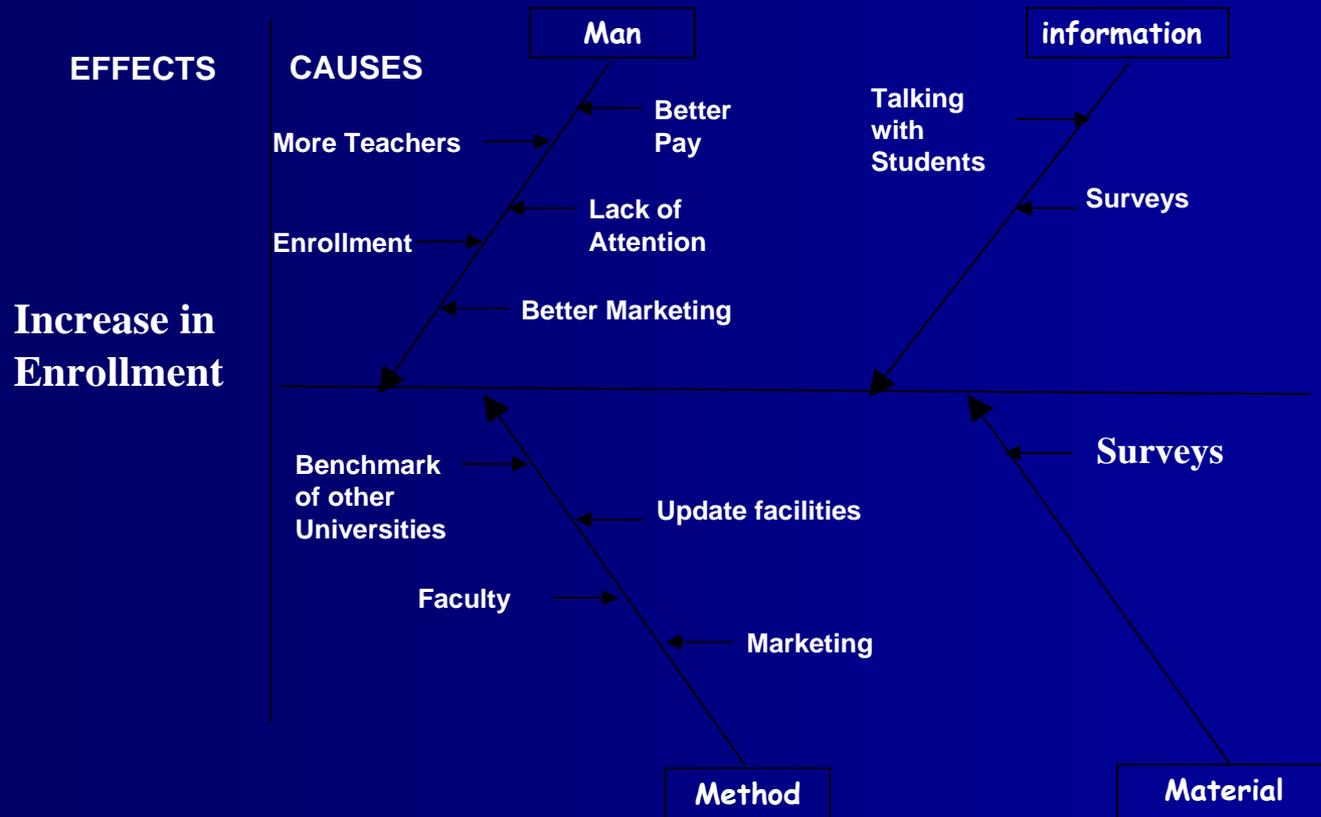
# What is your current class?



# Are you familiar with the IDIS program?



# Cause & Effect Diagram



# Next Steps

- Begin Analyze Phase
- Develop better Marketing plan
- Investigate Benchmarking of other IDIS programs
- Further development of Surveys