PROJECT SELECTION

January 18, 2017

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College of Information Sciences and Technology

Penn State University

Mon 1/23 – Teaching Observation

ProfDev #1 Discussion

Project Overviews

Team Selection

TEACHING OBSERVATION

Mon 1/23 – I will be evaluated for my teaching by IST

Please be on time and engaged

Limit your use of technology (computers, phones, etc.)

Lecture will combine my expertise/research with SDLC

Will be recorded and other faculty may attend

PROFDEV #1 DISCUSSION: MILLENNIALS IN THE WORKPLACE

GENERATIONS IN THE WORKPLACE

SO WHO ARE THE DIFFERENT GENERATIONS?

Here is how they are often grouped:

TRADS
1928 – 1944

BOOMERS
1945 – 1964

GEN X
1965 – 1979

GEN Y
1980 – 1994

GEN Z
1995+

TRADITIONALISTS:
Value authority and a top-down management approach; hard working; 'make do or do without'.

BABY BOOMERS:
Expect some degree of deference to their opinions; workaholics

GENERATION X:
Comfortable with authority; will work as hard as is needed; importance of work life balance.

GENERATION Y:
Respect must be earned. Technologically savvy; goal and achievement oriented.

GENERATION Z:
Many traits still to emerge. Digital natives, fast decision makers, highly connected.

Why should we care about generational differences?

?

You're transitioning into a new role where your professional managers, colleagues, clients, and even employees come from different generations

THE MILLENNIAL QUESTION – SIMON SINEK

December 30, 2016 = https://youtu.be/vudaAYx2IcE

Q2a) How does Simon describe millennials?

- Tough to manage
- Entitled
- Narcissistic, self-interested
- Unfocused
- Lazy

Q2a) How does Simon describe millennials?

Q2b) What does Simon say millennials want in a job?

Q3) List 1 interesting point in the 4 areas Simon explores

BUT MILLENNIALS AREN'T HAPPY...WHY?

1) PARENTING

- "Failed parenting strategies"

- You're special...

  - ✓ *You can have anything you want just because you want it*

  - ✓ *Overly involved parents*

  - ✓ *Participation awards for everyone*

- Rude awakening when you enter the working world and find out that "you're not special"

BUT MILLENNIALS AREN'T HAPPY...WHY?

1) PARENTING

2) TECHNOLOGY

- Conditioned to put filters on everything like in social media → Appearance of confidence but actually the generation with the lowest self-esteem

- "Addiction" to technology
  - ✓ *Dopamine release in brain*
  - ✓ *Dependency on tech to help cope, zone out, feel included, etc.*
  - ✓ *Started young, learned behavior*

- Focusing on technology prevents ability to form deep, meaningful relationships

BUT MILLENNIALS AREN'T HAPPY…WHY?

1) PARENTING

2) TECHNOLOGY

3) IMPATIENCE

- Used to instant gratification
  (next day shipping, TV binging, swipe right)

- …But you can't get job satisfaction or strong relationships instantaneously

> "Any meaningful part of life will be a slow, meandering, uncomfortable, messy process"

- The mountain metaphor

- Worse case = Disengagement
  Best = Never really finding joy – "I'm fine"

BUT MILLENNIALS AREN'T HAPPY…WHY?

1) PARENTING

2) TECHNOLOGY

3) IMPATIENCE

4) ENVIRONMENT

- "Companies care more about numbers than the long-term life of this person"

- Companies need to help you…
  - ✓ *Build confidence*
  - ✓ *Balance use of technology*
  - ✓ *Find life/work balance*
  - ✓ *Overcome need for instant gratification*

- We need to work together to change our existing environments to help each generation benefit from each other

MILLENNIALS IN THE WORKPLACE

You're transitioning into a new role where your professional managers, colleagues, clients, and even employees come from different generations

- **Be aware** of how your and other generations are viewed by others (both positives and negatives)

- **Take responsibility** for areas where you can improve

- **Learn how to best work** with other generations and **respectfully articulate what you value** in your job

PROJECT SELECTION

PROJECT OVERVIEW

- Teams of **4-6 students**

- Select an **existing client project** (from me)
  OR **select your own or classmate's idea & find clients**

- Every project is **different**

- All projects will walk through the **4 SDLC phases**:
  - Planning
  - Analysis
  - Design
  - Implementation (and transition)

PROJECT 1: IST RECRUITING

- **Main Client:** Angela Miller, Director of IST Recruiting

  (https://ist.psu.edu/directory/office/grad_undergrad_studies/recruiting)

- **Requirements:**

  – "Buzz-feed" like website aimed at high school students

  – Creation of content about IST and Penn State that is interesting and engaging to high school students

  – Creation of quizzes (like Buzz-Feed) to help sort students into IST, SRA, or Data Science major options or minors

  – Integration with main IST page

- **Technical skills:**

  – Website development, including creation of quiz mechanisms

PROJECT 2: BOROUGH OF STATE COLLEGE

- **Main Client:** IT and Security employees of the Borough of State College (http://www.statecollegepa.us/)

- **Requirements:**

  - Creation of a disaster recovery and resilience plan

  - More requirements based on team skills, needs of borough, and continuation of previous students projects

- **Technical skills:**

  - Knowledge of SRA tools that can help assess risk, anticipate disasters and necessary recovery, and generate contingency plans

  - Great for SRA students!

PROJECT 3: FUGACITY COSMETICS

- **Client:** Dr. Janna Maranas, Professor in ChemEng and founder of Fugacity Cosmetics (http://sites.psu.edu/jannamaranas/)

- **Requirements:**

  – Create a website to showcase existing products

  – Include videos of the company's mission and products

  – Establish an e-commerce platform for purchasing online

- **Technical skills:**

  – Website development, integration of e-commerce platforms (or the ability to assess options), video production

PROJECT 4: OMEGA NOTES

- **Client:** Andrew Lang, CEO and Founder of Omega Notes, a State College startup (https://www.omeganotes.com/)

- **Requirements:**

  – Open to ideas! Willing to meet to see what type of project would work for needs of company and team's skill set.

- **Technical skills:**

  – To be determined – Typically web or app development, improvements to existing internal processes, etc.

  – Opportunity for future internship (already has 3)

PROJECT 5: GAMESHARKZ.COM

- **Client:** Greg Warfel, CEO and Founder of GameSharkz
  An platform for online video game tournaments and gamer
  communication hub (http://www.gamesharkz.com/)

- **Requirements:**

  – Website was previously built by consulting group and
    hand-off wasn't great. Need a team who can evaluate
    existing site and make improvements (or possibly migrate
    to new platform)

- **Technical skills:**

  – Web development and knowledge of development
    platforms

PROJECT 6: PHOSPHOLUTIONS LLC

- **Client:** Hunter Swisher, CEO and Founder of Phospholutions LLC, State College startup

  Created a soil additive used in a multitude of markets and want to make it accessible to the average gardener (http://www.phospholutions.com/)

- **Requirements:**

  – Website to promote product (and most likely offer e-commerce capabilities)

- **Technical skills:**

  – Web development and knowledge of e-commerce platforms

PROJECT 7: ReDi Index

- **Client:** Brendan Bagley, Founder of ReDi Index,
  a startup within the OPP department at PSU

  Offers guidance and methods to measure an organization's recycling efforts to identify improvement and progress towards zero waste (https://redi.opp.psu.edu/)

- **Requirements:**

  – Evaluate existing websites (informational + e-commerce) and help improve user experience

  – Identify a reasonable server hosting solution external to PSU and potentially help transition to that new server.

- **Technical skills:**

  – Web development and knowledge of e-commerce and server hosting platforms

OTHER PREVIOUS 440 CLIENTS

- Masser Potatoes – Tim Ruppert

- Erie Insurance – MaryJo Ingalls

- Undergraduate Admissions Office –Guoyang Lin

- AccuWeather – Parker Nevengloski

- Emergency Operations – Pamela Soule

- Education in remote areas of Nigeria – Dr. Anthony Olorunnisola

YOUR IDEAS!

- **Neil = Drone hacking project**

- **Projects about PSU Students**

  - Ride Sharing

  - Textbook purchasing and re-sale

  - Evaluation of courses and help map out course schedule

  - Help students make connections with other students (tutoring, recipes, small jobs/tasks)

  - Better organize and promote clubs and events

  - Ability for students to share job pay and benefits

  - Find local events, pickup games, fitness classes, sublet or housing, or hiring opportunities

  - University/local alert system with real-time campus conditions

  - Identify local restaurant, bar, gym and display crowdedness, wait time, specials, events, etc.

  - THON!

YOUR IDEAS!

- **Create or improve web presence for startup or small business**

  - General website/platform to promote local businesses

  - Ultimate Facility Services

  - GreenBowl

  - Nittany Mall

- **Evaluation of existing websites/company/product**

  - How can TripWire affect business cybersecurity needs

  - Improvements to LionPath

  - Fix Hearthstone's arena mode issues

YOUR IDEAS!

- **New services or products**

  – App for victims of domestic violence

  – Yay/Nay evaluation of products or people

  – Mobile phone lock to prevent drivers from using phone while driving

  – Transfer physical loose change into your bank or Venmo account

  – Help pharma companies handle DSCSA, tracking of all pharma products

  – Rate my Toilet!

  – SocialFit – Connecting people with same fitness goals

  – App for hunters, fishers, and hikers that want to explore different parks and locations

  – Virtual cart for physical stores

FOR NEXT CLASS FRI Jan 20...

✓ **Identify your team + project**

✓ Come ready for **ProfDev #2**