Industrial Distribution and Logistics (IDIS)
Program Recruiting Process Design
ITEC 4300 Team Define Project

Agenda

- Team Introduction
- Project Background
- Overview of Project Charter
- Customer/Stakeholder Analysis
- Responsibilities Matrix
- Work Plan
- Next Steps
- Contact Information

Team Introduction

Blake Hussion

Parker Rowe

Matthew Smith

Stefan McMurray

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Project Background

The Industrial Distribution and Logistics (IDIS) Department is a part of the College of Technology and Computer Science at East Carolina University. Distribution and Logistics represents professions in the workplace concerned with the movement and delivery of goods and services throughout the world. At ECU, this program provides a unique combination of coursework that prepares students for successful careers in a range of challenging areas. The IDIS program at East Carolina University offers a course load that provides students with an in-depth investigation into the industry and applies the material into real world issues. By allowing students to experience and apply what they hear during lectures into a real world setting, they are able to better understand the business and are therefore better prepared to enter the workforce.

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Project Charter

- Champion: Dr. Leslie Pagliari
- Sponsor: Mr. Mark Angolia
- Project Six Sigma Black Belt: Dr. Sandra Furterer

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Project Charter

- ## Business Issue and/or opportunity

  - The lively hood of the Industrial Distribution program relies solely on the enrollment of students.

- ## Business Objectives

  - Meet the needs and expectations of potential IDIS undergraduate students (the customer).
  - Increase enrollment of the IDIS program.

Project Objectives

- Survey of current IDIS students to identify what they like/dislike about program and what got them interested in Logistics.

- Discuss new marketing techniques so students can become more aware of the program and what it offers.

- Benchmarking of other IDIS programs to compare what their particular department does to market themselves to interested students.

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- **Benefits**

  - Continuation of Industrial Distribution program.

  - Increased enrollment means more funding for new technology and services.

- **Principal Project Deliverables/Outputs**

  - Presentations and reports for define, measure and analyze phase of project.

  - Marketing Plan, Survey and analysis of data, Benchmarking results and analysis

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- ■ Project Goals and Objectives

Goals

- ■ Inform incoming and current
  ECU students of IDIS program.

Objectives

-Increase Enrollment

-Continuation of IDIS

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- **Scope:**
- Increase enrollment, create a new and better marketing plan.
- **Critical Success Factors**
- **Assumptions**
- New students being unaware of what IDIS is
- **Deliverable Scope**
- TBD
- **Inputs**
- Students, teachers, counselors, professors, faculty, and other universities

Project Deliverables
- Marketing Plan
- Surveys

- Analysis of Data

- **Project Timings**
- Project Start Date   - August 2006
- Project End Date   - December 2006

Management Approach

Scope Management Approach

- All documents that wish to be changed, must request form and be submitted to the Project Manager

Risk Analysis

Risk	Probability of Risk	Potential Impact of Risk	Risk Mitigation Strategy and Contingent Action
No Survey Response		Low/High	Give survey to Faculty
Lack of Response		Low/High	
*L/M/H			

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Stakeholders	Who are they?	Potential Impact or Concerns
IDIS Dept.	Distribution and Logistics represents professions in the workplace concerned with the movement and delivery of goods and services throughout the world. At ECU, this program provides a unique combination of coursework that prepares students for successful careers in a range of challenging areas.	Prepares students for the distribution and logistics industries. Provides the tools needed to make an immediate impact in today's competitive market.
ECU Division of Undergraduate Studies	Office that receives official documents, upload student information to the system.	Reduction of errors Resistance to change current procedures
College of Industrial Technology; IDIS Faculty and Students	Distribution and Logistics faculty work hard to make sure its FAMILY of students have the education needed to prepare its graduates to work effectively in today's exciting and competitive industry.	Good professors attract more IDIS students to the program. Visit with local high schools to promote IDIS

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Stakeholders	Who are they?	Potential Impact or Concerns
Prospective IDIS **Undergraduate Students**	The customer. Those who apply to the Graduate Program. The efficiency of the application process may affect the student's decision to enroll in the program.	Increase number of students in IDIS
Current IDIS **Undergraduate Students**	The customer. Those who are already registered in a undergraduate program. They receive advising for their program of study (courses to take, graduation intend).	Recruitment of other students for IDIS program.

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Project Defined and Charter Complete	14th September
Measure Complete	12th October
Analyze Complete	2nd Novemeber
Surveys Distributed/ Surveys Completed	TBA/ TBA
Improvement Plans	12th December
Control	12th December
Final Report Completed	12th December

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Next Steps

- **The next steps included in this project are, but are not limited to the following:**
- *Total understanding of the IDIS recruitment process and program*
- *Surveys of current students about How and Why they're enrolled*
- *Demographics of who is students enrolled*
- *Marketing Techniques (Advertising Techniques, Target Audience)*
- *Benchmarking and/or IDIS recruiting methods*
- *Possible targeting H.S. Guidance Counselors and informing them about the IDIS program*
- *Organization of all date collected*

Contact Info.

Team Members

- Blake Hussion
- Parker Rowe
- Stefan McMurray
- Matthew Smith
- **Project Champion**
- Dr. Leslie Pagliari
- **Project Contact**

- Mark Angolia

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Questions?