

UNIVERSIDAD ESAN



Capstone Project

**OPERATIONS PROPOSAL PLAN PREPARED FOR IRVING – LAS COLINAS
CHAMBER OF COMMERCE INNOVATION AWARDS**

In collaboration with:

**UNIVERSITY
OF DALLAS**

Master of Business Administration (MBA)

University of Dallas – Irving, USA

and

Dexter J. Freeman II, MBA, ION Vice President of Operations & Administration

Greater Irving – Las Colinas Chamber of Commerce

Thesis presented in partial satisfaction of the requirements to obtain the degree
of “*Magíster en Administración*” by:

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Master Program at ESAN: MBA

March 29th, 2022

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disapproval concerning the opinions given in this paper which are the sole
responsibility of the author. »

Research Project:

OPERATIONS PROPOSAL PLAN PREPARED FOR IRVING – LAS COLINAS
CHAMBER OF COMMERCE INNOVATION AWARDS

has been approved

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Cueto Diego Saco (Jurado)

Executive Summary

This project was provided by University of Dallas as a final presentation for the Capstone Venture course. We were assigned to cooperate with the Irving Chamber of Commerce in order to prepare an strategic plan to improve the Irving Chamber of Commerce Innovation Awards.

This competition is hosted by the Irving Chamber of Commerce since 2010. Three years ago, their Vice President of Operations & Administration, Dexter J. Freeman II, MBA from University of Dallas , is in charge of preparing and producing this awards. He first met our team and gave us an introduction about current process and his expectations. With that information, we proceed to analyze and collect more information.

These awards are currently open to all Irving High School students, supports entrepreneurship through innovation, creativity, and inventions with a major prize of \$10,000.00 collected by partnerships sponsorship. During 2020 and 2021 they faced COVID -19 that was a challenge we wanted to take advantage for future processes.

During the process, we faced the difficulty to interview students due to a parent acknowledgement that needed to be filled, for that reason our team interviewed some high school teachers' part of the Irving community. Some of their students has participated in the awards and were able to provide lots of information from their point of view. There data guided to create the SWOT which was a great starting point to begin the gorgeous task to develop a strategic operations plan for the Greater Irving – Las Colinas Chamber of Commerce's 2022 "Innovation Awards".

During the process, we faced different areas of the process needing to be adjusted such as marketing and human resources. Two milestones we covered fulfilling Dexter J. Freeman II, MBA, ION Vice President of Operations & Administration Greater Irving – Las Colinas Chamber of Commerce expectations during the final presentation.

Dedication

We dedicate this work to our family. We would like to express our sincere appreciation to our parents whose words of encouragement and push for tenacity ring daily in our projects. To our brothers whose youngness have taught us to work hard and inspire us to be your exemplary for the things that they want to achieve.

We also dedicate this dissertation to Mabelita who has supported us throughout the process. We will always appreciate all she has done.

This is in memory of Maritza Chavez Vargas who left a void never to be filled in our lives.

MRIAGRACIELA ABSI AND DIEGO VILLAVICENCIO

Resume MARIAGRACIELA KARINA ABSI CHAVEZ

SUMMARY

MBA with over 9 years of experience, developing successfully in different industries. Concentrated in International Business and Healthcare management. Bilingual and dynamic detail oriented. Over the time, founded the company MG ABSI MAQUINARIAS, developed new dental branches in strategic locations and implemented quality system to obtain ISO 900, ISO 14001, ISO 137001, ISO 4500 for a construction company.

EDUCATION

- **University of Dallas// ESAN Business School, Lima, Peru** **Dec 2021**

Master of Business Administration (Double degree)

- **Universidad Católica de Santa María, Arequipa, Peru** **July 2014**

Licensed in Business Administration

- **Universidad Católica de Santa María, Arequipa, Peru** **Dic 2013**

Bachelor of Business Administration

PROFESSIONAL DEVELOPMENT

- **Harvard Division of Continuing Education Cambridge, MA 02138** **Nov 2014**

Negotiation Skills: Strategies for Increased Effectiveness

- **EF International Language Center, Brighton, MA 02135** **Sept 2014- May 2015**

Pre-MBA Program

- **Universidad Santo Tomas from Chile, Arequipa** **June-Dic 2013**

High specialization program diploma in quality management systems

- **Compliance Webinars:**
 1. Practice Management Systems Webinars
 2. Human Resources Webinars
 3. Insurance Webinars
 4. Dental Spouse Webinars

PROFESSIONAL EXPERIENCE

TAPIA DENTIST GROUP, Arequipa Peru **Jun 2017-Apr 2021**

Dental group with 4 offices and more than 30 employees located in south Peru specialized General, Orthodontics and Pediatric

General Manager

- Responsible for daily operations. Developed quality performance measures and priorities to improve performance
- Ensured compliance with country laws and regulations and maintain patient's records
- Updated licenses and permissions to operate.

- Optimized schedule (patients and employees), increasing group production above 70%
- Recruitment and hiring process to ensure the best team possible, maximizing commitment of the employees by reducing staff turnover
- Increase group profitability above 50% by cost reduction and negotiation with providers
- Develop cost centers, successfully negotiation with insurance companies and increased credit line with Banks and providers
- Trained, and mentored staff to ensure smooth adoption of new Dental software program

AMERICA DE TRANSPORTES S.R.L., Arequipa, Peru

May 2015-May 2017

Nov 2010-Aug 2014

Full-service company for mining, engineering, infrastructure and construction projects

General Manager

- Increase the award of public projects above 50%
- Hired, trained and on-boarded new employees
- Implement an online system to manage data, process orders and integrate processes (SAP)
- Promoted improvement of the working group, formulated manuals and delegated functions
- Cost optimization, developing accurate Tax strategy and cost centers.
- Manage annual budget, improve monthly expenditures and ensure company resources are optimally allocated to maximize profits
- Achieve certification ISO 9001, ISO 14001, ISO 37001, ISO 45001

MG ABSI MAQUINARIAS, Arequipa, Perú

Apr 2010– Current

Machinery rental firm

Founder, Owner

- Managed the Company
- Assigned functions
- Developed process and procedures

AFFILIATIONS AND AWARDS

- College of graduates in Business Administration CLAD N°: 21440
- Peruvian company of the Year 2016 // Managerial talent
- Peruvian company of the Year 2017 // Managerial leadership

LANGUAGES

- English
- Spanish

COMPUTER SKILLS

- Microsoft Office
- Analytics
- Social Media
- Data Visualization

VOLUNTEERING

- Held a volunteer position as a coordinator at “Jovenes a la Obra 2018” in a local municipality (Yura- Arequipa)
- Held a volunteer position as a coordinator at “Operacion Sonrisa”

Resume DIEGO VILLAVICENCIO MENDOZA

SUMMARY

MBA in University of Dallas. Graduated on the fifth superior in Business Administration, concentrated in Finance. With experience on the financial and commercial fields. Strategic capabilities that optimize company's resources and improve their profitability.

EDUCATION

ESAN Business School, Lima, Peru July 2013
Bachelor of Business Administration

University of Dallas Dec 2021
Master of Business Administration

PROFESSIONAL EXPERIENCE

CENTRO ODONTOLOGICO GAMERO Jan 2020- Apr 2021
(Dentistry)
Office Manager

Dental group with 2 offices and more than 20 employees located in Peru specialized General, Orthodontics

- Responsible for daily operations. Developed quality performance measures and priorities to improve performance
- New branch development. Business plan and feasibility study
- Recruitment and hiring process to ensure the best team possible, maximizing commitment of the employees by reducing staff turnover

SERVICENTRO SAN LUIS SAC. – AREQUIPA Set 2015- Dec 2019
(Fuel Industry)
Project Manager

- Increase the monthly turnover of the organization by 20% with virtual stations nationwide
- Improve customer service, receiving 6 awards as a station for quality of service.
- Recruitment of new customers and their loyalty through the development of innovative policies

AJEGROUP Apr 2014 –Aug 2015
(Consumer product Industry)
Treasury Analyst

- Improve payment management with different suppliers worldwide

and establish greater control with each country for compliance with corporate policies.

- Negotiate with the banks the exchange rates for the purchase of dollars in the different countries and obtain profitability by exchange rate difference.

AJEGROUP

Jun 2013 –Apr 2014

(Consumer product Industry)

Trainee

- Prepare a new accounting report package with consistent improvements in the format that also included new companies that have just entered the market.
- Develop a detailed mapping between the corporate COA of the company and the concepts of the report packages, considerably reducing errors presented in previous periods.

OTHER KNOWLEDGE

- English
- Spanish
- German
- French

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Executive Summary Introduction

The Greater Irving-Las Colinas Chamber of Commerce has hosted the Innovation Awards since 2010 or prior. The program- currently open to all Irving High School students, supports entrepreneurship through innovation, creativity, and inventions. In 2019 and 2020 competitions, 92 team contestants in high school have participated out of over 12,000 students in the community enrolled between 9th-12th grades.

The University of Dallas Team Innovation consulting group has developed a strategic operations plan for the Greater Irving – Las Colinas Chamber of Commerce’s 2022 “Innovation Awards” competition as their Capstone Project. This operational plan focuses on the following goals:

- Review of current program strengths, weaknesses, opportunities, and threats.
- Assess and benchmark the current/former Awards process through interviews and comparatives.
- Establishment of an operations process flow
- Enhancement proposal to enable sustainability, scalability, and future desires for expansion
 - Marketing & Communication propagation for the event.
 - Administrative support sections & responsibilities.
 - Opportunities for data & technological facilitation upgrades.
 - Recruitment of Sponsors, volunteers, and committees.
- Feedback from previous teacher participants and community (Interview Notes)

Around Analytics - SWOT

We had the opportunity to acquire qualitative data and supporting research materials from three interviewees around the subject of the innovation competition and a SWOT comparative. Upon our review of the data, alongside the resources included from prior competition (City of Irving Chamber of Commerce, 2019, #), the SWOT was revised for interviewee feedback (see table below).

Category	Strengths	Weakness	Opportunities	Threats
List (Include your justifications here)	<ul style="list-style-type: none"> - Area location, large population for potential to grow the program - Multiple Fortune 500 & Tech companies in the area to help sponsor the 	<ul style="list-style-type: none"> - Only one point of contact from the chamber - Student technology accessibility gap - Community outreach usage - Lack of operational funding 	<ul style="list-style-type: none"> - Award Awareness - Sponsorship (award funding/potential internships) - Scholarship potential - Promotional 	<ul style="list-style-type: none"> - Pandemic Factor (interference for 2 years worth of presentations- could serve as an opportunity to interview volunteers, dexter, participants- eliminated threat by

	program - CoC sponsorship is valuable due to its large network and promotion of improving the community	- Low number of Volunteers & Participants - Contestant Participation - Judge diversity (Interviewee source)	videos from past winners to invite participation -Utilization of Social Media for award/participation awareness	offering virtual substitution offerings to continue with the schedule) - Competition CoC
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Strengths:

There are many areas of strengths for the Innovation Awards program. The Greater Irving-Las Colinas Chamber of Commerce is located in a heavily populated area. This can enable the potential expansion of the Innovation Awards program. There are many Fortune 500 & Tech companies in the area. This can assist with increasing the sponsorship and mentorship portion of the program. The Chamber of Commerce can gain additional sponsorship by soliciting to its large network and promoting their work in improving the community.

Weaknesses:

We identified factors that act as barriers preventing the competition from reaching its full potential. These weaknesses include a weak communication system, technological constraints, lack of funding, and low levels of engagement. Thus, the factors identified serve as a disadvantage for the competition which in turn limits growth potential.

Opportunities:

The relevant opportunities we identified led us to recommend possible increases in financial rewards for participants as well as optimizing the engagement of the students overall. These actions can be implemented immediately and are repeatable year over year. The utilization of technology will be pertinent when attempting to reach the youth and incite responses for participation as well as scholarship and funding solutions.

Threats:

Upon researching our preliminary assessment, we determined that the primary opportunity focus is to assure the operations plan keeps support specific to the Innovation Awards for minors in the school system.

Our research found several similar competitions within the area - catering to different definitions of innovation for secondary education levels. Potential resolutions to minimize threat impact are to: keep the eligibility of participation at primary education levels (i.e. middle/high school) and/or have joint partnerships for event administration and sponsorships to share alongside the chamber of commerce.

Based on the reference taken from the SWOT analysis, our interviewees answered some questions that gave us a great outside perspective. We recommend that the awards should have judges from different backgrounds that are involved with the chamber of commerce for example (engineering, science, technology, consulting, etc). Having the opinion of different members of the community is a good practice for the development of the competition. This allows us to have information from different points of view and take advantage of opportunities for improvement.

Major Data Points of Reference

Focuses:

- **Data & Analysis of Interviews/Feedback (qualitative information)**

The ability to carry out an effective selection of a winning team requires a great effort from the group of judges given the diversity of ideas submitted by contestants. A diverse panel of judges assures that participants receive the best feedback possible and are able to get the information needed to facilitate decision-making and business strategies for their projects, based on assessment criteria.

One of the interviewed marketing teachers (Ms. Mitchell, Interview, 2021) said she pays special attention to the target market's focuses. She also stated that due to the time frame of the competition it can be difficult to correctly direct all the participants' efforts towards achieving success on the awards.

- **Community Survey recommendation**

The team prepared a preliminary survey- target audience for students eligible for participation in competition, former semi-finalists and winners. It would benefit opportunities for outreach and expansion if the awards committee contacted the schools and supported surveys that are approved with parental consent. Below are some general guidelines as well as a preliminary 15-question survey here:

https://www.surveymonkey.com/r/Preview/?sm=qOOiSt3YXoY3C2VX_2BtuMtP7EZ_2B8QYi0Qbzfr3HziBAJoYzuYJkuq0bR4dL_2Bms_2B05

- Subsection categories related to the proposal, SWOT focuses, and Community Outreach for volunteer needs. Duration to complete survey: 5 to 8 minutes; 10 to 18 questions.

- **Community Data**

According to City-Data and Census, the City of Irving there are over 12,000 high school students enrolled within Irving (City Data, 2021)- all of which are eligible to form teams and participate in this annual scholastic competition (see table below):

MacArthur High (9-12)	2,793
Irving High (9-12)	2,571
Nimitz High (9-12)	2,480
Jack E Singley Academy (9-12)	1,733
Universal Academy (K-12)*	1,386; 777 (*more than one campus within the area with total enrollment)
Ranchview High (9-12)	878
Winfree Academy (9-12)*	199; 240; 329;128 (*more than one campus within the area with total enrollment)
Barbara Cardwell (9-12)	354
Islamic School Irving (PK-12)	570 (total enrollment)
The Highlands (PK-12)	355 (total enrollment)
Cisterian (5-12)	345 (total enrollment)
StoneGate Christian Academy (NS-12)	138 (total enrollment)
Total Overall:	15,276 students enrolled

Nationwide Based Innovation Facts

Pandemic Impacts on Education & Business:

The coronavirus pandemic (COVID-19) has caused an unprecedented global economic slowdown. The current crisis hit the innovation landscape at a time when innovation was in full swing. In 2018, spending on research and development (R&D) grew by 5.2%, that is, at a much faster rate than the growth of the World GDP, after recovering strongly from the financial crisis from 2008-2009. Venture capital and the use of intellectual property (IP) reached an all-time high. In the last years, there has been a strong political determination to encourage innovation, including in developing countries; this is a relatively new and promising trend towards the democratization of innovation beyond a number of economies and poles of

competitiveness. Now that global economic growth is projected to decrease considerably in 2020, one wonders whether R&D, venture capital, IP, and political determination to foster innovation. Since innovation is now central to strategy business and national growth strategies economically, it is hopeful that innovation will not decline as drastically as anticipated.

Fundamentally, the pandemic has not changed the potential of cutting-edge technologies and innovation. It is evident that large innovative companies and their main investors in research and development (“R&D”) would not be well advised if they abandoned R&D, IP, and innovation in its quest to guarantee competitiveness in the future. Many of the leading R&D companies in the Information technology sector, for example, have large cash reserves, and the push towards digitization will strengthen innovation. It is likely that in the sector of pharmaceutical and biotechnology, another of the main Investors in R&D, there is growth in R&D driven by renewed interest in R&D in the field of health.

Other key sectors, such as transport, will have to adapt more quickly with renewed interest that sparks the search for “clean energy”. In addition, the crisis COVID-19 could well catalyze innovation in many traditional sectors, such as tourism, education, and retail commerce. It could also drive innovation in the way in which work is organized at the company level and at the individual, and in the way in which production is (re) organized to a local and global level. Harnessing the above potential is now essential and requires the support of governments, as well as models of collaboration and continued investment by the private sector in innovation.

In the context of the theme of the Global Innovation Index. Unlike 2009, the positive is that for now the system financially is solid. The bad news is that it's running out of money to finance innovative initiatives. The venture capital businesses are drastically declining in North America, Asia, and Europe. (Global Innovation Index 2021)

There are differences in Innovation not only from the demographics of the United States but also from the demographics of college-educated Americans. (The Demographics of Innovation in the United States. ITIF, 2016)

Immigrants comprise a large and vital component of U.S. innovation:

- 35.5 percent of U.S. innovators were born outside the United States.
- 10 percent of innovators were born in the United States but have at least one parent born abroad.
- More than 17 percent of innovators are not U.S. citizens.

- Immigrants born in Europe or Asia are more than five times as likely as the average native-born U.S. citizen to have created an innovation in America.
- Immigrant innovators also are better educated on average than native-born innovators. Over two-thirds hold doctorates in STEM subjects (science, technology, engineering, and mathematics).

There is a gender split among innovators:

- Women represent only 12 percent of U.S. innovators.
- The share of women was 5 percent larger among foreign-born innovators than among U.S.-born innovators.

Minorities born in the United States are significantly underrepresented:

- U.S.-born minorities (including Asians, African Americans, Hispanics, Native Americans, and other ethnicities) make up just 8 percent of U.S.-born innovators.
- African Americans comprise just half a percent of the U.S.-born innovators.

Innovators in the United States are experienced and highly educated, and most hold advanced degrees in science and technology fields (The Demographics of Innovation in the United States. ITIF, 2016):

- Four-fifths of innovators possess at least one advanced degree and 55 percent have obtained a Ph.D. in a STEM subject.
- Fifty percent of innovators majored in some form of engineering as an undergraduate, and more than 90 percent majored in a STEM subject as an undergraduate.
- Innovators are more likely to hold graduate degrees from public universities than private ones.
- MIT educated more innovators than any other single graduate university.
- Technology-savvy entrepreneurs dropping out of college to found companies in Silicon Valley; the median age for innovators is 47.

Innovation distribution:

- 60 percent of private-sector innovations originate from businesses with more than 500 employees; 16 percent originate from firms with fewer than 25 employees.
- 50 percent of companies with fewer than 25 employees received assistance from a public source
- Innovation concentrates in the Northeast, in California, and near sources of public research spending.
- California had the most innovations of any state, with innovations concentrated in Silicon Valley, the San Francisco Bay Area, and San Diego.
- Mid-Atlantic and New England states tended to produce the most international patents in life sciences, materials sciences, and information technology.
- Innovation winning awards clustered around public laboratories and prominent research universities in New Mexico, Oak Ridge National Lab in Tennessee, and universities in Berkeley, California, and Cambridge, Massachusetts

	Name	Presented by	Target	Prize & Submission
1	Big Idea Competition	The University of Texas at Dallas	North Texas	\$\$
2	Annual Health Innovation Competition	Health Wildcatters	Startups	\$\$ April 13
3	Dallas-based American Heart Association Awards	Center for Heart Health Technology	Research Grants for Heart, Brain, and COVID-19 Innovation	\$\$ April 1
4	FIAP Awards	Mexican Hass Avocado Importers Association	Culinary professionals	\$\$ May 10
5	H&M Foundation's Global Change Award	KTH ROYAL INSTITUTE OF TECHNOLOGY	fashion industry	\$\$ October 20
6	Global Student Entrepreneurs Awards	SMU Cox School of Business.	undergraduate student	\$\$ November 16

7	Carbon Removal Prize	Elon Musk and the Musk Foundation	innovators and teams	\$\$ Earth Day
8	Dallas Startup Week	Dell Technologies	entrepreneurs	\$\$
9	Startup world cup Texas	Pegasus tech ventures	startups	\$\$ August 20
10	League for Innovation Student Art Exhibition & Competition	Dallas College	art student	\$\$
11	Annual MavPitch Business Competition.	University of Texas at Arlington	student-led startups	\$\$ September

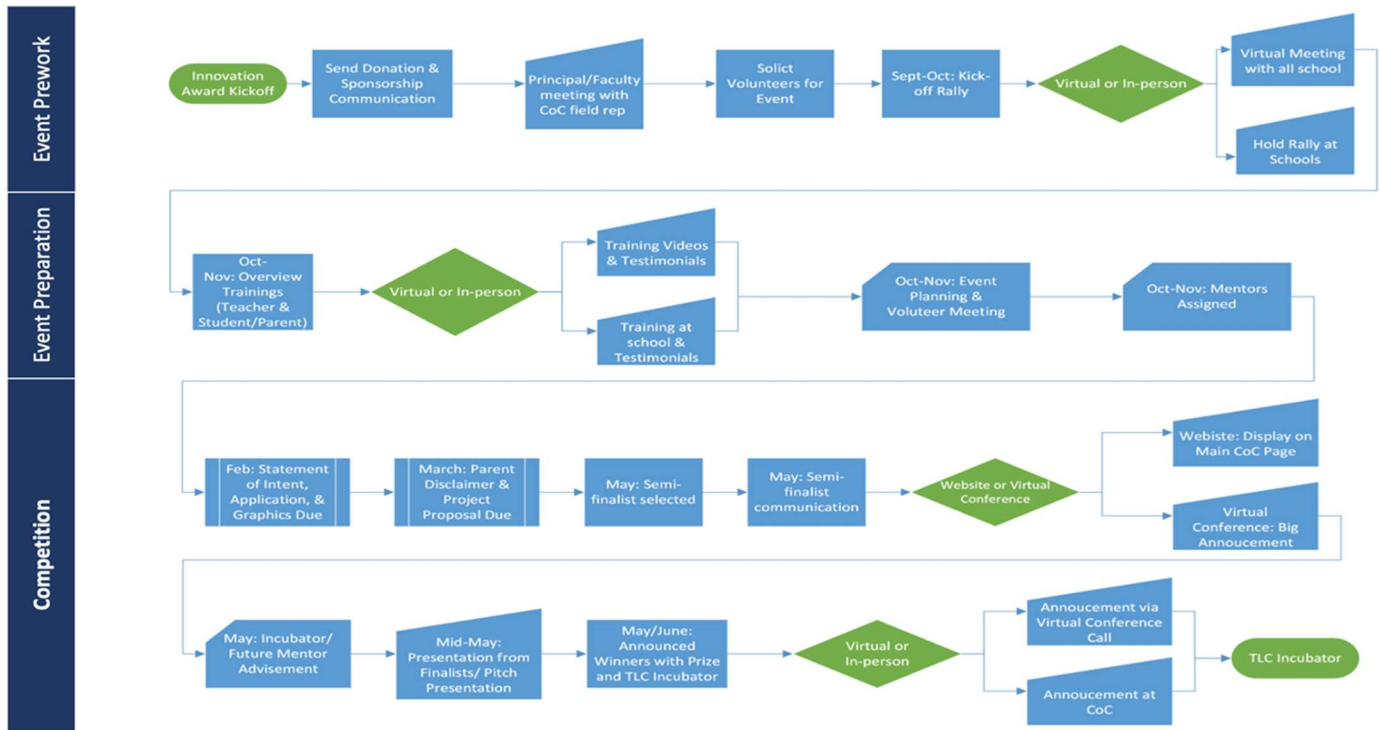
Operational Plan

Operation Flow Diagram

The operational flow diagram is included in this project as a visual aid-coordinated and designed to be scalable, selected, and/or phased into planning to complement the existing process flow.

Legend:

Blue: Critical event or task related to the Innovation Competition involving volunteers, administration, and/or judges. A communications or marketing event/initiative to incentivize competition event support Administrative & volunteer planning or coordination that facilitates back-end operational support towards the annual event including its rotation. An existing timeline event mainly for contestant submission and processes toward the competition foundation.



Awards Timeline: Current & Proposed

Current

2021 INNOVATION AWARDS TIMELINE	
November - January	Brainstorm topics
February 19, 2021	Statement of Intent due Application due
February 19, 2021	Graphics/Drawings due
March 26, 2021	Project/Product Proposal due Parent Disclaimer due
April 23, 2021	Semi-Finalists announced
May 7, 2021	Virtual Presentations due
May 14, 2021	Virtual Q&A
May 21, 2021	Winners announced
TBD	Virtual TLC Incubator Session

Proposed

Mid-August-Early Sept	Principal/Faculty Meeting
Labor Day October	Intro Rally Event
November - January	Brainstorm topics
Overview Trainings: Participant, Teacher, Volunteer, Sponsors/Donors, Judges	
February	Statement of Intent, Application Graphics/Drawings due; Parent Disclaimer due
Admin. volunteer/mentor Project Application Support	
March	Project/Product Proposal due Include an elevator pitch video as a criterion
Admin. 45-day window to review from volunteers/judges and narrow down all participants to semifinalist candidates (include Judging guidance)	
May	Semi-Finalists announced
Communication for Semifinalist announcements & marketing on next steps Award Incentive hype & goodie bag marketing for semi-finalists	
May	Pitch Presentation with judge Q&A
Swagger marketing: sponsored city/company donations, gift card related to local business support for entrepreneur start up needs & support; Future mentor, internship, behind the scenes look at future potential	
May/June	Announced Winners with Prize and TLC Incubator

Administrative Plan

Preliminary SWOT analysis and project owner interviews were conducted to assess the event's management. These interviews supported many decisions for the suggestions listed within the visual diagram; all strategically placed as independent but connectable features for scalability and opportunity for future expansion. Based on this, the following recommendations for each component are included as further clarity below:

1. Faculty committee meeting with the Chamber of Commerce (CoC)

(suggested timeframe between mid-August through early September to align with school faculty on grounds prior to first academic day kickoff for the year ahead of student arrival).

The Goal: This meeting provides an opportunity for the Principals/School heads to volunteer as an administrative lead to act as "Innovation Award Ambassador" for the school in liaison with the CoC Innovation Award administrative team. This Ambassador will attend meetings on behalf of the school,

coordinate a school action plan towards the school-specific communications towards student & teacher engagement, source additional volunteers within the community to relay information up to CoC administrative point of contact and communicate any potential curriculum opportunities that can aid the innovation competition participation with various class lesson plans as applicable and approved by the school board.

2. Introductory Rally Event (suggested timeframe from September to October).

The Goal: This event is an early opportunity for the community and the Chamber of Commerce Awards team to get an intake of all the potential supporters and inquiries. This is necessary for further networking opportunities towards the competition, community engagement, and promoting everyone to get towards next steps to get started (i.e., a portal website where information, forms, training, and guidance are kept). The event can also showcase former and current sponsors/donors and serve as a mixer for potential participants, their parents/family, faculty members to show support towards volunteers and community members who want to get involved somehow or learn about all the options to support.

2A. Overview training (via Portal webpage; to be already available for access or opened by timing sections any time after the introductory rally. This function is to be managed by a tech coordinator with CoC oversight and ownership).

The Goal: The overview training is a means to offer self-guided, accessible training content and documentation that serves the Award Administrative support which can be standardized/automated if desired. The vision is to have various categories divided by function (i.e. Participant w/ Parent, Teacher/Faculty, Volunteer, Sponsor/Donor, Competition Judge) in order to offer videos, how-to- resources, webinar-based training material, etc.). The content within each functional category can be a combination of customized content (i.e. the role of a Volunteer/Sponsor/Contestant/Judge for the Innovation Award Competition) and/or already existing content resources via web links (i.e. <https://www.wikihow.com/Join-the-Chamber-of-Commerce> ; <https://www.wikihow.com/Create-a-LLC-in-Texas>)

3. Participants Brainstorm Topics & Team Formations (Currently recommended based on application timelines to be from November-January).

The Goal: Participants and Teachers who offer courses with curriculum/lesson plans that can be integrated with a lesson activity to support the students to brainstorm a project concept related to Innovation. As the competition continues to move forward and align more with strategic plans for community engagement, commerce, and city initiatives related to education, the subject foundation (currently innovation & entrepreneurship) can transition as applicable or needed.

3A. Administrative pre-planning for initial infeed from participant submissions.

The Goal: This provides an opportunity for the administration to get ready for the submissions from participants and use this time for managerial organizations, further clarifications, technological support verification on submission pathways (i.e. email, QSR Code with PDF, portal uploading, SharePoint page, receiving & sending messages, etc.). This will help iron out any potential kinks or needs ahead of the participant team submission. The team has also made recommendations to categorize support leads for the overall event and create a planning need for that opportunity.

4. Application & Consent Due (Currently recommended based on application timelines to be in Mid February)

The Goal: Have an easy application submission process from participants to the administrations of review and assure applications have been received (and are complete), submitted, and confirm participation and status.

4A. Administrative/Mentor Project Application Field Support

The Goal: As applications get submitted and confirmed, the field can schedule time frames for school outreach with ambassadors to assure the candidates are on the right track and offer any ad-hoc support during their field visits.

5. Project Proposal Due (Currently recommended based on application timelines to be in Late March)

The Goal: Project proposals submitted by confirmed team participants will be uploaded, confirmed for completion, counted, and assigned for assessment by the judging panel. The team is also proposing an “elevator pitch video” as an additional, new requirement to be included in the project submission (currently consists of: SOI, Concept, Essay to include: Proposal, Description, Justification)

5J. Judges & Committee narrow all submissions down to 12 to 15 semi-finalists

The Goal: Include Judging guidance for minimum semifinalist qualifications: SOI, Concept, Essay to include: Proposal, Description, Justification, and the newly recommended elevator pitch. This judging guidance will help uniformity of focus criteria in order to assure each submission is being assessed on the same foundations for criteria. It is also important that the committee considers Diversity and Inclusion concepts for the Judging panel to fit various criteria to support diversification of assessment. Judges who are of both gender, with cultural community representation and backgrounds in Business, Science, Research,

Engineering, Primary & Secondary Education, Public Service, Design, IT, Self-made Entrepreneurs, Social Marketing, Ethics, Human Resources, Counseling, Trade Skills, are all good focuses for having a diverse judging panel that is relevant to the competition and community.

6. Semi-Finalists Announced (Currently recommended based on application timelines to be in Early May)

The Goal: Have an inspiring communication for the announcements and schools being represented in the semifinals to support the competition further with community outreach and promote a membership/Partnership with CoC.

6M. Award Incentive Marketing

The Goal: Offer the semifinalist a goodie bag as an encouragement to continue active participation alongside testimonial marketing, Opportunity to market incubator sessions, support groups, interviews with major sponsors on competition participation engagements. Offer an opportunity for former year semifinalists to support the marketing ideation and narrative. It's also an opportunity for the CoC to pair semifinalists with potential business networks related to their projects and /or community projects in the area.

7. Finalist Pitch Presentation with Judges (Currently recommended based on application timelines to be in Mid May).

The Goal: Finalists offer a presentation pitch with an opportunity for Q&A from judges on their idea, concept, and future plannings should they win or gain more support.

7M. CoC behind the scenes marketing, mentorship, Swag marketing for startup business/entrepreneur support.

The Goal: Marketing and networking opportunities towards the finalists that have come up with ideas that could serve the community innovation and entrepreneurship further with resources & tools to make their idea a reality towards a scalable solution and/or business model.

7J. Judges Decide 1st - 3rd place winners

The Goal: Convene on a decision for the cash prize winners and celebrate their contribution alongside donors, sponsors, schools, and the community.

8. Winners Announced, Cash Prize (Currently recommended based on application timelines to be in Late May/Early June)

The Goal: Communicate outwards to the community and support groups on the winners and event engagement support. Video, interview, and article postings for publication and archive. Once published, these can be part of the Thank-you to all funding donors, participants, and members who supported the event for their commemoration and record; to hopefully continue active participation for upcoming years support.

8A. Preparation for major funds and early administration committee support for upcoming year & commitments.

The Goal: Understand metrics from the previous year and look ahead to the committee and managerial planning needs, Inquire on the follow-ups with heads of schools, ambassadors, and administrative positions if rotated or promoted to other duties/responsibilities.

Marketing and Communications Plan

The Irving Chamber of Commerce engages in an annual “Innovation Awards” competition which currently encompasses high school students pitching entrepreneur product/company ideas in a “shark tank” like atmosphere; this program is open to all students (private or public) in the Irving/Las Colinas, Texas district. To grow participation within the current age level (high schools), expand the inclusion of schools (add middle schools) in the area year over year, and promote local business participation the following strategies should be implemented in a layered format.

Objectives

- Increase overall awareness of Innovation Awards
- Increase the number of schools that participate in the Innovation Awards
- Increase the number of participants overall year over year
- Create Social media presence
- Increase the number of businesses associated with innovation awards
- Utilize the model of personalized marketing

Target

Our plan’s initial focus is on student participation and overall awareness regarding the innovation awards. The goal is to ensure that each school, and its students, who believe they are unable to participate in these awards are indeed eligible. Followed by a second phase which focuses on those businesses already involved in the innovation awards as well as gaining new local business participation.

Mission Statement

To provide exposure and awareness for all schools and students within the Irving school district to boost participation in the innovation awards year over year.

Market Analysis

Our target market is Irving/Las Colinas students, schools, and local businesses.

Primary Audience Tier 1 (Must have their ear)	Secondary Audience Tier 2 (important)	Other Tier 3 Nice to have
Students Schools Local business (non-participating)	Local Business (currently participating) School Faculty	Parents of students Overall Community

Marketing and Communications Layers

The following strategy is multi-layered with the expectation of an incremental marketing increase for the innovation awards and by proxy the CoC as well. Maximizing the tools that have been proven to be impactful within the target demographic. Thus, allowing the CoC to increase its reach across the Irving community and school district, as well as raise awareness for the awards

1. Promo Video

- a. The success story of past participants to encourage students to participate and generate excitement/interest.
- b. This video could be used as an incentive for the winning team to create the next year's promotional video.

2. Marketing Strategy

- a. Use of Irving ISD intranet accessible to teachers, students, parents.

- i. Links placed on each schools intranet to link them to the overall innovation awards information (periodically updated as information is made available)
 - 1. <https://www.irvingisd.net/>
 - b. Generate company interest through brand exposure and personalized marketing .
 - i. Companies want to see the benefits of exposure throughout the city of Irving.
 - c. Using Social Media to reach the targeted demographic.
 - i. TikTok
 - 1. Utilize popular app for students to get creative and share progressions on their personal profiles within the platform using the hashtag of that year
 - ii. Snapchat
 - 1. Take pictures and videos of progress using geotagged approved location filters for Snapchat to share and help boost awareness and personal support.
 - iii. Instagram
 - 1. Create an Innovation Awards profile by the chamber of commerce to post notifications and short videos on the platform.
 - iv. Create HashTag (ie #InnovationAwards2025)
 - 1. The use of technology to grow awareness of the Innovation Awards allows students to connect with the community.
 - 2. Hashtags are searchable; potential company sponsors, as well as participating sponsors, can see how students are progressing with their ideas and track progress.
 - v. SMS Messages
 - 1. Scripted messages are sent periodically to participants to remind them of deadlines.

3. Marketing Strategy Implementation

- a. Newsletter
 - i. Local newsletters
 - 1. <https://www.cityofirving.org/178/City-Publications>
 - ii. School newsletters
 - 1. Jack E Singley Academy
 - 2. Macarthur High School
 - 3. Irving High School
 - 4. Nimitz High School

5. Barbara Cardwell Career Preparatory Center
6. Ranchview High School
7. Universal Academy
8. Winfree Academy
9. Islamic School Irving
10. Cisterian
11. The Highlands
12. StoneGate Christian Academy

b. Morning announcements over school PA

- i. Have a pre-recorded message emphasizing innovation awards and prizes for 1st, 2nd, and 3rd place.
- ii. Have a short and scripted message that can be read by all of the schools
 1. Updates on a weekly or monthly basis of students within the school as they make progress on their projects

c. Past student participant video/in-person conference with interested students

- i. Reward for winning
 1. Explain how they won changed and impacted their life
- ii. Generate more interest and answer questions
- iii. Work with the chamber of commerce for continuing involvement with an awards program

d. Personalized marketing model

People who owned a smartphone that they used on an everyday basis may use their social media network in order to search and share our content with their friends and network.

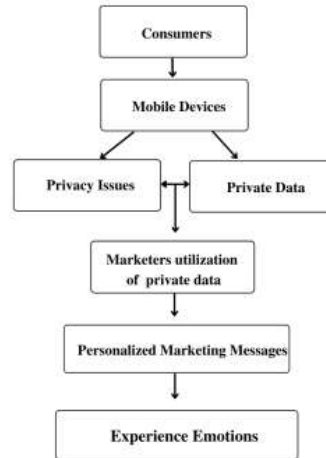


Figure 1: Conceptual Model

participants could feel that there are positive advantages on sharing their participation data. By sharing, the participants would receive more content, followers who is going to be personally directed to them and their entrepreneurship .

- e. Host sporting and social events alongside boosters to sell T-shirts sponsored by participating sponsors.
 - i. Builds awareness not only for the awards but for the companies themselves and gives them placement opportunities within the eye of the community
- f. Use pencils, key chains, erasers, and other bulky items with a QR code to direct parents and students to the website.
 - i. Relatively inexpensive and can buy in bulk with the understanding that overstock can be stored
- g. Have an innovation awards banner with company logos and a QR code.
 - i. Advertisement for the company as a part of their participation buy-in.
 - ii. Adds to their Corporate social responsibility campaign/initiative.
- h. Innovation awareness day.
 - i. A day where participants might be able to apply for internships and meet reps of those companies sponsoring and judging the competition as well members of the chambers of commerce
- i. Constant and Consistent communication with sponsors from previous years.
 - i. Taking on the ideas of companies to continue to improve what the awards are supposed to be.

Possible Resources for Ideas not to reinvent the wheel and could with some automation ideas

1. *Awards Based on Machine, Creativity, and Innovation*. FIRST. (2021). Retrieved 2 November 2021, from <https://www.firstinspires.org/resource-library/frc/awards-based-on-machine-creativity-innovation>.
2. *BIG Innovation Awards — Business Intelligence Group*. Business Intelligence Group. (2021). Retrieved 2 November 2021, from <https://www.bintelligence.com/big-innovation-awards/>.
3. *The Innovation Awards | NAFCU*. NAFCU. (2021). Retrieved 2 November 2021, from <https://www.nafcu.org/innovationawards>.
4. *International Innovation Awards*. International Innovation Awards® | The International Innovation Awards® recognizes outstanding innovations, and in the process, provide the encouragement for organizations to continue investing in innovation. (2021). Retrieved 2 November 2021, from <https://innovationaward.org/>.

(Please see Addendum section for QR Code Page and draft example)



Human Resources Plan for Event

Innovation Awards Competition Support

The Innovation Awards team will need two main points of contact (“POC”) in addition to the support from the Chamber. The two suggested POCs are the Director of Operations and Administrative Coordinator, each of whom provides the day-to-day support and liaison responsibilities the Innovation Awards require.

Director of Operations: We propose an internship to fill this position from a former semi-finalist/finalist contestant or a junior or senior from a local university (UTD, UTA, UD, just to name a few). This individual would be responsible for sourcing new business partners to sponsor the Awards, main liaison between school principals/teachers and the Chamber, identifying growth areas, handling approved project capital expenditures, and sourcing new sponsorship/funding from local universities/businesses. A few contacts to procure interns are UTD Career Management Center neil.johnson@utdallas.edu, University of Dallas Career Development Career@udallas.edu.

Administrative Coordinator: The coordinator will work directly under the Director of Operations and will have the responsibilities of facilitating Innovation Awards communications, work with the Chamber of Commerce to organize and facilitate participant submissions, initial point of contact for students/teachers who have questions for the Chamber, and any other “day-to-day” requirements that will pop up. Volunteers can be found at the Introduction Rally or by utilizing students whose school requires the Innovation Awards to be a part of the curriculum.

Marketing Director: We recommend a Marketing Coordinator to be responsible for all promotions and community outreach regarding the Innovation Awards; the coordinator should be an internship offered by the Chamber and sourced through the local universities, similar to the recommended approach for Director of Operations.

The coordinator will be responsible for developing competition brand awareness, creating press releases, articles, and other related marketing materials for competition promotion and visibility. The coordinator will also actively interact with existing and potential competitors and build profitable partnerships with potential sponsors in addition to developing strategic procedures for creating an online presence and gauging the interests of more students.

During our interview with Sandra Baber-Sandefur, who formerly headed the Southlake Chamber of Commerce, recommended a partnership with the local magazine/newspaper to promote events (the local paper is Rambler Newspaper) This can be achieved by offering to sponsor their paper and initiatives within the Chamber newsletter in exchange for advertisement space in the paper; this is a great way to promote the event (and other events) within the community.

The Chamber should also utilize its weekly/monthly newsletter to promote the Innovation awards, this is a great way to involve businesses who are already active with Chamber events (i.e. Toyota). The coordinator will be responsible for the development of marketing material and information to be included in the newsletter.

Field/Training Coordinator: The Training Coordinator will be responsible for mapping out development plans for the competition and will work in close contact with the administrative assistant. This individual's main job is competition site selection, organizing required technology for the event, working with teachers/principles/students on paperwork submissions and facilitation of awards/ and assisting the operations team with any necessary daily tasks. This coordinator would ideally be a school district employee and can be obtained at the Introduction rally.

Innovation Awards Portal

Our recommendation to help facilitate student submissions, training videos (student/teachers/volunteers), sponsorship support, and volunteering opportunities is to develop and operate a separate "Innovation Awards" portal which is linked to the Irving Chamber of Commerce's main webpage. An estimated budget from Falcon Realty Advisors vann@falconcompanies.com is: Front-end development (main page etc) \$2,000-\$4,000, user portals for information gathering (logins for teachers, students, sponsors) \$10,000-\$15,000, web hosting \$150-\$300/month, security \$35/month, sub-domain name \$12/year (price quote available in the addendum section).

Another option (of which, Falcon Realty Advisors highly recommends) for webpage development would be to engage with the University of Texas at Dallas School of Arts, Technology, and Emerging Communication (ATEC) to negotiate an internship-style project that would entail developing a web page; this option would be best suited for upper-level web development students, of which various local educational programs have ample supply. Many Universities require students to obtain an internship as a graduation requirement, contact the corporate relations representative from a representative of interest.

Student Submissions:

The portal will be each participant's method to submit all required Innovation Awards documentation, which can be uploaded via smartphone, community resources (libraries), and the classroom. After each submission, the student will receive an automated "accepted" email confirming the Chamber of Commerce is in receipt of their submission. The Chamber is then able to sort through all submissions and perform the necessary documentation.

Training Videos:

Each group of participants (students, volunteers/judges, teachers) will benefit from having a consistent message of expectations and procedures. Students will view former participants' suggestions to compete and how to time manage this project (record training videos at the awards ceremony). Volunteers & judges will take instruction from a Chamber of Commerce member on judging expectations, ethics of dealing with participants, and the overall purpose of the Awards. Teachers (from our interviews with Mr. Davidson and Ms. Watson) have slight apprehension about joining the Innovation Awards as they are unsure if they have enough time in the semester to manage the additional workload. Mr. Davidson and Ms. Watson agreed that training videos from current and/or former teacher participants detailing how the Innovation Awards helped their students grow and generally a student-run project can be easily incorporated into their curriculum.

Sponsorship Opportunities:

The Chamber can utilize the portal to aid its community sponsorship outreach by advertising various "membership levels" for sponsors to sign up. Whether it be a certain level of financial commitment (\$1,000, \$2,000, \$10,000/year) or commit to offering internships; the portal allows each potential sponsor to create a profile to be "plugged in" with the Chamber and all future engagements, this is a great way to market the Innovation Awards by streamlining the contribution process.

Volunteer Support:

Advertising volunteer opportunities for the Innovation Awards is an important taste to help command enough volunteer participation. Similar to the "sponsorship contribution level", the Chamber should advertise the level of commitment (i.e. event participation, judging, Chamber liaison between schools) in order to gauge how many volunteers need to be obtained at the Introduction Rally Event.

Final Conclusions

Our recommendations consist of a cohesive and modular support towards incremental improvement. We have also included additional avenues as part of the strategic planning to “make it happen.” As the Chamber of Commerce considers this proposal in its entirety or utilizes concepts for further idea development, a few final points towards this initiative are:

1. As teams, proposals, or initiatives are deployed for any change- decide if a documented aid (i.e. standard work instruction, technical manual, guidance reference, how-to) would be beneficial for long-term uses and revisions.
2. Seeking additional support aids for projects or initiatives related to the event within reliable community avenues. Event coordination/management, recruitment for volunteers, and participant-focused marketing inclusion are all important for key initiatives. These can be filled with internships at the High School/entry level Secondary education levels, managerial committees looking to volunteer community needs, former participants and entrepreneurs/innovators that created business networks.
3. The Awards competition is for a changing and diverse demographic within the community, in order to reach that audience on a relatable level- their participation in promoting awareness, recruitment, and connection with potential donors, sponsors, and members of the chamber of commerce will make a significant impact.
4. Use resources related to curriculums to promote “doors of opportunity” for school administrators to collaborate with new-age learning & development changes as the community moves forward in preparing them for adulthood and value their societal contribution.
5. Easy access to information related to the awards
6. Different points of contact for support by category
7. Adaptable, Tech-friendly area and connections
8. Large community benefit and impact from award participation
9. Strong planning from beginning to the end
10. Diversity in the judges, committee, participants, and sponsorship

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Appendix

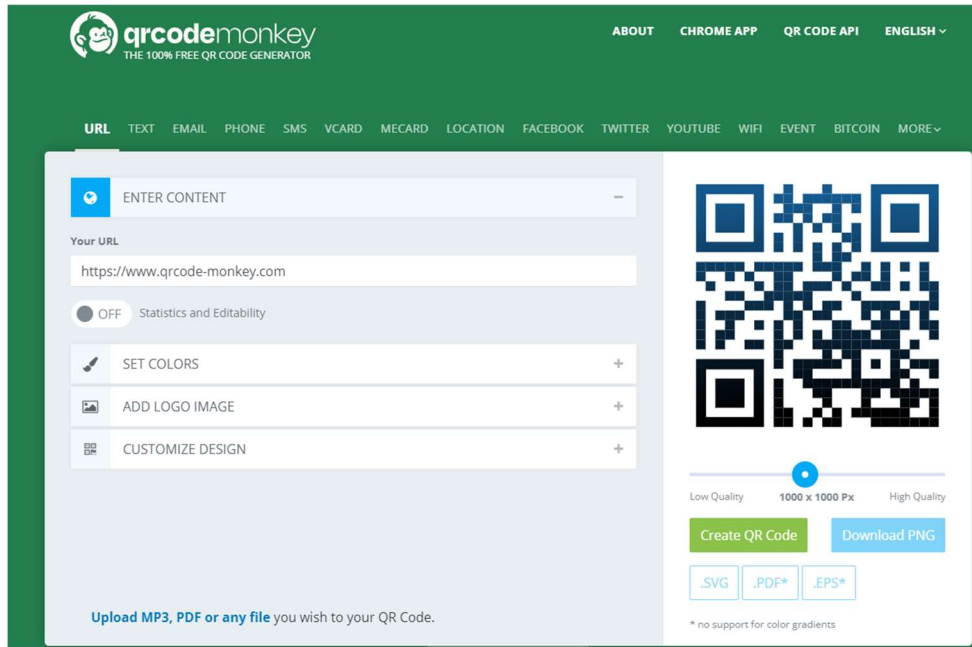
SWOT

Category	Strengths	Weakness	Opportunities	Threats
List (Include your justifications here)	<ul style="list-style-type: none"> - Area location, large population for potential to grow the program - Multiple Fortune 500 & Tech companies in the area to help sponsor the program - CoC sponsorship is valuable due to its large network and promotion of improving the community 	<ul style="list-style-type: none"> - Only one point of contact from the chamber - Student technology accessibility gap - Community outreach usage - Lack of operational funding - Low number of Volunteers & Participants - Contestant Participation - Judge diversity (Interviewee source) 	<ul style="list-style-type: none"> - Award Awareness - Sponsorship (award funding/potential internships) - Scholarship potential - Promotional videos from past winners to invite participation -Utilization of Social Media for award/participation awareness 	<ul style="list-style-type: none"> - Pandemic Factor (interference for 2 years worth of presentations- could serve as an opportunity to interview volunteers, dexter, participants- eliminated threat by offering virtual substitution offerings to continue with the schedule) - Competition CoC
Related Citations/References	<ul style="list-style-type: none"> - Area location demographics: https://www.census.gov/quickfacts/irvingcitytexas -Fortune 500 & Tech Hub Area: https://lascolinas.org/about-las-colinas/ https://businessfacilities.com/2020/05/texas-microsoft-expanding-las-colinas-operation/ https://partners.bizjournals.com/greater-dallas-fort-worth/irving/why-irving-las-colinas-remains-the-headquarters-of-headquarters-in-north-texas/ 	<ul style="list-style-type: none"> Tech challenges- https://www.cityofirving.org/1057/Services Community outreach - https://www.carnegiedartlet.com/blog/3-helpful-strategies-for-reaching-high-school-seniors-in-fall-2016/ Lack of operational funding- https://www.ptotoday.com/pto-today-articles/article/8951-how-to-get-sponsorships-for-your-school-events Volunteers and participation- https://join.mobilize.us/blog/volunteer-recruitment https://donorbox.org/n 	<ul style="list-style-type: none"> - Irving is a hub for business relationships https://partners.bizjournals.com/greater-dallas-fort-worth/irving/why-irving-las-colinas-remains-the-headquarters-of-headquarters-in-north-texas/ -use of current business relationships https://www.irvingchamber.com/industries - Irving School Scholarships https://irvingschoolsfoundation.org/progr 	<ul style="list-style-type: none"> Pandemic Factor for potential questions: http://theinsider.irvingisd.net/2020/06/15/2020-innovation-award-winners/ https://www.irvingweekly.com/s/3431/irving-chambers-technology-leadership-council-announces-the-2021-innovation-awards.php Competition: Pitch Competitions - Institute for Innovation and Entrepreneurship https://innovation.utdallas.edu/bigideacompetition/ https://guide.dallasinnovates.com/opportunities/

	<p>Expand on tech hub opportunities</p> <p>-CoC Sponsorship</p> <p>https://www.irvingchamber.com/news/1553-irving-chamber-s-technology-leadership-council-announces-the-2021-innovation-awards-presented-by-trend-micro-2</p>	<p>onprofit-blog/motivate-and-engage-your-nonprofits-volunteers/</p> <p>Contestant participation-</p> <p>https://eventstant.com/11-ways-increase-attendance-event/</p> <p>https://origamiglobe.com/promote-your-competition/</p>	<p>ams/scholarships/</p> <p>- JD Irving sponsorship program</p> <p>https://www.jdirving.com/jd-irving-sustainability-community-education.aspx</p>	<p>https://www.innotechdallas.com/</p> <p>http://stem-works.com/locations/2-dallasfort-worth/groups</p> <p>https://dallasinnovates.com/avocados-from-mexico-opens-innovation-center-in-irving/</p> <p>https://patch.com/texas/dallas-ftworth/classifieds/announcements/245144/question-who-s-back-dallas-startup-week</p> <p>https://www.startupworldcuptexas.com/</p> <p>https://www.dallascollege.edu/cd/schools/arts/league-innovation/pages/default.aspx</p> <p>https://www.democrats.senate.gov/imo/media/doc/USICA%20Summary%205.18.21.pdf</p> <p>https://theclassof2020.org/innovation-competition/</p> <p>https://www.dallascollege.edu/cd/schools/arts/league-innovation/pages/polite.aspx</p>
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Marketing

QR Code example



This is what the page looks like and the different options available



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The University of Dallas also offers non-degree-seeking courses through its [Executive Leadership Programs](#) and its [Center for Executive Education](#). These educational opportunities range from specific certifications such as CISSP, CFP, TMP and PHR/SPHR to programs designed around topics such as leadership, ethics and CSR. If your employees need a specific program, UD can tailor courses created for your organization and deliver them on location, on our campus or online.

Capstone Consulting Projects for your Business

Have a business idea or problem that needs high-powered attention? For over 40 years, through the [Capstone Consulting Experience](#), UD students have been assisting a variety of businesses and organizations ranging from startups to nonprofits and Fortune 500 companies. [Learn more.](#)

Hire a UD student for internships or open positions

The University of Dallas awards hundreds of degrees annually, providing Dallas/Fort Worth employers with candidates who not only offer practical skills but also the ability to think critically and lead. By taking advantage of our recruitment opportunities, your organization will gain access to a pool of well-qualified applicants from one of the nation's most respected universities. [Learn more.](#)

Contact: Rebecca V. Almanza

Director, Corporate & Community Partnerships

ralmanza@udallas.edu Learn more about the benefits of a UD Partnership: UDallas.edu/UDPartnerships

Quote - Falcon Portal Price

- Web Hosting Service: Dedicated Server: Approx. \$150-\$300/mo (scaleable when resource needs grow)
- Domain: \$12/mo (or Sub-Domain: Typically free to implement)
- Host Managed SSL Certification (HTTPS): Approx. \$30 - \$60/mo
- Front-facing landing resource page development, design, and deployment: Approx. \$2,000 - \$4,000
- Back end development to add:
 - User Portals
 - User Profiles
 - Email Notifications
 - File Submission
 - File Organization
 - Managed Notes & Comments
 - Approx. \$10,000 - \$15,000
- Future scaling for more users + Accepting financial contributions + Enhanced site security: Approx. \$10,000 - \$15,000

I think that covers everything we discussed. Let me know if you need anything else!

Vann Piazza
Director of Marketing
(214) 701-3732 cell

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falcon
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MEMBER
REALTY
RESOURCES

Our Purpose is to enhance the quality of life in the communities we serve.

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Mock Survey Questions

https://www.surveymonkey.com/r/Preview/?sm=qOOiSt3YXoY3C2VX_2BtuMtP7EZ_2B8QYi0Qbzfr3HziBAJoYzuYJkuq0bR4dL_2Bms_2B05

1. How interested are you in innovation?
 - 1 Not Interested
 - 2 Somewhat not interested
 - 3 Neutral
 - 4 Somewhat Interested
 - 5 Highly Interested

2. How likely are you to participate in a local innovation competition that includes a monetary prize only?
 - 1 Not interested at all
 - 2 I might apply/volunteer but not actually participate
 - 3 I would apply/volunteer
 - 4 I'd definitely apply
 - 5 I'd apply and give my best attempt to win a prize

3. How likely are you to sign up for an innovation award competition if an internship is offered?
 - 1 Not likely
 - 2 Not very likely
 - 3 Neutral
 - 4 Somewhat likely
 - 5 Very likely

4. Are you likely to sign up for the innovation award competition if a past participant shares their experiences?
 - 1 Not likely
 - 2
 - 3 Neutral
 - 4
 - 5 very likely

5. How likely are you to participate in an innovation award competition if a local University/College sponsored the event?
 - 1 Not likely
 - 2
 - 3 Neutral
 - 4
 - 5 Very Likely

6. How likely are you to participate in an innovation award competition if a scholarship to a local University/College is the prize?
 - 1 Not likely
 - 2
 - 3 Neutral
 - 4
 - 5 Very Likely

7. What would be your favorite prize if you participated in an award competition (order of preference from greatest to least)?
- 1 Money
 - 2 Scholarship
 - 3 Sponsorship
 - 4 Other (please specify)
8. Have you ever participated in an award competition before?
- 1 Yes
 - 2 No
- If so, what kind of award? _____
9. How much time do you spend each week on learning activities outside of normal school work?
- 1 No hours
 - 2 0-2 hours
 - 3 3-4 hours
 - 4 5-6 hours
 - 5 6+ hours
10. How likely are you to pursue a BSTEM (**B**usiness **S**cience **T**echnology **E**ngineering **M**ath) path after high school?
- 1 Not likely
 - 2
 - 3 Indifferent
 - 4
 - 5 Very Likely
11. How frequently have you engaged with your local Chamber of Commerce and it's resources?
- 1 N/A- never learned or known about it
 - 2 Never
 - 3 Rarely (2 times a year or less)
 - 4 sometimes (between 3 and 8 times a year)
 - 5 a lot (8 times a year or more)
12. How often do you use community-available resources (i.e. library, centers) within the City of Irving/Las Colinas?
- 1 Never
 - 2 Hardly often (less)
 - 3 Sometimes
 - 4 Often
13. What interests you most from least to greatest?
- Language & History
 - Science & Math
 - Music & Arts
 - Physical Activity
 - Social events
 - Community

14. What are your preferred tech devices for personal use?

Phone

Tablet

Console

Laptop/computer

15. What kind of community-based events do you prefer?

Virtual Event

Hybrid Event: In-person with Virtual support

In-person Event

Data & Analysis Methods

Resources:

[Business Innovation: What Is It?](#)

[5 Methods to Inspire Innovation Within Your Organization](#)

[The Importance of Innovation in Business](#)

[Innovation Accelerators: Defining Characteristics Among Startup Assistance Organizations](#)

[Center for Data Innovation](#)

[The Demographics of Innovation in the United States](#)

[US Census Bureau QuickFacts: Irving city, Texas](#)

[Irving, TX - Official Website | Official Website](#)

[DATA USA: Irving, TX](#)

[Irving, TX public school ratings and districts](#)

[Las Colinas Schools](#)

Innovation Award Lesson Planning & Curriculum Samples (Provided by Interviewees)

Ms. Mitchell's Marketing Class
Nimitz High School

The BoardRoom #130
TEKS we work with

Activities: Innovation Competition with Irving Chamber of Commerce
NFTE Innovation Competition
World Series of Innovation Competition
DECA Career Competitive Events

Student-led [Entrepreneurship, Marketing-Research- Project Management]

TEKS IN THE CURRICULUM

1) The student demonstrates professional standards/employability skills as required by business and industry. The student is expected to:

- (A) communicate effectively with others using speaking, listening, and writing skills;
- (B) demonstrate collaboration skills through teamwork;
- (C) demonstrate professionalism by conducting oneself in a manner appropriate for the profession and workplace;
- (D) demonstrate a positive, productive work ethic by performing assigned tasks as directed;
- (E) demonstrate integrity by choosing the ethical course of action and complying with all applicable rules, laws, and regulations;
- (F) demonstrate time-management skills such as prioritizing tasks, following schedules, and tending to goal-relevant activities in ways that use time wisely and optimize efficiency and results; and

(4) The student identifies the importance of a well-written business plan. The student is expected to:

- (A) identify the need for and the characteristics of a well-orchestrated business plan;
- (B) research business plan outlines, resources, and templates; and
- (C) create and present a well-orchestrated business plan and critically explain the contents.

(5) The student explains the goal of a business and its unique proposition. The student is expected to:

- (A) describe the nature of a business and list the marketplace needs that it satisfies;
- (B) explain how a business's products and services meet the needs of the market;
- (C) list the specific consumers, organizations, or businesses that a company targets or will target;
- (D) explain the competitive advantages that make a business successful; and
- (E) create a well-orchestrated company description.

SOCIAL RESPONSIBILITY -a business concept that comes into play when developing new businesses

(2) The student knows the nature of business and shows its contribution to society. The student is expected to:

- (A) distinguish ways that businesses contribute to society;
- (B) explain the importance of social responsibility;
- (C) describe types of business activities;
- (D) explain the organizational design of businesses;
- (E) discuss the global environment in which businesses operate

MARKETING MIX- CUSTOMER SEGMENT

(3) The student demonstrates the importance of marketing and the functions of marketing. The student is expected to:

- (A) explain the marketing concept; and
- (B) describe each marketing function and how it relates to the marketing concept.

(4) The student analyzes the marketing mix, which involves a combination of the decisions about product, price, place, promotion, and people. The student is expected to:

- (A) explain how each component of the marketing mix contributes to successful marketing; and
- (B) illustrate the importance of marketing strategies in the marketing mix.

(5) The student knows the concepts and strategies used to determine target markets and market identification. The student is expected to:

- (A) explain the importance of target markets;
- (B) compare and contrast advantages and disadvantages of market segmentation and mass marketing;
- (C) distinguish among geographic, demographic, psychographic, and behavioral segmentation; and
- (D) explain the nature of marketing planning.

Conducting RESEARCH to solve the issue

(10) The student identifies marketing research as a specific inquiry to solve a problem. The student is expected to:

- (A) express the importance of marketing research;
- (B) describe areas of marketing research such as advertising, product, market, and sales;
- (C) explain the purpose of test marketing;
- (D) identify trends affecting marketing research; and
- (E) communicate benefits and limitations of marketing research.

Explaining how the DATA collected is used- show feasibility in market

(11) The student knows the components of the marketing research process in order to analyze demand, forecast sales, and make other decisions. The student is expected to:

- (A) state the marketing research process;
- (B) identify methods of collecting data;
- (C) describe ways technology is used in research;
- (D) design and implement a study;
- (E) analyze and interpret data collected;
- (F) develop a research report; and
- (G) make recommendations based on the research report.

23) The student knows that marketing research is a specific inquiry to solve a problem. The student is expected to:

- (A) identify benefits and limitations of marketing research;
- (B) identify components of the marketing research process;
- (C) explain how to use the marketing research process in order to identify industry trends and potential markets, analyze demand, forecast sales, and make other decisions; and
- (D) identify sources of primary and secondary data.

(24) The student knows the process of collecting marketing information to facilitate decision making. The student is expected to:

- (A) conduct a market analysis;
- (B) use appropriate technology to obtain information about the industry, customer, and competition; and
- (C) conduct an analysis of strengths, weaknesses, opportunities, and threats. *Competitive Analysis**

Marketing and Branding the Innovative Product/Service

(12) The student knows the importance of branding and extended product features. The student is expected to:

- (A) define branding elements;
- (B) distinguish between warranties and guarantees; and
- (C) design a product package, brand, and label.

(3) The student knows the concepts of market and market identification. The student is expected to:

- (A) perform a market analysis;
- (B) conduct a strengths, weaknesses, opportunities, and threats (SWOT) analysis for use in the marketing planning process; and
- (C) create a marketing plan.

Creating a Solution for INTERNATIONAL/GLOBAL use

- (9) The student identifies international economic factors that affect marketing planning. The student is expected to:
- (A) identify strategies for entering international markets;
 - (B) illustrate cultural, economic, and political factors to consider when engaging in international trade;
 - (C) distinguish between imports and exports;
 - (D) explain the interdependence of nations;
 - (E) analyze advantages and disadvantages of international trade;
 - (F) determine the impact of global trade on business decision making;

Scope and sequence for Project Brainstorm

Project Development - Project Proposal (D. Davison)

Brainstorming

1. Pick 3 Careers presentation (example right)
 - a. Write 3 Careers you could see yourself in as an adult.
 - b. On a separate piece of paper Brainstorm at least 5 challenges or potential projects within that career that would need solving.
 - c. After you work out the bugs write neatly the Top 3 Challenges you would like to solve.
 2. Write the types of brainstorm
 - a. Brain Writing
 - b. Figure Storming
 - c. Online Brainstorming - Brain Netting
 - d. Rapid Ideation
 - e. Round robin
 - f. Starbursting
 - g. Stepladder technique
 3. 7 Key Resources <https://vikingengineering.weebly.com/7-key-resources-for-technology.html>
 - a. Time
 - b. People
 - c. Information
 - d. Tools Machines
 - e. Materials
 - f. Capital
 - g. Energy
 4. Brainstorm - Star Potential Projects
 - a. Brainstorm projects (3)
 - b. Disabilities (5) Issues (2 each)
 - c. Pollution (5)
 - d. World Problems you might be able to solve (5)
 - e. Texas Problems you might be able to solve (5)
 - f. Habits - (5 you may have or someone else may have) reinforce a good habit, or break a bad habit.
 - g. Natural Disasters (5) (2 issues each) (total Of 10)
 - h. Safety - list unsafe products / or activities (5)
 - i. 3 loves and 4 butts (12)
 - j. Gee I hate it when
 - k. Brain storm Projects slides
<https://docs.google.com/presentation/d/1GWkZIWnb1mo6tQ8YFEqYvuChSocE75nSXW9iUwhOplw/edit#slide=id.p>
 5. Grand challenges -
 - i. Restore and Improve Urban Infrastructure
- Teacher
 1. Students who are absent makeup school work.
 2. Teaching subjects their parents can't help with homework.
 3. Keeping students focused instead of phone.
 - Veterinarian
 1. Adaptable wheelchair for all size dogs
 2. Not mixing up medications for different size animals
 3. Connecting with the pet owner to remind them of pet care
 - Auto Mechanic
 1. Help people understand their own vehicles
 2. Help identify problems before the car breaks
 3. Develop a robotic machine that does oil changes.

1. <http://www.engineeringchallenges.org/9136.aspx>
 - ii. Make Solar Energy Economical
 - iii. <http://www.engineeringchallenges.org/9082.aspx>
 - iv. Provide Access to Clean Water
 1. <http://www.engineeringchallenges.org/9142.aspx>
 - v. Manage the Nitrogen Cycle
 1. <http://www.engineeringchallenges.org/9132.aspx>
 - vi. Develop Carbon Sequestration Methods
 1. <http://www.engineeringchallenges.org/9077.aspx>
 - vii. Engineer the Tools of Scientific Discovery
 1. <http://www.engineeringchallenges.org/8965.aspx>
 - b. Water - <https://bestlifeonline.com/worst-drinking-water/>
 - c. Plastic Pollution - (8) [slide show](#) /
 - d. Texas problems (8) - electrical grid
 - e. World Problems (8) -
 - f. Things that could look cooler (4)
 - i. Phones / Cars / Cameras / Lights
 - g. Habits - (2 you may have / 3 someone else may have)
 - i. Break a bad habit
 - ii. Enforce a good habit
 - iii. Examples - Overeating, drinking enough water and playing too many video games.
 - h. Disabilities (10 issues) / 3 possible engineering solutions
 - i. What issues come with the disability.
 - ii. What issue could be solved with engineering.
 - iii. For example - Paralyzed
 1. Issue - mobility
 2. Issue - upright
 - a. Solution - <https://www.cbsnews.com/video/va-doctor-engineers-improved-standing-wheelchair/>
 - b. https://www.youtube.com/watch?v=5CtnrK3qx_Y&t=222s&ab_channel=SmarterEveryDay
 3. The solution does not cure the disability but helps the issue.
 - i. Natural Disasters (5)
 - i. 10 Issues with the natural disasters
 - ii. 3 possible engineering solutions
 - j. 3 loves and 4 butts (12)
 - k. Gee I hate it when (5)
 - l. Safety - list unsafe products / or activities (5)
 - m. Come up with a survey to send to departments asking about improvement objects
 - n. School Projects
 - o. Transportation methods (5)
 - p. Pollution problems (5)
 - q. Hobbies - (3)
 - r. Problems back home or in a different country - pick a country and 3 problems
 - s. Problems in the home (4)
6. 5 Potential projects
 - a. Should fall within the 7 key resources -
 - b. List your top 5 projects on half a sheet of flip chart paper

- i. Problem - People slipping on wet floors and getting hurt.
 - ii. What you want to solve - Prevent people from getting hurt when they slip
- 7. Present to the class your top 5 projects
 - a. Students give feedback on if the project would be feasible
 - i. Time
 - ii. People
 - iii. Information
 - iv. Tools Machines
 - v. Materials
 - vi. Capital
 - vii. Energy
 - b. Students give feedback if the project should be worked on
 - i. Who cares?
 - ii. Is it really a problem?
- 8. People form teams and projects
 - a. Can use others top 5
- 9. Problem statement Notes in engineering notebook
- 10. Write a problem statement
 - a. Who
 - b. What
 - c. Where
 - d. When
 - e. How many
- 11. Justification "Prove you should Pick this project"
 - a. Academically / Ethically / Market Research
- 12. Attack plan diagram
 - a. 3 areas that you should use for your attack path to justify a problem
- 13. Make me an expert
 - a. in the engineering notebook
 - b. Umbrella with 8
 - i. Problem Statement
 - ii. 25 key words
 - iii. Attack plan diagram
 - iv. Article Critique - 5 Justifications
 - v. 5 Associations
 - vi. 3 Experts (with questions)
 - vii. Questions for experts (5 general questions)
 - viii. Brochure
- 14. Find 5 Articles that Justify you working on this
 - a. Put in notebook Types of Justification
 - b. Use Google Scholar to find 5 Articles
 - i. Name of person
 - ii. Cite - APA
 - iii. Article Summary
 - iv. Critique
- 15. 5 Associations
 - a. Define Association in Notebook
 - b. Write the 4 things needed to be an association
 - c. Tape assignment in

- i. Notebook (associations in the back) Name and contact information
 - ii. Slides
 - 1. Association Name (organization or professional society)
 - 2. Physical Address
 - 3. Website
 - 4. Email address
 - 5. Graphic of the Logo
 - 6. Summarize how that association can help you.
- 16. 3 Experts (or knowledge worker)
 - a. In notebook Experts can be anyone but me - Other teachers, people from the associations you looked up
 - i. Definition of Expert
 - ii. Definition of Knowledge Worker
 - iii. Write down Script -
 - b. Slides
 - i. Information about 6 contacted Experts (in the hopes that 3 will answer)
 - ii. When they reply yes they would like to help then put contact information in the back of the engineering notebook.
- 17. Notes for your developing questions for your experts ([slides for this](#))
 - a. Develop 10 educated questions for your expert about the project.
- 18. Present to class your slides (have a principle or another teacher come in)
 - a. Problem trying to solve
 - b. Breakdown of problem statement
 - c. Some of your notable keywords
 - d. 5 Justifications - how do they justify you working on it. (Academically / Ethically / Market Research)
 - e. 3 Experts (how they could help you)
 - f. Sketches of their ideas with annotation
- 19. Start working on Sketches of Solution Idea
 - a. Sketches [Presentation and exercise](#) / [Published to the web](#)
 - b. "Draw and Explain your Project" This will consist of **2 parts**
 - i. **1. Draw your Project**
 - 1. See directions below
 - ii. **2. Present your drawings to the class. (Thursday and Friday)**
 - 1. Online students can do a video (saved to google drive and link turned in) or show up live to present
 - iii. Present to class your slides (have a principle or another teacher come in)
 - 1. Problem trying to solve
 - 2. Breakdown of problem statement
 - 3. Some of your notable keywords
 - 4. 5 Justifications - how do they justify you working on it. (Academically / Ethically / Market Research)
 - 5. 3 Experts (how they could help you)
 - 6. Sketches of their ideas with annotation
- 20. How to create a Presentation
 - a. Text
 - i. 5 lines
 - ii. 20-25 words
 - iii. No complete sentences
 - iv. Short bullets

- v. 10 second rule
 - b. Font
 - i. Easy to read font - Sans serif
 - ii. No - Courier, times new roman or garamond
 - iii. 44 size for title
 - iv. 38 bullets
 - v. No less than 28
 - c. Color
 - i. Avoid black and white for all slides
 - ii. Use blues and greens
 - iii. Bright colors for lettering
 - iv. 3 - 6 colors max per slide
 - v. Use color to separate concepts or highlight important
 - d. Content
 - i. Picture should match what you are talking about
 - ii. Age appropriate clipart
 - iii. No clutter
 - iv. No audio unless for a reason
21. Lab Safety
22. Building a Prototype
- a. Vocabulary for
 - b. 3D Printing notes
 - c. Laser Cutter
23. Testing Prototype