

2016 Business Senior Project Summaries



Paul Adams, a Marketing major at Oregon Tech, has been developing a functional redesign of the webpages for the Management department for his senior project. Based on his research of university websites and studies, Paul's project goals are to develop a new structure for the webpages to better market to targeted prospective students and their families. Senior projects are designed to challenge students with real world management problems, as well as give them the opportunity to gain industry experience prior to graduation. Learn more about his results at the Business-Management Senior Expo on March 9th from 4:30-6:30pm in the College Union.



Have you ever wondered if companies put any of the information from customer surveys to use? For her senior project, **Kaitlyn Anderson**, a Marketing major at Oregon Tech, has been analyzing the results and effects of customer satisfaction survey for a major west coast retailer. Senior projects are designed to challenge students with real world management problems, as well as give them the opportunity to gain industry experience prior to graduation. Learn more about her results at the Business-Management Senior Expo on

March 9th from 4:30-6:30pm in the College Union.



Nick Bennett, a Small Business/Entrepreneurship major at Oregon Tech, is working with Taylor Sausage, in Cave Junction, for his senior project. He is developing a bottleneck solution for the meat manufacturer utilizing lean management principals. Senior projects are designed to challenge students with real world management problems, as well as give them the opportunity to gain industry experience prior to graduation. Learn more about his results at the Business-Management Senior Expo on March 9th from 4:30-6:30pm in the College Union.



Michelle Cottier, an Operations Management student at Oregon Tech, is completing her senior project for the Klamath Falls and Lakeview Oregon Department of Forestry unit. The project's scope is to develop a plan to decrease the amount of repeated burn calls the unit receives every fire season in order to create a more efficient and effective firefighting unit. Senior projects are designed to challenge students with real world management problems, as well as give them the opportunity to gain industry experience prior to graduation. Learn more about her results at the Business-Management Senior Expo on March 9th from 4:30-6:30pm in the College Union.



Paul G. Davitt, an Operations Management major, is working with Sutter Coast Community Clinic in Crescent City, CA for his senior project. Using a Lean Six Sigma approach, the goal of his project is to more than double number of patients seen per day, which will not only serve the community but also increase revenue. This picture shows how a supply room has been laid out and labeled to make the work flow better. Senior projects are designed to challenge students with real world management problems, as well as give them the opportunity to gain industry experience prior to graduation. Learn more about his results at the Business-Management Senior Expo on March

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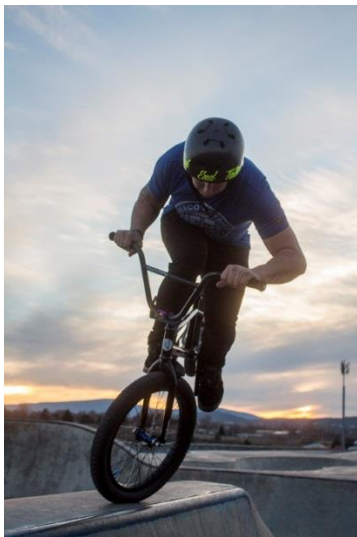


Carlos Faiers, a Small Business/Entrepreneurship major at Oregon Tech, is working with local El Palacio restaurant for his senior project. The goal of his project is to install a point of sales system for the restaurant, as well as analyze and compare the financial management resulting from the installation. Senior projects are designed to challenge students with real world management problems, as well as give them the opportunity to gain industry experience prior to graduation. Learn more about his results at the Business-Management Senior Expo on March 9th from 4:30-6:30pm in the College Union.



Austen Flint, a Marketing & Communication dual-degree major at Oregon Tech, completed his internship with InvestorCarrot. This company creates website solutions for real estate investors/customers. Austin was able to complete many projects during the internship including a style guide and twitter marketing plan. InvestorCarrot has ties with Oregon Tech - Founder and CEO, Trevor Mauch, is a benefactor and OIT alum. Also, Alex

Zerbach, who is in charge of technical marketing, is a former marketing major and was a member of the Hustlin' Owls Men's Basketball national championship winning team in 2012. Senior projects and internships are designed to challenge students with real world management problems, as well as give them the opportunity to gain industry experience prior to graduation. Learn more about his results at the Business-Management Senior Expo on March 9th from 4:30-6:30pm in the College Union.



Eli Gahringer & Natalie Ross, seniors in the Small Business/Entrepreneurship and Marketing programs, have teamed up to address the underutilized potential of the local Klamath Falls skate park, considered one of the top skate parks in the nation. The project's goal is to bring the facility back to life and produce a plan to ensure local stakeholder support to sustain this significant community asset. They are also developing a plan to show the potential that this park can add to the community in form of sports tourism. Senior projects are designed to challenge students with real world management problems, as well as give them the opportunity to gain industry experience prior to graduation. Learn more about their results at the Business-Management Senior Expo on March 9th from 4:30-6:30pm in the College Union.



Karly LeVeque, a Health Care Management major at Oregon Tech, is completing her senior project for Vancouver Comfort Keepers, an in-home care facility that hires certified nursing assistants to take care of the elderly. The goal of this project is to develop practical ways to address the high turnover rates at this organization and in the home health care industry as a whole. Senior projects are designed to challenge students with real world management problems, as well as give them the opportunity to gain industry experience prior to graduation. Learn more about her results at the Business-Management

Senior Expo on March 9th from 4:30-6:30pm in the College Union.



Corrine Long, a Small Business/Entrepreneurship major at Oregon Tech, is completing her senior project with the ASPIRE program at Mazama High School. This program is designed to help students succeed in their post-educational plans. Corrine's goal for the project is to develop a mentorship plan to support the mission of this important community program. Senior projects are designed to challenge students with real world management problems, as well as give them the opportunity to gain industry experience prior to graduation. Learn more about her results at the Business-Management Senior Expo on March 9th from 4:30-6:30pm in the College Union.

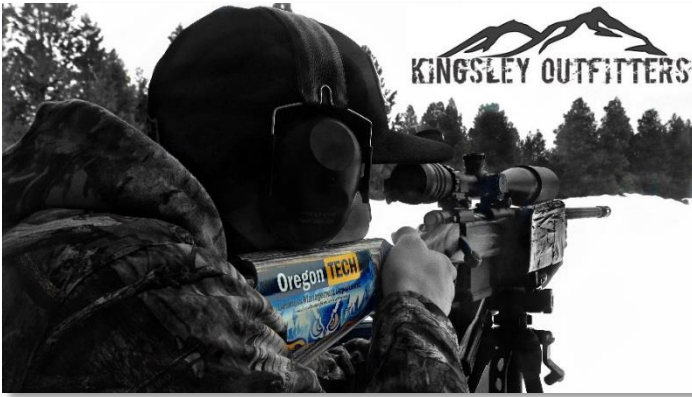


Robert Mulcare, a Marketing major at Oregon Tech, is completing his senior project on Steen Sports Park in Klamath Falls. Mike's Fieldhouse at the Park is a 60,000 square foot, multi-purpose facility that is under-utilized and is a "Hidden Gem." Robert's project will focus on developing a strategic plan for this facility to increase its utilization. Senior projects are designed to challenge students with real world management problems, as well as give them the opportunity to gain industry experience prior to graduation. Learn more about his results at the Business-Management Senior Expo on March 9th from 4:30-6:30pm in the College Union.



Susana Panuco and **Raena Rodgers**, Operations Management and Marketing students at Oregon Tech, have joined this year's Baja team. Each year, the students from the mechanical engineering program build, test and race an off-road vehicle that competes against other university teams. This year, the team reached out to business students to develop marketing and business plans for the competition. Susana is project manager and has been assigned to creating a project proposal that will facilitate the planning, execution, and closing of the project. Reana is developing a marketing plan to be used in the competition. The students hope this cross-discipline approach will yield great results in this year's competition. Senior projects are designed to challenge students with real world management problems, as well as give them the opportunity to gain industry experience prior to graduation. Learn

more about their results at the Business-Management Senior Expo on March 9th from 4:30-6:30pm in the College Union.



William Rutledge, a Small Business/Entrepreneurship major at Oregon Tech, is completing his senior project in collaboration with Zackery Cundiff, the owner of Kingsley Outfitters. Kingsley Outfitters is an up-and-coming hunting guide service based in Klamath Falls. This project focuses on market entry and marketing functions for this brand new business. Prominent focal points include identifying core competencies, conducting a SWOT analysis, and identifying target markets, which includes Oregon Tech students. Senior projects are designed to challenge students with real world management problems, as well as give them the opportunity to gain industry experience

prior to graduation. Learn more about his results at the Business-Management Senior Expo on March 9th from 4:30-6:30pm in the College Union.



Keri Mittan, Silvia Hansen and Marie Hult, Small Business/Entrepreneurship and Operations Management students at Oregon Tech, have teamed up to combat childhood hunger in Klamath Falls. Based on a current pilot program at the YMCA, this initiative creates weekend meals sent home in backpacks for school-aged children. The focus of their senior project is the development of a business, marketing and operations plan that will extend the program to county schools. Senior projects are designed to challenge students with real world management problems, as well as give them the opportunity to gain industry experience

prior to graduation. Learn more about their results at the Business-Management Senior Expo on March 9th from 4:30-6:30pm in the College Union.



Daniel Moates, a Small Business/Entrepreneurship student at Oregon Tech, is completing his senior project with local business, Advanced Chiropractic. The focus of this project is a marketing analysis to determine how this business can leverage their services in the Klamath and Bend communities. Senior projects are designed to challenge students with real world management problems, as well as give them the opportunity to gain industry experience prior to graduation. Learn more

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Nicole Norris and **Ashely Carlson**, Marketing majors at Orgeon Tech, are completing their senior project with the Afterschool program at the YMCA. This program relies heavily on volunteers to successfully run their organization. Ashley's project is the development of a volunteer recruitment plan, while Nicole's project revolves around the administrative tracking and retention of volunteers. Senior projects are designed to challenge students with real world management problems, as well as give them the opportunity to gain industry experience prior to graduation. Learn more about their results at the Business-Management Senior Expo on March 9th from 4:30-6:30pm in the College Union.



6:30pm in the College Union.

April Schneider, a Health Care Management major at Oregon Tech, has been completing her senior project with Shasta Community Health Center. The focus of this project is on the implementation of a centralized check-in and patient quality improvement measures. April finds it is a great opportunity to work with SCHC, as it is ranked as one of the top 1% of health centers in the United States by the Health Resources and Services Administration. Senior projects are designed to challenge students with real world management problems, as well as give them the opportunity to gain industry experience prior to graduation. Learn more about their results at the Business-Management Senior Expo on March 9th from 4:30-



Derek Scott, a Marketing major at Oregon Tech, has been working for filmmaker/professor Mark Neupert to market his film "Cobblestone Stories." The film explores the relationship between the people of Leiden, the Netherlands and their old urban environment. Derek's project focused on developing a marketing kit for the film which includes a website, social media sites, copyright protection and distribution plan. Senior projects are designed to challenge students with real world management problems, as well as give them the opportunity to gain industry experience prior to graduation. Learn more about his results at the Business-Management Senior Expo on March 9th from 4:30-6:30pm in the College Union.



Michael Smith, an Operations Management major, is completing his senior project in conjunction with clients Wendy Ivie and Heather Smith of the OIT Registrar's Office. The focus of his project is to reduce or eliminate the number of occurrences of registration errors currently affecting the OIT-Seattle program. The goals of this project are to streamline the registration process at OIT-Seattle, improve workflow between the two campuses, and to create a more user-friendly registration process for OIT-Seattle students. Senior projects are designed to challenge students with real world management problems, as well as give them the

opportunity to gain industry experience prior to graduation. Learn more about his results at the Business-Management Senior Expo on March 9th from 4:30-6:30pm in the College Union.



Zaine Stapleton, an Operations Management major at Oregon Tech, is currently completing his senior project for Columbia Machine in Vancouver Washington. Columbia deals with the concrete product industry supplying all necessary components to run a block production plant. This project focuses on a Lean management initiative to restructure the maintenance department to provide better availability for in-house manufacturing and material moving equipment. Senior projects are designed to challenge students with real world management problems, as well as give them the opportunity to gain industry experience prior to graduation. Learn more about his results at the Business-Management Senior Expo on March 9th from 4:30-6:30pm in the College Union.



Jessica Westmoreland, Health Care Management major at Oregon Tech, is completing her senior project for Bonnie Ross, the CEO of Klamath Open Door. This project focuses on patient flow analysis by looking at workflow processes, patient survey feedback, and the organizational structure of Klamath Open Door. Jessica is developing a plan to improve the clinics no-show/cancelations and help better serve the community. Senior projects are designed to challenge students with real world management problems, as well as give them the opportunity to gain industry experience prior to graduation. Learn more about her results at the Business-Management Senior Expo on March 9th from 4:30-6:30pm in the College Union.



Hunter Favell, Operations Management major at Oregon Tech, is completing his senior project with local business, Fuel Good station in Klamath Falls. The focus of this project is to develop a lean management solution for challenges facing the company. Senior projects are designed to challenge students with real world management problems, as well as give them the opportunity to gain industry experience prior to graduation. Learn more about his results at the Business-Management Senior Expo on March 9th from 4:30-6:30pm in the College Union.



Brendon Flaherty, Operations Management major at Oregon Tech, is completing his senior project with a pizza franchisee. The focus of this project is to develop an inventory management system that can work with their automated system to better meet the needs of the business and result in minimal food outage and spoilage. Senior projects are designed to challenge students with real world management problems, as well as give them the opportunity to gain industry experience prior to graduation. Learn more about his results at the Business-Management Senior Expo on March 9th from 4:30-6:30pm in the College Union.