

IMPROVE/CONTROL PHASE

Industrial Distribution & Logistics Recruitment

Process

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Define Phase

● Objective

- To increase enrollment within the IDIS program as well as meet the needs & expectations of potential customers (IDIS undergraduate students)

● Stakeholder Analysis

- **Primary** – IDIS Dept., ECU Division of Undergraduate Studies, College of Industrial Technology; IDIS Faculty & Students
- **Secondary** – Prospective & Current IDIS Undergraduate Students

Measure Phase

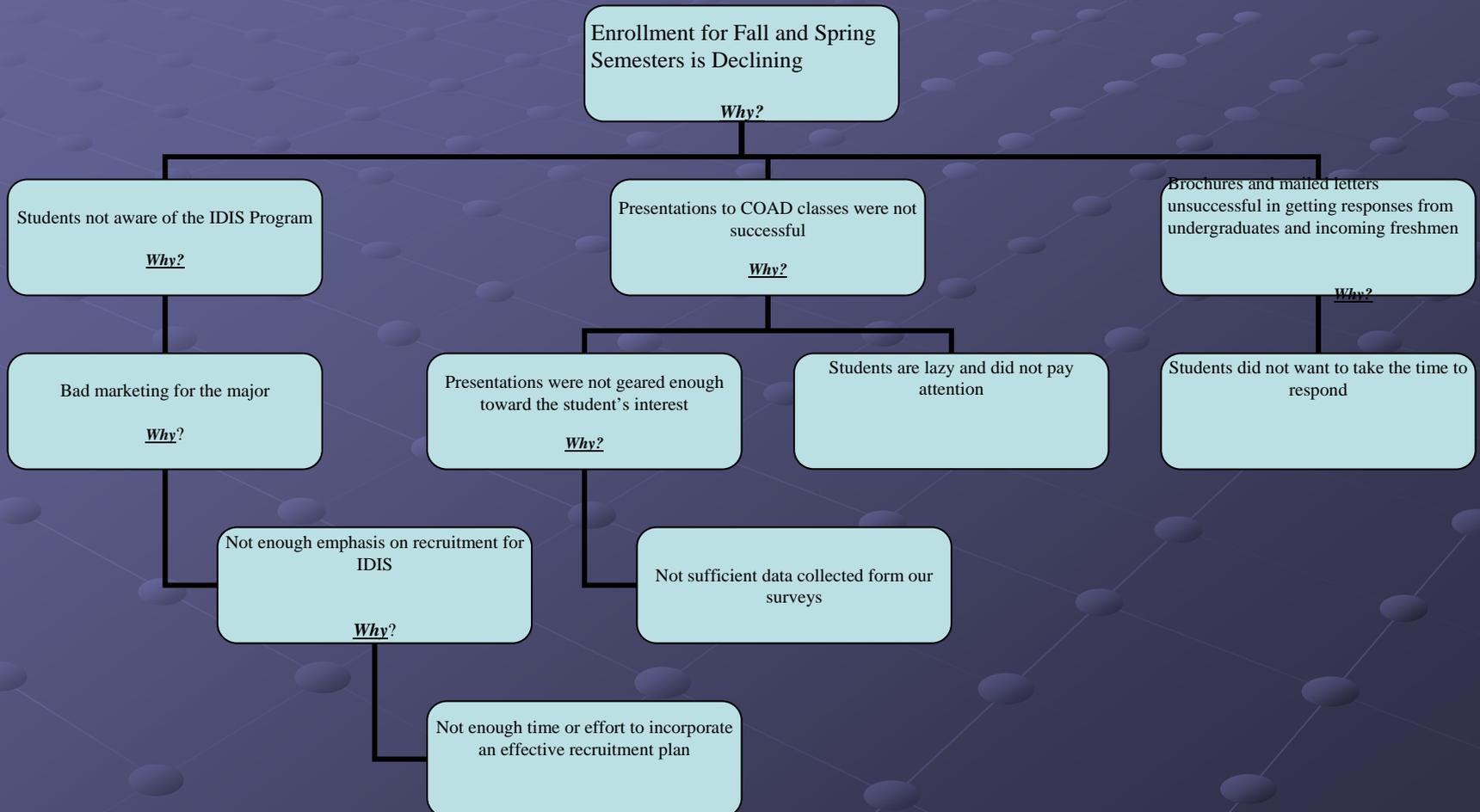
● SIPOC

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

CTQ	Metrics
Awareness of Program through Current students	Current students views and thoughts of IDIS program Determined using questions 2, 3, 7 and 8 on current IDIS student survey
Awareness of Program from undergraduate students at ECU	Undergraduate students and their familiarity with the IDIS program Determined using questions 2, 3, 4 in survey for undergraduate students
Program Benefits, Marketing techniques	Current marketing procedures and how program advertises itself Determined using survey questions 3 and 4
Enrollment	Number of students increases program funding

Analyze Phase

Why-Why



5's

5s	Issues	Recommendation
Sort	Unaware of our target audience, and what would appeal to them about the IDIS program	Obtain a list of undecided and incoming freshmen students. Establish a well organized marketing plan to attract more students to IDIS
Systematize	Most students are unaware of what the IDIS program is	Develop better marketing 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 or survey's	Analyze what the students did like and what they did respond to, and target those areas
Standardize	Students not enrolled in IDIS do not know about the jobs and benefits associated with industrial distribution and logistics	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.	Find a more efficient plan to allow time to meet with undecided and freshmen students

1st Improvement

Awareness of Program through Current Students

- Better Communication from Current Students to Speak about the Program
- More Students getting involved in P.A.I.D.
- Encouragement for more Students to get involved in IDIS Recruitment Process

2nd Improvement

Awareness of Program From other Undergraduate Students

- Improve Website/Access for IDIS Program
- Setup Booths During Orientation
- Development of Better Presentation During Orientation
- Delivering Presentations to COAD Classes

3rd Improvement

Program Benefits, Marketing Techniques

- Employing New Marketing Techniques to give the IDIS Name Better Recognition
- Informing New Students of the Benefits of IDIS (P.A.I.D. Benefits)
- Posting Flyers near Freshman Dorms
- Continuing COAD Presentations as a way to Promote the Program

4th Improvement

Enrollment

- Having P.A.I.D. Members Interact more in the IDIS Recruitment Process
- Staying in Contact with COAD Professors
- Promoting P.A.I.D. more through active IDIS Students as well as having Members bring a Potential IDIS Student

Get With The Program

Industrial Distribution & Logistics