

iChallengeU Program: Driving Questions Outcomes

AIRMASTER FAN

Is the "Good, Better, Best" marketing strategy an effective way to ensure that customers are fans of our fans?"

Students analyzed the company's current marketing strategy of offering "Good, Better, Best" products. They tracked the company's past history and the effectiveness of this strategy. A series of recommendations was developed to assist the company's future growth.

ANDERSON DEVELOPMENT COMPANY

"What kind of marketing strategy can we create for AndurElite (TM) to increase awareness of possible applications of this type of elastomer?"

Students created a database of potential partners and applications for the new elastomer. Company is using the info to connect with trade shows, applying an email introduction developed by the students to the new product, and the sales staff is connecting with potential partners within the retail market. The new partners were researched and recommended by the students.

COUNTY NATIONAL BANK

"How can County National Bank introduce and assist senior customers with technology-driven products?"

Students examined the bank's current practices to promote on-line banking services. They identified obstacles and developed strategies to address the obstacles. They also uncovered additional untapped customers that County National was neglecting, i.e. college students attending the large number of college and universities within their service area. Once individuals establish a relationship with a financial institution that they trust, they seldom change.

LCEF: OPIOID ABUSE

How do we get prescription drugs back where they belong?

An outreach program was designed to be implemented throughout Lenawee County. The focus of the project was centered upon developing community awareness, including a series of recommendations for area doctors.

LIFEWAYS

"How can we help teens identify depression within themselves and their peers and encourage them to seek appropriate assistance?"

LifeWays is using the three phase program developed by the students to make changes to their area outreach efforts. Each phase included a cost analysis so that LifeWays could implement each strategy in a cost effective manner.

HI-LEX

How do we make the cardboard recycling process more efficient and cost effective?

Students developed a series of solutions resulting in the potential savings to the company. Annual savings ranged in value from a low of \$150,000 to over \$600,000. Each solution provided the increased benefit of improving employee safety on the plant floor.

LOMAR MACHINE AND TOOL

"How can Lomar increase lubricant sale to current and potentially new customers?"

Students investigated Lomar current marketing plan for lubricant sales and discovered underutilized sales opportunities. The students developed marketing strategies that could be implemented immediately, examined the company's growth opportunities, and made suggestions for future marketing including staffing to accommodate company growth.

NYLONCRAFT

"How can we provide employee safety while eliminating fork truck traffic on the production floor?"

The students researched and recommended a plan that would eliminate fork lift traffic on the production floor and save the company an estimated \$14,000 annually while maintaining/retraining the current fork lift drivers.

ORBITFORM

"What strategies can be implemented to inform students of the wide variety of opportunities available in manufacturing careers in Jackson County?"

These students developed a video that can be used to market the wide variety of positions available to enter the marketing arena. The video also addresses the pathways available to entry level positions as well as the education level that is required for each.

PRODUCTION SAW AND MACHINE

"How can our team create a revolutionary tool to evaluate worker satisfaction, including opinions of their total compensation, with a system that is flexible?"

Students developed an employee survey and interviewed over 50 hourly workers. Survey results were used to develop a recognition system to showcase employee contributions to the company.

MICHIGAN WORKS! SOUTHEAST

"How do we increase the number of young adult community members who are aware of and take advantage of the career services offered by MWSE?"

Students developed a series of multi-media platforms to reach underserved youth. Components included TV and radio spots, a downloadable free application (app), and Instagram account.

TLC COMMUNITY CREDIT UNION

"What can TLC do to support leadership development for a sustainable succession model?"

Students developed a "toolbox" to track all professional development opportunities that employees participate. The toolbox will be used as a written record. They also made recommendations for the sharing of new knowledge throughout the system. Professional development, and the promotion of best practices, will be used as one measure when promotions are made within the organization.