For this assignment, please review the available scenarios and submit a one to two paragraph summary detailing the scenario you have chosen and your initial thoughts on how you want to approach or solve the issue at hand. Once you submit this proposal, you are required to stick with the scenario you have chosen, but the direction or approach you take to solving the issue can definitely (and will probably) change depending on insights from your research. The intention of this proposal is for you to share your preliminary thoughts and ideas regarding the problem space, considerations, and a possible direction for your project!

Please feel free to include any initial questions, comments, and/or concerns for your instructor to address in relation to your scenario, problem space, etc.

Scenario

Chosen scenario with a description of the scenario in own words.

Solution Description

Describe your idea for a solution to your scenario so we can make sure you are on the right track.

Miscellaneous

Correct length (one to two paragraphs) and used complete sentences

1. Farmers market-reaching and selling produce, lots of considerations, what is going to be available
2. High school events

**Create Your Own Scenario – My Garden Tilling Business**

My 2 brothers and I currently run a garden tilling business. We own three small gas powered “cultivators” and one huge 4-cycle gas powered “rear-tine tiller.” This is a seasonal business that picks up during early April and extends to the end of Spring with some jobs in Autumn. One problem that we are having is having a solid customer base that we know will return every year. It seems that every year we post ads online and get random jobs and then do not get those jobs next year. We need to find a way to have a solid customer base that we can engage with throughout the year and have those returning jobs next year. Another problem we have is we do not know our most effective marketing tool - Craigslist, Facebook, Yard Signs? We need to find a way to figure out our most effective marketing strategy and concentrate our efforts there. Finally, we need a way to show our customers our work – perhaps a website or a Facebook page – so they know they are getting.

**Considerations**

* Website
* Tech vs Non-tech
* Online Marketing Platforms

Your former high school reaches out to you because you are in an Informatics class and wants to find ways to to engage the student body with athletic and/or arts events. The student attendance at these events has not been great and they want to encourage students to support their peers.

**Considerations**

Tech vs Non-tech

What does "engagement" mean and how to enage

**Scenario 5:**

At my high school, attendance was particularly bad at the basketball games unlike the football games. The team was not bad, it just was not a thing that people would go to. I always wished we could turn this around. To first combat this problem people must know when and where the games are taking place. The basketball players and the administration know these times and locations, but the general student body does not. The solution is hyper marketing. Create 3 different accounts of Instagram and Twitter. They could be named BVN Boys Basketball, BVN Spirit Club, and BVN Athletics. Have them all post the same thing: GAME ALERT! Game tomorrow at Blue Valley North at 7:30 P.M. vs Blue Valley Northwest. Have the basketball team print out 20 flyers with that same message and post them around the school after practice the day before the game. Keep it simple, big black Arial text, no fluff – same goes for posts the Instagram and Twitter accounts.

Now that the student body is aware it is about getting those people to the games. Offer incentives like first 50 students in the door get free tickets – it is not like those $3 student tickets are making you that much money anyway. Create a spirt contest like IU has for First Year Experiences: have someone in the spirit club scanning ID’s and awarding points for attending games. The top three people get cash! Giving away items like gift cards and Xbox’s does not appeal to everybody – cash does. Have the Friday night games donate their entire admissions earnings to a selected charity for the night. We could have Stop Animal Abuse Night, Domestic Violence Prevention, End Hunger, Childhood Cancer Research… Each week a different student could organize the night and it would be a great resume builder for the students at the school. All of this could be coordinated through some sort of BVN Spirit website. There could a tracker to see who has the most spirits points, a schedule that shows upcoming games, and an alert system for each game. To get students to cheer and engage at the games, we could bring in a decibel meter that shows how loud the auditorium is getting. We could call ourselves the loudest high school stadium in Kansas because no one else has a decibel meter! If we hit a certain decibel level that could trigger a donation to charity from some sort of raffle or charity donation po. We could pair with Blue Valley Northwest to compete in attendance for the “Student Attendance Grail” that gets passed from school to school. All of these are plausible ideas and tech can easily be woven into them!