

Enterprise Communications Conference Schedule 2007

Breakfast and Poster Setup

8:30 – 9:00

Breakfast

Enterprise Teams

Fisher Lobby

Poster Setup

Enterprise Teams

Fisher Lobby

General Session 1

9:00 – 9:15

Conference Introduction

Michael Moore

Fisher 135

Conference and Session Overview

Conference Coordinators

Fisher 135

Breakout Session 1

9:20 – 10:10

1A. “Developing Community and Professional Relations: How to Run a Successful Outreach Program for Your Enterprise”

Todd Cinermatic, Andy Nauta, Doug Sarsen, Paul Audije, and Carolyn Enck

Challenge X Enterprise

Fisher 131

This session will cover how outreach can be successfully used in an enterprise. Participants will learn about the benefits of having an outreach program such as advertisement, recruitment, sponsor donations, and improving public opinion along with talking about different possible outreach events. The outreach events our team has done and is doing will be talked about. Finally we will go over how these events can be applied to other enterprises along with other event ideas.

1B. “IT Help: Teaching You How to Run Your Labs More Efficiently”

Justin Hodgson

Blue Marble Security Enterprise

Fisher 139

An inefficient network can hinder that productivity of an enterprise team. This presentation will cover some of the fundamentals of implementing and using an internal enterprise computing network. Participants can

expect to learn about purchasing and setting up a dynamic website domain, and the different types of networks that can be created as well as the uses that they can have inside the enterprise work areas.

1C. “Creation of an Enterprise: From Meager Beginnings to a Well Oiled Machine”

Chance Weber and Dan Banken
Boardsport Technology Enterprise

Fisher 138

During this session we will cover topics such as how an enterprise is started, unforeseen problems when starting the enterprise, sources of funding, continuing research, and how to sustain the membership and leadership after the initial members graduate. Participants can expect to learn how to start and fund their own enterprise. They will also learn what problems they may face and how to deal with them. Finally participants will learn how to deal with one of the most challenging aspects of a new enterprise: recruiting and maintaining a solid membership base and changing of the leadership roles

Breakout Session 2

10:15 – 11:05

2A. “*I’m Here, Now What Do I Do?*”: An Overview of New Team Member Orientation”

Matthew Silhavy and Paul Bartosz
Automotive Systems Engineering Enterprise

Fisher 131

The faster team a member becomes comfortable with their team, the faster they will be able to contribute to the team’s success. This presentation will provide all the necessary information that a new team member needs in order familiarize their self with their new team. The information provided will include an ASE overview, ASE structure, and vital contact information.

2B. “Campus Communication: Get What You Need Out of Recruitment”

Dana Bowlby, Lindsay Fry-Schallhorn, and Chris Moore
CAMP KBC

Fisher 139

Each organization recruits to fulfill different roles and responsibilities. This workshop will show how to make a recruitment plan tailored to any organization’s specific needs. It will offer possible recruitment events, publicity ideas, and campus posting locations.

2C. “Recruitment: Increasing Your Numbers”

Brad Diener, Kyle Ellis, Breandan Karas, Aaron Snyder, Jon Wurzer
Pavement Design, Construction, and Materials Enterprise

Fisher 138

This will be a two part session and the main topic we will cover is recruiting. The first part will explain how to attract people and get them interested. During the second session we will cover how to persuade people once they are interested. The participants can expect to learn industry used techniques for recruiting purposes. Listeners will leave the session with a newly gained skill in recruiting fundamentals that will aide them in gaining new members for their enterprise.

General Session 2

11:10 – 11:50

Guest Speaker - Shalini Suryanarayana

Special Academic Programs Director
Educational Opportunity Associate Director
Fisher 135

Lunch and Poster Session

12:00 – 12:50

Lunch
Fisher Lobby

Poster Session
Fisher Lobby

Breakout Session 3

12:55 – 1:45

3A. “Leadership K’Nex-tions: Developing a Better Understanding of Project Management”

Jeremy Schrot, Adam Puckett, Shane Ferrell, Lynn Williams, and Chris Warren
Pavement Design, Materials, and Construction Enterprise

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Topic will be how communication and delegation will help the team achieve their overall goal. Workshop is geared towards team communication and leadership skills and putting them to the test with class participation experiment. It will illustrate the point that although a manager or leader may not be physically involved in the project, they are still crucial to its overall success. The team members will also demonstrate that even though they may not be able to see the entire project, they still are a critical part in completing it

3B. “Passing It On: Collective Teaching and Learning on an Enterprise Team”

Brian Sprague, Randy Thomas, Vang You Her, Katie Dean, Tim Dewey, Mike Freundl, and Eric Ahlem
Mini-Baja Enterprise

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Presentation will cover passing on team knowledge and how to assemble and maintain a technical bank of knowledge, how learning styles affect team roles and effectiveness, and how to learn from team history and apply findings to current problems. Presentation will also cover new member recruitment, orientation and training as well as team history and trend.

3C. “Enterprise Communications: How to Make Internal and External Communications More Effective”

Yusuke Hasegawa, Tim Metoff, and Mike Haka
Husky Game Development

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This presentation will help establish the tools to communicate within an enterprise, using email, wiki, presentation updates, reports, memos, meetings, open forum. Establish tools to communicate externally with obtaining contact information with possible sponsors, to communicate with sponsors, and how to maintain talks with sponsors during a project. Also discussed will be how to establish communication with recruiting new members, establishing public publicity with the local community, and with possible sponsors.

Breakout Session 4

1:50 – 2:40

4A. “Communication: A Necessity For Any Enterprise Team”

David Millard, Nick Beast, and Brenton Bojanowski
Formula Enterprise

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Overall topic to be covered will be that of communication. First, all of the different parts of communication will be shown. This includes communicating with advisors, experts, vendors, and most importantly, the team members. Next, what will be discussed is the media in which all of that communication is done. That would include formal and informal ways in which people respond, and some ideas on how to keep the entire Enterprise team operating as efficient as possible, through communication improvements. Through better communication practices comes a better team

4B. “Video Conferencing: Lean the Basics of Communicating Through Video Conferencing”

Joel Ford, Andrew Willemsen, Jon Sanders
Noise, Vibration, and Harshness Enterprise

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The session will cover how and why videoconferencing is a good skill to have in communicating for your enterprise and for future benefits in the workplace. The topics will be why to have a videoconference and how to conduct a videoconference to ensure the best and most productive use of this communication. The participants can learn what to do and not to do in a videoconference and how to best prepare for one.

4C. “Preparing For the Future: How to Plan Ahead”

Sarah Amlotte, Christopher Forrest, Jacob Colantonio, Joseph Wood, Michael Ryba, and Troy Smith
Clean Snowmobile Challenge

Fisher 131

The importance of preparing for the future will be covered during this session, this topic seems to be overlooked too often. Participants to this presentation will gain knowledge of how to motivate new members and gain excitement about the team. We will also go over how to set up research teams and plan ahead with new designs and concepts for future team projects.

Breakout Session 5

2:45 – 3:35

5A. “Enterprise Communication and Collaboration: Working Together to Promote the Enterprise Program”

Wayne Bell and Matt Bielby
Aqua Terra Tech and International Business Ventures

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International Business Ventures promotes the enterprise program outside of Michigan Tech. Presenting our international projects will show how improved communication between our enterprise teams has been valuable. This presentation will consist of a discussion forum to improve communication between enterprises, which can be used to update others as to current and newly proposed projects, guest lectures of interest, and meetings recapping recent project effort or achievements.

5B. “New Team Members: Recruiting and Integrating New Team Members”

Justin Loritz, Lauren Schaffer, Russell Jungnitsch, Jay Johnson, Robert Lange, Jim Evanski, and Maria Barza
Clean Snowmobile Challenge

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We will explain proper techniques to recruit and integrate new team members to Enterprise teams at Michigan Tech through a Power Point presentation. Participants will first discuss the difficulties of finding new team members with the knowledge and motivation to benefit the team. This will cover ways to advertise the need for knowledgeable and enthusiastic students willing to put forth their time and effort to benefit the team. We will also discuss the benefits of integrating an interview process into the selection process. We will also discuss how to properly integrate these new members into a proper sub-team based on their talents and interests. We will cover techniques such as assigning new team members to shadow more experienced ones and new member projects.

5C. “FUNDamentals of Business Etiquette: The How-to’s of Social Settings”

Jarrod Cunnings, Justin Clark, Sean Loney, Gregory Ross, Jessica Reibel, Matthew VanDyke
Innovative Castings Enterprise

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Presentation will cover basics of formal and informal business settings. These fundamentals cover verbal and non-verbal communication skills, business etiquette, and cultural etiquette. The business settings include professional conferences, business meals and after-hours socializing. Today’s business world uses a blend of these settings to help create contacts and deals which helps industry work more efficiently. As enterprise members, the experience that many of the students gain can set them apart from other students from the Michigan Tech or other universities.

5D. “Enterprise Recruitment: Benefits and Methods to Recruiting Non Traditional Members to Your Enterprise.”

Adam Habegger and Zach Hitt
PrISM Enterprise

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Topics that we will cover include: How can a non major member benefit from the enterprise? How can the enterprise benefit from the non major member? How can you present your work outside the enterprise, and use it effectively in recruitment? Participants can learn that an enterprise such as Prism can benefit from having more than just one type of major for its members. By diversifying member’s majors projects with greater difficulty can be taken on, and by doing so, we all learn more about the project.

General Session 3

3:40 – 4:00

Conference Concluding Remarks

Conference Coordinators

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Discussion Time

Enterprise Teams

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