TECH 120 Benchmarking

Solution 1

Note that all responses need to be in your own words

What solution was proposed? (Solution and detailed description)

A proposed solution could be to promote awareness of funding opportunities for clubs on campus.

Specific Questions - answer all that apply. If you can't answer most of them, you might consider finding a new source as it might not be reliable or reputable.

How long does it take to implement? (From development to customer purchasing)

The solution is projected to take exactly 1 year to implement. The journal was published in March of 2018 and states the deadline for its goals is by March 2019.

Was it successful? (How do you know, specifically?) How was success measured? (Earnings, revenue, valuation, etc.)

The study was successful in determining ways for the ASI to increase club funding usage. If implemented correctly, their campaign will look to increase the amount of funds used by clubs by 24% in the upcoming educational year, decrease the amount of money remaining unapplied for by 9%, and decrease the amount allocated but unused by clubs by 15%.

What special equipment or expertise is necessary? (Does the consumer need anything else to use it and why?)

What environmental effects does the solution have? (Both positive and negative)

What economic effects does the solution have? (Both positive and negative)

The solution would have a positive effect on the economy of the school as its resources will be used more effectively (and better used for its intended purpose)

How much does it cost? (Cost to the consumer)

The solution does not cost anything to clubs or organizations, but the school could possibly have to spend more money to cover monetary grants.

What are some drawbacks of the product/service? (Will this work for your problem space? What are things that should be considered when evaluating the product/service?)

From my team's observations it seems that awareness of club funding opportunities are not the problem at Purdue, rather availability of funding for non-major clubs.

About the Source

Overall Quality ("x" one):	<u>x</u> High	Medium	Low	

Citation in APA format (including URL if from Google):

Cavanaugh, A. L. (2018). Bringing Awareness of Associated Students, Inc. Club Funding Opportunities to Cal Poly Clubs: Increasing Participation Through Public Relations. *Digital Commons @ Cal Poly*.

https://digitalcommons.calpoly.edu/joursp/136

(APA Format: http://owl.english.purdue.edu/owl/resource/560/07/)

Why is this a good solution? (Use ideas from the evaluation checklist, e.g. Authority, Accuracy, Purpose)

- 1. Authority: Who made the solution
- Who is the creator of the solution? Is it a person, group of people, an organization?
- Is he/she the original creator?
- Is the person qualified? What are his/her credentials? What is his/her occupation?
- Is the source sponsored or endorsed by an institution or organization?

The solution was made by the Cal Poly Associated Students Inc. club, which is a student-led organization. The source was sponsored by the Cal Poly journalism department as well as the college of liberal arts.

- 2. Accuracy: The reliability, truthfulness, and correctness of the solution
- · Is the bias of the creator obvious? Is the source trying to convince you of a point of view?
- Where does the information come from? Is it supported by evidence?
- Is the publication in which the item appears published, sponsored, or endorsed by a political or other special interest group?
- Does the language or tone seem unbiased or free of emotion?

The source does not seem to have any specific bias. Their study revolves around coming up with a public relations campaign so that student organizations can have easier access to funding. Since the ASI is also led by students, I would say the source has the same interests as their audience. The information comes from statistics recorded by the ASI club. The publication is not sponsored by a political or special interest group; it is under Cal Poly digital commons journalism.

- 3. Purpose: The reason the solution exists
- · What is the intended purpose of the solution: inform, teach, sale?
- Does the point of view of appear objective and impartial?
- · Are there political, ideological, cultural, religious, institutional leanings presented?

The solution exists because the ASI club at Cal Poly had extra funding at the end of the school year and wanted to raise awareness to clubs who could utilize this funding. The point of view seems objective, it is only directed in the benefit of student led organizations. There are no political ideological, cultural, or religious leanings in the study.

Solution 2

Note that all responses need to be in your own words

What solution was proposed?				
Specific Questions - answer all that apply. If you can't answer most of them, you might consider finding a new source as it might not be reliable or reputable.				
How long does it take to implement? (From development to customer purchasing)				
Was it successful? (How do you know, specifically?) How was success measured? (Earnings, revenue, valuation, etc.)				
What special equipment or expertise is necessary? (Does the consumer need anything else to use it and why?)				
What environmental effects does the solution have? (Both positive and negative)				
What economic effects does the solution have? (Both positive and negative)				
How much does it cost? (Cost to the consumer)				
What are some drawbacks of the product? (Will this work for your problem space? What are things that should be considered when evaluating the product/service?)				
About the Source				
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Constraints and Criteria

Choose your favorite/best benchmarked solution from above and read the definitions of *constraints* and *criteria*. Consider how success was measured in that solution and what limitations the designers had when creating it. Hint: This information can be extrapolated from the questions you answered above. Then list out possible constraints and criteria for the solution chosen. You will use this information in class.

Constraints: Requirements and limitations that need to be addressed in order to accomplish a goal Criteria: What your solution has to do in order to be successful. A measure of success.

Example problem: increasing safety in manufacturing labs

Example constraints: Can the room layout stay the same? Are all walkways at least 4 feet wide? (Answering 'yes' would indicate a viable solution, 'no' would remove that solution from consideration)

Example criteria: provide greater access to PPE, provide proper storage for student belongings, provide access to tools for cleaning work areas, promote a distraction-free environment, equipment use information is intuitive.

use information is intuitive.
Solution:
Possible criteria (as many as possible):
Possible constraints (as many as possible):