










Imagine. Create. Engage.

LAUNCH CHAMPIONS FALL 2019






DEMONSTRATION OF
LIFE, CAREER, AND
COLLEGE READINESS




CHAMPION	PROBLEM STATEMENT
IT FOUNDATIONS	
	<p>What is the current student educational wireless experience? Based on your findings, how can we better serve students?</p>
	<p>Utilize Scanalytics technology at our middle schools to determine ROI and strategies to strengthen library services.</p>
	<p>HP has several targeted customers who would greatly benefit from HP's IT security offering. These customers are in industries which are targeted by hackers daily. Many of these customers are unaware of specific vulnerabilities in their IT environment. This project will include researching several local organizations' IT Strategies, identify immediate and long-term goals, and identify overall business problems. IT security challenges of similar organizations in other markets may also be applicable. The LAUNCH team will research and create an account strategy, market plan, and presentation addressing the customer needs. The student representative will work with the HP Account Manager to develop this content and presentation.</p>







CHAMPION	PROBLEM STATEMENT
ENGINEERING FOUNDATIONS	
	<p>The Milwaukee County Zoo desires a re-design/re-configuration of the coal handling process for the Zoo Train.</p>
	<p>Public Transportation options between Waukesha County locations and other areas in SE WI. What type of social economic impact does it have and how can it benefit our local manufacturing and business operation. What are the resulting CO2 emissions caused by employee travel to and from work? How can the availability of transportation either positively impact our workforce?</p>
	<p>Evaluate local Supply Chain management location in terms of proximity to factory. Work with logistics and supply category management to evaluate the total cost of ownership to purchase and delivery and store materials needed for local production. What effect does the global supply base have on CO2 emissions? How does this compare to our customer base locations? Should we consider storing material closer to port of entry to the US and possibly configuring there? What is the impact to our networking capital and inventory? Can this approach save money, improve CO2 emissions and possibly lead to more satisfied customers?</p>
	<p>Students will concept a new product for Sister Bay Furniture Co. Concept will be reviewed by members of the Sister Bay team. If the concept is approved, students will develop a plan to efficiently manufacture.</p>
	<p>Demco is a high-volume distributor of school and library products, processing thousands of orders every week. Currently 50% of our orders go on hold for various reasons, which is both costly and delays the shipment to the customer. We would like to launch a project that would help us understand the main drivers behind our holds and provide remedies to alleviate the problems.</p>
	<p>Improve the electrical energy efficiency of MMSD's Jones Island Water Reclamation Facility (JIWRF) Aeration System by at least 10% with no more than a 10-year pay back.</p>












Digital printing room layout - The digital printing room (where laminating and printing take place) is in need of an optimized layout - involving raw material storage, work in progress storage, working area around equipment, and general flow.







CHAMPION	PROBLEM STATEMENT
BUSINESS ANALYTICS	
	<p>Identify research and buying trends of 25-40 year old Wisconsin residents in the greater Milwaukee area for personal lines insurance (specifically new home buyers) So that we can educate prospects early in the buying process that Elevated Insurance is the best local resource to learn about, compare, and purchase homeowners insurance options. Once educated, families buying a home will conclude they need a quote, and ultimately need to do business with Elevated.</p>
	<p>Milliman's Intelliscript practice does monthly releases of its Irix product. The software release and deployment process has become time consuming and complex. The project is to interview key stakeholders, document and analyze the current process, and optimize the process for the future.</p>
	<p>Milliman's Health practice has several business intelligence solutions that support the Medicare Shared Services Program. The solutions are intended to address different business needs of our clients, but over time have started to overlap in core functionality. The project is to develop a functionality grid specific to the MSSP business segment, review and demo the various BI tools and populate the functionality grid so Milliman consultants can better advise our clients on which tool is most appropriate for them.</p>
	<p>Identify and understand what factors lead patients to leave Froedtert/Medical College of Wisconsin. Identify opportunities for improvement or care redesign using human centered design thinking.</p>
	<p>How can Ascension attract and retain 16-18 year old patients in the primary care arena?</p>





	<p>Prospective clients will be defined as two groups. 1.) Active CRM contacts of Cushman & Wakefield Boerke and 2.) Prospective customers of Cushman & Wakefield Boerke who will be acquired through SEO channels. We will look to drive specific content to active CRM prospects and create engagement metrics that are reportable. How many CRM prospects are opening the content, how long are they engaged with the content, are they taking next action steps? We will look to acquire new prospective customers through the most effective means of SEO which will promote our new website and value add service offerings.</p>
	<p>Using data from our ERP (enterprise resource program) evaluate customer ordering behaviors based on market segment and go to market strategy. How can the behavior be used to create the ultimate customer experience? How can we influence the behaviors by changing or modifying some of our operational practices? How does the shipment of our products to our customer impact CO2 emissions? Collaborate with the team working on the SCM project to understand the total value chain on products where we are the regional distribution center.</p>
	<p>Create an incentive plan for Healthio users.</p>

CHAMPION	PROBLEM STATEMENT
GLOBAL BUSINESS	
	<p>How do we market the organization to create a consistent funnel of funds for the LAUNCH program?</p>
	<p>Operations & HR Project: Safety Program. Attend safety committee meetings, assist with evaluating current safety practices, research new advances in safety equipment and/or PPE options, build safety training compliant with OSHA or other regulatory requirements, learn about OSHA logs and incident reporting so that we can improve our internal safety brand, increase our compliance with ever-changing regulations, and build a stronger culture of safety within our team.</p>
	<p>HR Project - Coordinating Benefits Open Enrollment. Helping to create enrollment materials, evaluating online enrollment platforms, building employee training on benefits, assisting with enrollment meetings, assist with data entry of enrollment data, etc. so that we can streamline the experience for our employees and improve our internal efficiency.</p>
	<p>Students will develop a budget and timeline for planning of the Elmbrook Education Foundation Golf Open, brainstorm sponsor levels, create marketing materials for potential donors, sponsors and attendees and perform an analysis of the event from conception so we can continue to grow EEF's events to raise more funds to donate to LAUNCH and the entire Elmbrook School District.</p>
	<p>Research and recommend transportation solutions for off campus opportunities for Wauwatosa students in order to provide access for all students.</p>
	<p>During construction site planning, project managers often don't take time to plan for effective site signage because they lack a process, tools and knowhow for them to do it efficiently, resulting in lost opportunities for name and brand recognition in communities where we have projects each day.</p>






	<p>Create a video that showcases Concurrency to employees and prospective employees as we celebrate our 30th year in business. The purpose of the video is to showcase Concurrency (our purpose, our past successes, our culture, our future) so that we can build employee morale and attract new employees. The video will be used internally for employee branding and recruitment purposes.</p>
	<p>Plan and implement 1-3 events at the Ponds of Brookfield aimed at groups under 18 years of age and over 55 years of age, to increase the utilization of the facility.</p>
	<p>Strategic global partnership between ABB and Ericsson to bring 5G technology to our products and our production space. How can our products communicate to provide information to enhance the total customer experience and increase our manufacturing productivity and reduce costs? What interfaces need to occur and how would they be controlled? Excellent computer science/IT/ Networking opportunity.</p>
	<p>As employee demographics evolve how do we take a progressive approach to providing effective, meaningful, enriching training programs for our work force in both manufacturing and other value chain functions? How does the digital culture influence and motivate? How does our training approach make us an employer of choice? How does it help with employee retention? What methods and techniques can we use?</p>
	<p>A local architecture firm would like someone to develop qualitative and quantitative metrics to determine ROI (Return on investment) for projects undertaken within educational institutions.</p>



CHAMPION	PROBLEM STATEMENT
ADVANCED MANUFACTURING	
	<p>Create and design four food truck facades for Colors and Chords.</p>
	<p>Design and create durable donut letters and a cruller cutter</p>
	<p>Research and analyze the current bat house product line at RSP, Inc. Determine how to manage the mosquito population in your yard naturally without chemicals and design/construct a better bat house.</p>
	<p>Students will concept a new product for Sister Bay Furniture Co. Concept will be reviewed by members of the Sister Bay team. If the concept is approved, students will develop a plan to efficiently manufacture.</p>

CHAMPION	PROBLEM STATEMENT
MEDIA SOLUTIONS	
	<p>Event planning and media coverage for the Concurrency Welcomes LAUNCH event to be used for Monthly Newsletter, social media, footage bank, interviews</p>
	<p>Create a promotional video to be distributed through a variety of channels for recruitment of LAUNCH champions, schools, and students</p>
	<p>Create an instructional video on the teamwork training LAUNCH receives from Direct Supply</p>
	<p>Develop and implement a cohesive environmental graphics plan for LAUNCH facilities including the Fab Lab, Concurrency & Healthcare Innovation Lab.</p>
	<p>How to graphically display the LAUNCH Learner profile on walls and social media (linkedin)</p>
	<p>Highlight the Waukesha County Live Well Waukesha County initiative by highlighting the Harvest of the Month program through digital media channels so that health outcomes related to nutrition and physical activity will improve throughout Waukesha County.</p>
<p>skARTe Initiative</p>	<p>Plan, map, and implement an interactive photo AR experience using the anamorphic art murals at the Ponds of Brookfield.</p>
<p>skARTe Initiative</p>	<p>Develop a comprehensive planned marketing and branding push for skARTe/The Ponds of Brookfield.</p>






	<p>Create a video</p>
<p>Profiles of each Project Champions</p>	<p>Video, photography, and one page summary of work this fall</p>
	<p>Redesign a more graphically appealing and interactive website to increase customer interaction and awareness of the Fuel Fitness brand.</p>
	<p>Plan and develop a social media campaign that showcases ABB's impact on its community and employees.</p>
	<p>Redesign marketing materials for the Surfacide system to be used on their cloud-based portal.</p>

MENTOR NAME	SCHOOL PLACEMENT
FUTURE TEACHERS	
Conlin/Schueller	
Borgman	
Graesser/Tutkowski	
Kasmarick	
Meissner	
Marx	
Dentice-Johnson	
Hillig	
Scheunemann	
Thomson	
Topp	
Verink	
Eales	
Graser	
Haskey	
Frydach	
Gray	
Fell	
Schubert	
Erickson	





O'Hern	
Austin	
Dahlquist	
Nelsen	
Landis	
Hamilton	
Zehnpfennig	
Michels	
Reedy	
Van Acker	
Sadowski	
Freesmeier	
Yenter	
Wolosek-Consiglio	
Radtke	
Wittrock	
Lampe	
Barker	
Strebig	
Leffler	
Ruano	
Mushall	

Jones	 Wauwatosa West High School
O'Regan	
Dentice	

CHAMPION	PROBLEM STATEMENT
BIOMEDICAL	
<h1>Disrupting Healthcare</h1>	<p>How will LAUNCH Healthcare Innovation students make Waukesha County the happiest and healthiest in the world?</p> <p>Working at the community level promotes healthy living, helps prevent chronic diseases and brings the greatest health benefits to the greatest number of people in need. It also helps to reduce health gaps caused by differences in race and ethnicity, location, social status, income, and other factors that can affect health.</p>

CHAMPION	PROBLEM STATEMENT
MEDICINE & HEALTHCARE	
	<p>Projects valuable to CareAge- ideas, needs, or unfilled projects that a student team of 3-5 could complete given adequate resources. These projects can involve research, understanding, and data analysis.</p>
	<p>Patient Story Projects- these are projects where our students develop an understanding of patient needs and how those needs are being met by CareAge. At the end of this experience, we would love for students to develop empathy for different patient conditions, and tell the story of the experiences observed.</p>
	<p>Practitioner Story Projects- these projects allow our students to see and observe the life of the caregiver at CareAge. We would like our students to interview, shadow, and research the role and tell the story of importance this role has on patient care.</p>
	<p>Efficiency study of Mobile Blood drive process, layout, and operation as it effects donor experience.</p>
	<p>Solve for best ways to attract 30-45 year old donors and increase frequency among that demographic.</p>
<p>Disrupting Healthcare</p>	<p>How will LAUNCH Healthcare Innovation students make Waukesha County the happiest and healthiest in the world?</p> <p>Working at the community level promotes healthy living, helps prevent chronic diseases and brings the greatest health benefits to the greatest number of people in need. It also helps to reduce health gaps caused by differences in race and ethnicity, location, social</p>

	status, income, and other factors that can affect health.
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CHAMPION	PROBLEM STATEMENT
HOSPITALITY INNOVATION	
Networking Sessions - throughout semester	Plan and cater networking sessions at LAUNCH
Plant Joy Healthy Eating	Develop a healthy eating solution/initiative to implement in the school district
	International social entrepreneur experience developing a collaboration with a cacao (chocolate) growing community.
	Plan and prepare an event for the Center of Design and Innovation ribbon-cutting event in January at West
	Plan menus with restaurants, cost analysis of food, and serve food at Colors and Chords Islands of Brilliance Fundraiser
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Food delivery options for Black Shoe Hospitality