

IDIS Recruitment Process

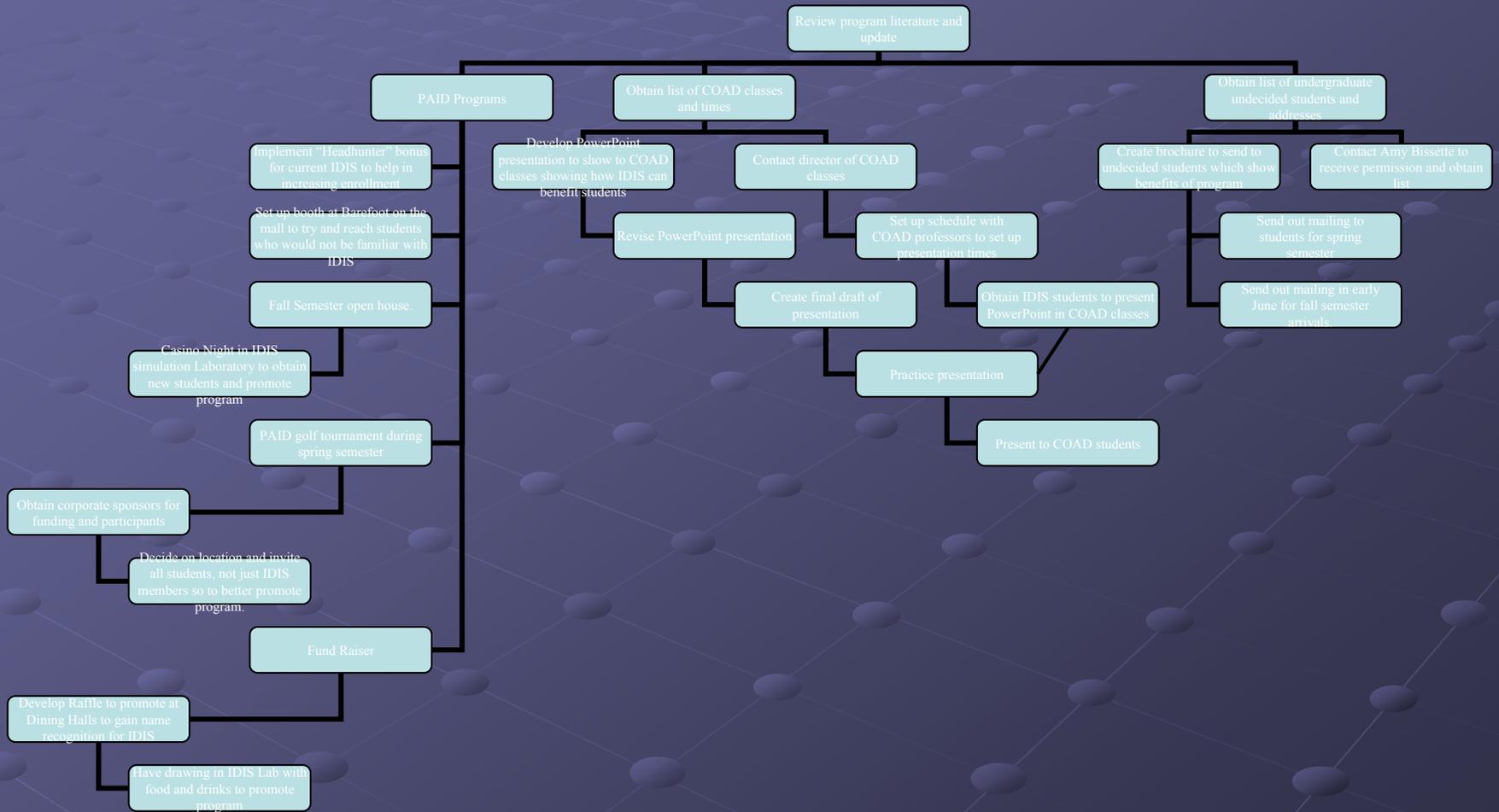
Analyze Phase

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Agenda

- Process Flow Chart
- Flow Process
- Cause & Effect Matrix
- FMEA
- 5s
- QFD
- Summary of Problems
- Next Steps

Process Flow Chart



Flow Process

Location: Industry and Technology Building		Summary			
Activity: Recruitment		Event	Present	Proposed	Savings
Date: 11/8/06		Operation	4	4	
Operator: Mr. Angolia	Analyst: Dr. Pagliari	Transportation	3	1	
Method: <u>Proposed</u>		Delay	3	2	
		Inspection	2	1	
Remarks:		Storage	0	0	
		Time (mins.)	595	180	
		Costs			

Event Description	Symbol	Time	Value Added	Non-Value Added
Review Program Literature	○ → ▼ D □	180		√
Go to Registrars Office	○ → ▼ D □	20		√
Obtain list of Undecided Students	○ → ▼ D □	10	√	
Contact Project Sponsor, Mr. Angolia	○ → ▼ D □	15		√
Obtain list of COAD classes	○ → ▼ D □	10	√	
Develop PP to show COAD Classes	○ → ▼ D □	90	√	
Meet w/ Dept. head, Dr. Pagliari	○ → ▼ D □	30		√
Create Brochure to show Undergraduate Students	○ → ▼ D □	120	√	
Revise PP	○ → ▼ D □	45		√
Contact project sponsor To obtain professors COAD classes	○ → ▼ D □	10		√
Set up time with Professors to present	○ → ▼ D □	35		√

Present PP to COAD	○	→	▼	D	□	20	√	
Obtain list of incoming students	○	→	▼	D	□	??		√
Send out mailings in June to incoming students	○	→	▼	D	□	??	√	
Contact coordinators of Barefoot on the Mall		→	▼	D	□	??		√
Have PAID setup booth at Barefoot on the Mall	○	→	▼	D	□	??	√	
Promote PAID Golf Tour. PAID member + guest	○	→	▼	D	□	??	√	
Try to have every PAID member bring 1 Non-IDIS student to Golf Tour.	○	→	▼	D	□	??	√	
Promote raffle to IDIS & Non-IDIS students through Dinning Halls & other social areas	○	→	▼	D	□	??	√	
Have project sponsor & Dept. head review ppt, program literature, & marketing ideas	○	→	▼	D	□	10		√
							50%	50%
							Percentage of Value added vs. Non-Value added	

Cause & Effect Matrix

CTQ	Weights	X1	X2	X3	X4
Awareness of Program through Current Students	W1	7	5	10	4
Awareness from undergraduate ECU Students	W2	9	10	10	3
Program Benefits, Marketing Techniques	W3		10	10	
Enrollment	W4	9	6	10	2

Xs = Factors That Affect Your CTQ's

Factors

X1=Current views from student population

X2=Input from students regarding best way to Promote/Market program

X3=Surveys that help gather student involvement

X4=Reaction from students regarding the IDIS recruitment process

FMEA

Process Step	Potential Failure Mode	Potential Effect(s) of Failure	Severity	Potential Cause(s) of Failure	Occurrence	Detection	RPN
Review marketing plan and update literature for upcoming semesters.	Old literature is used and new information is not included. This will ultimately not show how the program is advancing and creating more opportunities for its students.	Decreasing number of students within the program due to the literature not successfully showing benefits of program that IDIS offers students	9	Marketing plan and Literature does not contain necessary information to successfully promote program.	5	3	135
Develop PowerPoint presentation to show to COAD classes showing how IDIS can benefit students	Teachers not responding to our request to present the IDIS material to their respective classes.	Undecided students who attend COAD classes cannot become familiar with the program which lessens their chances for enrollment within IDIS.	6	PowerPoint is unsuccessful in allowing potential students to obtain knowledge of program which in turn does not help in increasing enrollment.	4	3	72

<p>Obtain list of undergraduate undecided students and addresses</p>	<p>Director of undergraduate studies is not available or does not wish to release list of undergraduate undecided majors.</p>	<p>IDIS program is not able to send out mailings and therefore cannot reach it's most valuable customer, Undecided students at ECU. Enrollment will ultimately decline during the upcoming semesters.</p>	<p>8</p>	<p>The Industrial Distribution and Logistics program declines in enrollment due to the fact that any undeclared student cannot fully see benefits of program through the literature that would be provided in the mailings.</p>	<p>7</p>	<p>5</p>	<p>280</p>
<p>Send out mailing to undergraduate, undecided students and incoming freshman for Spring and Fall semester arrivals</p>	<p>Literature sent to students is not successful in showing benefits and positive qualities of IDIS.</p>	<p>If literature that is compiled by IDIS program to show to prospective students is not appealing, the undecided students will not wish to engage in the program.</p>	<p>8</p>	<p>Incoming freshman are unaware of the program when they arrive on campus and therefore do not wish to enroll within the program.</p>	<p>8</p>	<p>5</p>	<p>320</p>
<p>Set up booth at Barefoot on the mall to promote program and present literature showing benefits of program.</p>	<p>No student visitors to the booth that is set up by the IDIS department.</p>	<p>The IDIS program is unable to reach potential clients that attend the event.</p>	<p>6</p>	<p>The Industrial Distribution and Logistics program will not be able to gain necessary recognition for the recruitment process.</p>	<p>7</p>	<p>3</p>	<p>126</p>

<p>Fund Raiser for Program. Create a raffle and promote at dining halls.</p>	<p>Students do not wish to participate in the fund raiser or become involved with the IDIS program.</p>	<p>The IDIS and PAID programs will ultimately loose money and resources due to the fact that the prizes they buy for the raffle will not generate funding and potential future students.</p>	<p>6</p>	<p>Decrease in funds will not allow the IDIS and PAID programs to hold future events and therefore cannot market the program in a successful manor.</p>	<p>6</p>	<p>6</p>	<p>216</p>
<p>Have open house at beginning of fall semester to gain recognition for IDIS program. Create “Casino Night” to be held in the IDIS simulation lab to show benefits of program to incoming freshman and undecided students.</p>	<p>No interested students attend the open house and therefore IDIS cannot promote itself to incoming students as well as current ECU students who are either undecided or are unhappy with their current major.</p>	<p>The IDIS program looses name recognition on campus due to the fact that there are no interested students that wish to join Industrial Distribution.</p>	<p>7</p>	<p>If the IDIS program looses name recognition then the enrollment will eventually decrease due to the fact that students are unfamiliar with the program.</p>	<p>7</p>	<p>6</p>	<p>294</p>

<p>Promote yearly PAID golf tournament to any ECU student who wishes to learn more about the IDIS program and wants to participate.</p>	<p>Corporate sponsors do not volunteer to donate funds and prizes and therefore the PAID golf tournament cannot be held.</p>	<p>Yearly fund raiser for the program is unsuccessful and does not generate any funds for the upcoming semester.</p>	<p>7</p>	<p>If the IDIS and PAID programs cannot increase their funding, then materials necessary to the promotion of the program cannot be obtained.</p>	<p>5</p>	<p>7</p>	<p>245</p>
	<p>Golf courses in the area do not wish to participate in promotion of the golf tournament and therefore a venue will not be available.</p>	<p>Fund raiser for program is unable to be held.</p>	<p>7</p>	<p>Companies that usually participate in the tournament to recruit students will loose interest in the program and ultimately not become involved with future graduates.</p>	<p>5</p>	<p>7</p>	<p>245</p>

5s

5s	Issues	Recommendation
Sort	The ineffectiveness of the old marketing strategy and recruiting process.	Obtain a list of undecided and incoming freshmen students. Establish a well organized marketing plan to attract more students to IDIS program.
Systematize	Most students are unaware of what the IDIS program is and what we can offer them.	Develop better advertisement strategies within the department that better inform students of our program and what it has to offer.
Sweep N' Clean	Students not responding to presentations, e-mails and surveys.	Analyze what the students did like and what they did respond to, and target those areas. And make sure we continue to follow up in the future.
Standardize	Students not enrolled in the program do not know about the jobs and benefits associated with IDIS.	Inform students on the high job placement directly out of college, as well as all of the different fields they could pursue in distribution and logistics.
Self-Discipline	Lack of time interacting with undecided and freshmen students. And not staying up to date on our marketing to the undergrads and freshmen.	Find a more efficient plan to allow time to meet with undecided and freshmen students. While maintaining benefits for current IDIS students in the promotion of the IDIS program.

Summary of Problems

- Lack of enrolled Students
- Lack of knowledge about the IDIS program
- Awareness of the program to new Students
- Poor Marketing Techniques
- Orientation

Next Steps

- Further review data collected and implement suggestions to increase enrollment
- Elaborate on recruitment process, any steps that we may have missed or overlooked
- Finalize recruitment process plan in coordination with Dr. Pagliari and Mr. Angolia