



California State University
SAN MARCOS

College of
Business
Administration

SENIOR EXPERIENCE TRADE SHOW

20
Fall 19

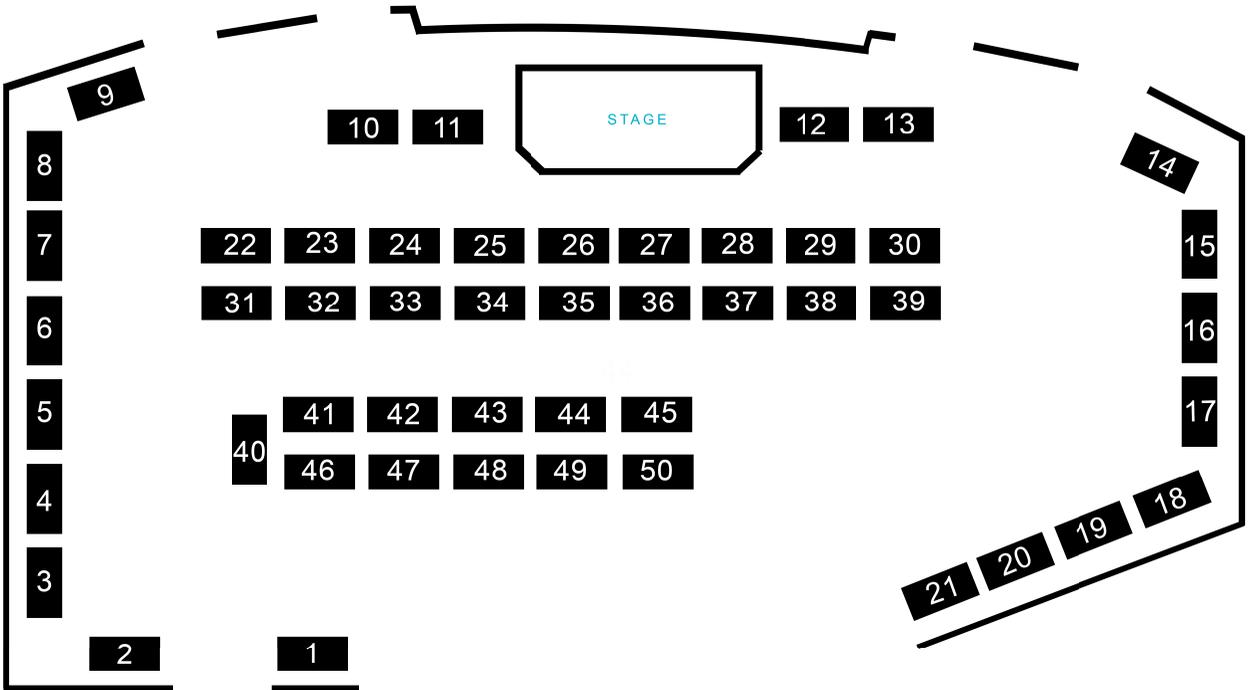


DEC 12, 2019 • 7:00PM • SONY HEADQUARTERS

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Senior Experience Trade Show Booths



Fall 2019 Senior Experience Projects

The BITS (Behavior Intervention Tracking System) LLC

Nina Allington, Andrew Doulames, Omar El-Maleh, Rose Nijmeh, and Amy Soca
Advisor: Majid Karimi, Ph.D.



The BITS, The Behavior Intervention Tracking System, asked the team to create an application prototype to track the behavior of students with autism and behavior disorders. The team created business workflows, mockups, and demo screens with Adobe XD. The final product was a designed app for a hands-free behavior tracker prototype on iOS and Apple Watch.



Bourns College of Engineering, Center for Environmental Research & Technology, UC Riverside

Nicholaos Begakis, Nikolaos Minoudis, Ian Dominguez, Eunice Velazquez, Mackenzie Sanchez
Advisor: Matthew Tasooji, MEES



The College of Engineering Center for Environmental Research and Technology at the University of Riverside has been experiencing challenges in getting its solar photovoltaic battery technology from the lab to the market via a tech transfer. The team analyzed the current market to produce an industry analysis and feasibility study that assess how to properly enter the industry. Findings allowed the team to provide recommendations to CE-CERT which will ensure success when it is time to launch the product in both B2B and B2C segments.



Bourns College of Engineering, Center for Environmental Research & Technology, UC Riverside

Muhammad Abdul, Kimberly Stack, Chan Usana, and Sonia Martinez
Advisor: Pari Sebt, Ph.D.



Bourn's College of Engineering wanted to identify existing competitors and analyze the solar market for relevant competing technologies. The team conducted literary research on the current market environment to produce an industry analysis, competitor analysis, Porter's 5 Forces, cost analysis, and SWOT analysis with valuable information regarding Bourn's new product: multi-functional film. Bourn's received a comprehensive report including these analyses, an interactive StoryMap on ArcGIS, as well as recommendations for the future of this product.



Brew Catalog

Justin Buhagiar, Kelsey Bentson, Kyle Curran, Rebecca Lee, and Rich McLennan
Advisor: Sam Clarke, Ph.D.



Brew Catalog, an online platform connecting retailers and local brewers, wanted to research current ordering practices and distribution channels for establishments in the local beer-buying market. The team conducted interviews to assess the specific needs of buyers to determine if they were aligned with the expectations of the company founders and to evaluate concerns respondents have about purchasing experiences. Through market study and research, the team was able to validate the value propositions anticipated by Brew Catalog and provide recommendations for service enhancements focused on satisfying customer's needs.



California State University San Marcos Campus Microgrid

Margie Tumolva, Chace Bower, Anna Ekstrand, Jacqueline Velasquez, Mailani Hernandez
Advisor: William Byun, Ph.D.



CSUSM College of Business Administration tasked the team with creating a campus solar microgrid assessment. The team analyzed campus energy demand, current electricity billing, procurement procedures, potential vendors, stakeholder involvement, and energy regulations. With direction from the campus Energy Management & Facilities Department, the team used this analysis to produce a project scope.



Calsense

Marcus Castaneda, Neil Cutkomp, John Jacobs, Bradley Petz, Chase Wahlenmeier
Advisor: Rajnandini (Raj) Pillai, Ph.D



Calsense was looking to implement an onboarding program to immerse new employees in the company's culture. The senior experience team conducted primary and secondary research on the best practices for the company to onboard new hires. With this information, the team created a year-long onboarding program that will help new employees assimilate to the Calsense experience.



CIF Cleaning Service

Sierra Gallant, Alexander Gonzales, Samantha Langmead, Kyle Potter, and Randy Weir
Advisor: Nima Zaerpour, Ph.D.

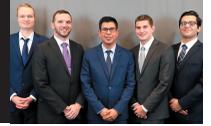


CIF Cleaning Services was interested in improving process efficiencies in preparation for a predicted increase in demand. The team assessed the company's current processes, performed data analysis, and researched avenues for advertising. The team delivered an improved process plan, a strategy to re-price specific services, tools to support an increase in automation, and avenues for advertising.



City of Temecula

Scott Bando, Markus Olberz, Steve Huerta, Gerardo Duran, and Ben Baraghimian
Advisor: Bennett Cherry, Ph.D.



The City of Temecula asked for a report that would highlight incentives for doing business in Temecula. The team researched what factors businesses find important when considering locations and what Temecula has to offer. Based on the information collected, the team created a brochure for the City of Temecula to help attract, retain, and expand businesses in Temecula.



The Classical Academies

Allisha Paulk, Hiral Sompura, Amanda Clarke, Nghi Nguyen, and Elisabeth Diaz
Advisor: Hedayat Alibeiki, Ph.D.



The Classical Academies wanted to quantify its economic impact on San Diego County. To conduct the economic impact analysis, the team used IMPLAN® software and created a survey for parents of students. The total economic impact of The Classical Academies was compiled into a report to be used to raise public awareness, educate the community, and provide current data on how school communities and charter schools influence their local region and economy.



Clear Tax

Nathaniel Richards, Maziar Namiranian, Skyler Castle, Broc Mayo, and Israel Contreras Jr.
Advisor: Eric Rhodes, Ph.D.



The Clear Tax project investigated the potential market for a web-based worker classification tool. The team conducted interviews and surveyed Californian business owners and decision-makers about Assembly Bill 5. These responses were analyzed and used to produce a marketing plan and a list of recommended action items for the sponsor.



Coastal Gymnastics Cafe

Eric Smith, Odalys Lopez, Isaak Abundis, Jesse Kachi, and Jacob Herz
Advisor: Alan Omens, Ph.D.



Coastal Gymnastics Cafe, a small cafe located inside Coastal Gymnastics Academy, wanted to improve customer loyalty and increase the customer base from its gym clientele. The team conducted surveys to identify customer preferences, visited similar cafes to evaluate best practices, and interviewed industry experts to understand current trends. Based on these results, the team updated the menu and provided recommendations to better meet the needs of current and prospective customers.



Cookies Con Amore

Joseph Santos, Oscar Hurtado, Maritza Ibarra, Jordan Le, and Jorge Loa
Advisor: Don Scigliampaglia, Ph.D.



Cookies con Amore wanted to automate parts of the cookie production process. The team conducted research by visiting the facility, observing production, and discussing inefficiencies with the CEO and production manager. Using the ThomasNet database and other contacts, the team identified multiple vendors who can tailor automation machinery for the facility's processes.



Corporate Alliance

Brandon Carballo, Eman Baghaei, Erik Bojorquez, Chris Morales, and Bianca Sanchez
Advisor: Dimitris Magemeneas, MBA



Corporate Alliance, a membership-based networking service, is going through a rebranding phase and is struggling to attract new members. The team conducted market research and developed a LinkedIn marketing strategy for the new brand. Recommendations were provided to attract a new target audience, increase membership, and maintain an active LinkedIn profile that will strengthen the company's identity.



Dan's Place/Chabad Poway

Amber Phromphanh, Drew Diemer, Jessica Rocca, Nicholas Gambino, and Melanie David
Advisor: Alan Omens, Ph.D.



Dan's Place, a nonprofit organization, needed a marketing and operations plan. The team conducted surveys, interviews, and observed Dan's Place operations to better understand current processes. The team organized a plan to improve operations and provided recommendations to connect with the community through various social media platforms, as well as with other synagogues in the San Diego area.



Deverett Media Group

Cameron Cornell, Ryley Zulaf, Naseli Fotoohi, Stewart Carlson, and Keianu Diers
Advisor: Luanne Bas, MBA



The team delivered a marketing plan that identified the target audience for a film created by Deverett Media Group. This was completed through multiple film screenings and viewer surveys. The project sponsor also needed help naming the film and recommendations for a movie poster and trailer. These deliverables were developed with research from the survey findings.



Deverett Media Group

Susana Salinas, Jacob Villegas, Julie Melendrez, Alan Adame, and Tanner Winninghoff
Advisor: William Burns, Ph.D.



Deverett Media Group tasked the team with determining how to successfully release a new film to the international market. Research on international streaming services was conducted, and a screening of the movie was held to determine the target audience. These findings allowed the team to make recommendations on streaming services and develop a marketing strategy focused on a social media campaigns.



DEVERETT
MEDIA GROUP

East County Transitional Living Center

Kasandra Sotelo, Andrew Rodriguez, Selena Rivera, Salvador Poltron, and Brenda Luque
Advisor: Ted Shore, Ph.D.



East County Transitional Living Center is a faith-based nonprofit organization offering services to men, women, and children who are homeless or are in extreme poverty. The team created a new website that effectively communicates the organization's mission and aims to increase donations. This was successfully executed through market research focused on strategies for attracting donors and applicants.



Economic Development Coalition

Mariam Elias, Sandra Mayo, Jose Hernandez, Marilyn Robinson, and Karina Uribe
Advisor: Pari Sebt, Ph.D.



The Economic Development Coalition - Valley of Innovation needed a new website to showcase what the southwest Riverside region has to offer businesses considering relocating to the area. The team conducted research on the industry and the region of Southwest Riverside to see what could be offered in terms of lifestyle, education, hospitals, and safety. The final deliverable was a website that provides pertinent information for businesses thinking about relocating to the area.



Genius On Development

Johanna Gloria, Chris Corradino, Jessica Huang, Jason Kemmet, and Steven Lewis
Advisor: Eun Kang, Ph.D.



Genius On Development needed to develop a marketing plan for a new product called The NEET Sheet. The team researched licensing and the potential salary and workers' compensation savings from using the product. A demonstration video and brochure were created to help market The NEET Sheet, as well as a product insert for the final packaging of the product.



GMI Integrated Facilities

Jamie Harpenau, Zuhall Nawabi, Iting Tsai, Ayaka Kodama, and Shihang Cao
Advisor: Gayle Belch, MBA



GMI has been delivering superior janitorial, maintenance, and security services in Southern California for 45 years. The project was to create a plan for GMI to use social media more effectively to increase customer engagement and improve employee recruiting. Primary and secondary research was conducted with a best practice analysis, an employee survey, and target market research. The team created a 6-month social media content calendar with sample posts, a social media ROI analysis, and a “how-to” social media marketing guide for using Facebook, Twitter, Instagram, LinkedIn, and Hootsuite more effectively.



Instructional and Information Technology Services (IITS)/Academic Technology

Angelo Buelna, Carianne Chavez, Marshal Fischer, George Nieblas, and Paul Tubat
Advisor: Pierre Towns, MBA



Instructional & Information Technology Services (IITS) introduced Blackboard Ally to CSUSM students with lackluster results; in response, their goal was to create an awareness campaign to increase usage of this tool. Prestige Worldwide conducted surveys measuring student awareness and usage, educated students, and kick-started a social media campaign on the @csusm_iits Instagram Account. The team recommends educating professors and students, as well as creating social media campaigns to promote Ally.



Instructional and Information Technology Services (IITS)/Academic Technology

Alexandra Santos, Natalie Howard, Osiris Suazo, Patrick Delacruz, and Daniela Ceja Ruiz
Advisor: Gayle Belch, MBA



The Cougars Affordable Learning Materials (CALM) aims to save students money by encouraging faculty to increase the use of high quality, low cost to no cost, accessible textbook alternatives. The rate of adoption of the CALM program is slowing and participation in some departments is low. The team conducted primary and secondary research and used the findings to create a marketing campaign aimed at increasing faculty participation.



Ivy Energy (Clean Tech San Diego)

Jiin Banuet, Valeria Gaeta, Airah Parducho, Jessy Perez, and Ian Pilchowski
Advisor: Derek Podobas, MBA



Ivy Energy is a software startup specializing in tracking energy usage and providing cost-saving solar energy solutions for tenants and building owners. The team’s task was to create a marketing message by researching multi-unit residential buildings using public accessible databases. Based on the research, the team created an infographic that details how valuable Ivy’s product is for multi-unit real estate owners and investors.



Kirei USA, LLC

Nathan Hale, Gabriel Perez, Rodrigo Hernandez, Yadira Martinez, Viridiana Casiano Garcia
Advisor: Mary Ann Scott, MBA



In the fast-paced Acoustic Design industry with minimal product protections, Kirei USA, LLC wanted to expand its market share in a highly competitive market of established firms and new entrants. The team was asked to conduct a competitor analysis to identify Kirei's competitive advantage. The team used library databases and company websites to develop a competitor matrix and sales training tool for Kirei's sales representatives to use in the field.



Lewis Lifetime Tools

Sean Daley, Kenneth Meadows, Chris Campbell, and Haley Jaenicke
Advisor: Kristin Stewart, Ph.D.



YardButler asked the team to create marketing strategies that would lead to increased brand awareness and email subscribers. The team conducted online research and interviews to accomplish this task. The team delivered an implementation plan that detailed effective marketing strategies.



Moneyman

Victor Hernandez, Rigo Hernandez, Rodrigo De Paz, Quang Nguyen, and Elijah Shoesmith
Advisor: Clark Avery, MPPM



Moneyman's objective was to promote his book on financial management to an audience that would most benefit from his experience. Industry research was conducted to determine the ideal target market for this educational tool. The team created an all-encompassing marketing campaign to generate awareness and interest for the upcoming book release, cementing it with a website launch.



The Muddy Mutt Run

Jazmin Hernandez, Melissa Romero, Karina Delima, Michael Robles, and Quanjun Sun
Advisor: Isabella Janovick, MBA



The Muddy Mutt Run is an event where dog lovers can enjoy obstacle course racing in the mud with their furry pals! As consultants, the team took the sponsor's idea and built a business plan with logistics, financial projections, and marketing strategies to host this inaugural event in 2020.



Nature Collective

Alyssa Compton, Arianna Tarquinio, Rick Mathias, Kevin Simon, and Eric Alvarez Advisor: Steve Zera, Ph.D.

Burnham Leadership
Experience Project



The team conducted research to help guide the sponsor in making decisions for their new business venture. The team found the appropriate expansion size for the new venture and the capital needed to fund the expansion. The team created a business plan to help the sponsor attain donations to fund the new venture.

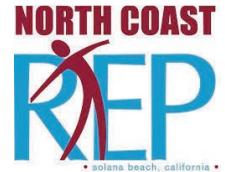


North Coast Repertory Theatre

Brittany Conner, Daniela Estrada, Ananda Dang, Rocio Galeana-Cuatlan, and Rebeca Lopez Advisor: Don Sciglimpaglia, Ph.D.



North Coast Repertory Theatre asked the team to develop a list of donors who support other theaters in the surrounding area and to create a brochure that would attract potential donors. The team researched programs and brochures from other theaters, as well as used Reference USA and Melissa. The team then developed a database and a brochure to help grow the theater's donor list.



Office of Business and Analysis (OBRA), College of Business Administration

Carina Centeno, Evan Buck, Long Nguyen, Mark Reid, and Payne Finley Advisor: Dick Lansing, MS



The CSUSM College of Business Administration's Office of Business Research and Analysis (OBRA) is interested in determining if there is a market for Economic Impact Reports for the cannabis sector. The team looked at the availability of data and the demand for completing an Economic Impact Report. The final report presents recommendations for OBRA to produce an Economic Impact Report for the San Diego cannabis industry.



OneSource Distributors

John Liarakos, Gregory Sugii, Salvador Rosales, Callan Little, and Anthony Zarei Advisor: Qi Sun, Ph.D.



The team created a cost calculator for OneSource's DTS department that will help the company gauge how much to charge clients in order to break even or to make a profit. The team also came up with suggestions on how OneSource can improve efficiency at the Oceanside warehouse location.



Operation Care America

Steven Sutherland, Alfonso Gutierrez, Daniel Rocha, Amanda Boudreault, and Nicholas Koenig Advisor: Janet Beronio, JD

Burnham Leadership
Experience Project



Operation Care America is a nonprofit 501C3 organization that ships care packages to deployed United States military members. The nonprofit was looking for ways to increase brand awareness and the number of care packages that it sends. The team developed a marketing and PR strategy to broaden the organization's network and increase donations.



Palomar Health

Holly Crank, Toire Walsh, Jenna Hickenbottom, Hanna Holford, Alma McFarland
Advisor: Chetan Kumar, Ph.D.



The team conducted surveys to analyze the target client and potential hires for Palomar Health's Home Health Services division. The team delivered a website refresh and recommendations for proper search engine optimization. These recommendations will assist the organization in increasing web traffic, capturing market share, improving client satisfaction, and reaching potential hires.



Passion. People. Purpose.™

Palomar Health

Maria Montes de Oca, Sergei Ershov, Chariz Maika Hernandez, Daniel James Ramirez, and Alyza Villanueva
Advisor: Tito Zamalloa, MBA



Palomar Health Medical Center, a North County health care system serving more than half of a million people, wanted to increase traffic and engagement across its social media platforms. The team was asked to formulate a social media strategy by conducting research, analyzing the competitive landscape, and completing a comprehensive social media audit. The final deliverable included a social media strategy proposal and content calendar.



Passion. People. Purpose.™

Positive Change Counseling Center

Lauren Anderson, Ivan Campos, Lisa Donsanouphith, Juan Raygoza, and Craig Yates
Advisor: Soheila Jorjani, Ph.D.



Positive Change Counseling Center asked the team to create a new website, to increase brand awareness in the Rancho Bernardo area, and to improve SEO. The team researched website development platforms, social media, and traditional marketing techniques. The team designed a new website and delivered a marketing plan that included social media content, traditional marketing strategies, and recommendations to improve SEO.



Positive Change
Counseling Center

Rancho California Water District

Zach Kaufman , Alex Hurtado, Trevor Ardigo, Holly Phimmasane, and Markques Simas
Advisor: William Byun, Ph.D.



Rancho California Water District wanted to increase awareness in the Temecula Valley since much of the community does not know where its water is sourced or how billing charges are calculated. The team analyzed Rancho Water’s social media pages and website and then provided recommendations to improve appearance and navigation. The team also delivered ideas to increase brand awareness with giveaways and outreach to the local businesses



San Diego Brewers Guild

Nicolas Pamintuan, Christopher Houghton, Williams Calderon, Troy Stephens, and Rebecca Ostermeier
Advisor: M. Paola Ometto, Ph.D.



The San Diego Brewers Guild is a nonprofit that seeks to promote San Diego breweries and create an open line of communication between brewers. The team was asked to identify sustainability efforts that independent craft breweries in San Diego are currently implementing. The data collected for this project was primarily conducted through interviews and surveys.



San Diego Business Journal

Shayna Lewis, Adam Castillo, Lindsey Lozano, Raizel Luna, and Kyle Williams
Advisor: Qi Sun, Ph.D.



The CSUSM College of Business Administration conducts a semiannual business confidence index for General Business, Craft Brewing, Tourism and Aerospace/Defense industries. The team utilized relationships with various associations, along with an ongoing list of contacts, to send out a survey and analyze the results. The analysis provided quantitative data metrics for 2020, and results will be published in the San Diego Business Journal.



San Marcos Chamber of Commerce

Andrew Diedrick, Rashawn Ferguson , Cameron Poirier, Christian Ramirez, Julian Quezada
Advisor: Janet Beronio, JD



The team developed a media plan for the San Marcos Chamber of Commerce, which outlined how the chamber can best use preexisting resources and new strategies to promote the SOUP event. The team also created an event manual, which will enable the chamber to consistently put on a successful event that showcases the chamber’s value and the city of San Marcos.



Seeking Hope

Evan Lusky, Lucas Bradford, Dominique Estrada, My Linh Tran, and Camille Verhofstadt
Advisor: Rajnandini (Raj) Pillai, Ph.D.



Seeking Hope, an organization that provides emotional first aid training, asked the team to create new training videos for its website and to provide a marketing plan to launch the founder's professional speaking career. The team filmed, edited, and produced high-quality training videos and developed a marketing strategy that recommends increased social media integration.



Shadetree Gardens Inc.

Sierra Freeborn, Jenna Bustria, Leilani Mach, Skyla Smith, and Antonia Castro
Advisor: Mohammad Sebt, Ph.D.



Shadetree Gardens, a new private event venue, needed to update its target customer segments, financial projections, and marketing plan. The team analyzed competitors, previous market results, and marketing strategies to develop a comprehensive plan. This research resulted in a marketing/social media plan that matches the target customer for each quarter, as well as a 2-year revenue projection.



SiLi-ion (University of California Riverside)

Anna Schrag, Preston Cain, Sara Stanley, Ashleigh Donovan, and Wes Darling
Advisor: William Byun, Ph.D.



SiLi-ion engineered a drop-in battery additive that increases lithium-ion battery life up to 20%. The team of engineers wanted to determine if the technology could turn into a profitable business. The team created and delivered a full business plan to establish pathways to commercialization and profitability.



Specialty Donut Shop Startup

Nathaniel Aradanas, Joshua Marchan, Jacob Saffel, Asher Robisch, and Sara Roggero
Advisor: Serhan Kotiloglu, Ph.D.



The goal of the project was to create a business plan for Mr. Morales' start-up, Saint's Donut Shop. The team collected and organized data about the industry, the market, and the potential profitability of the business. The team delivered a business plan, as well as recommendations for improving Saint's Donut Shop's opening operations.



Tag My Stuff

Anthony Anselmo, Chandler Lenkey, Andrew Schlosser, Alexa Bluff, and Jake Bailey
Advisor: James Garces, CSCP



The team was tasked with determining the viability of Tag My Stuff's adhesive business card holder. The team conducted interviews to gather feedback on the product. After this research, the team was able to determine the product is most viable in the customer loyalty market, specifically within the travel industry.



Toolbox Medical Innovations

Thomas Jasenovec, Javier Gaspar, Alfredo Lemus, Adriana Murri, and Jessica Moua
Advisor: Tito Zamalloa, MBA



Toolbox Medical Innovations tasked the team with developing an SEO strategy guide to improve internet visibility. Through the research of SEO, keywords, and working examples, the team was able to deliver a strategy guide. The guide contained suggested strategies, a list of suggested keywords, and curated content.



Trash Tracker

Anne Therese (Tracy) Ramos, Chase Mason, Matthew Rubins, Jenny Thai, and Amber Alvarez
Advisor: Mohammad Sebt, Ph.D.

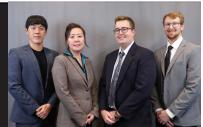


Trash Tracker's objective was to find potential target markets in the United States. The team researched eight states to find laws and regulations relating to recycling and waste management. The team delivered a research analysis of each state and a marketing plan to promote Trash Tracker in these new markets.



Tree San Diego

Joshua Andersen, Brandon Bertussi, Lisa Matteson, and Soon Won Hong
Advisor: Wayne Neu, Ph.D.



Tree San Diego, a local nonprofit located in Miramar, wanted to solve the problem of non-sustainable use and disposal of urban wood in San Diego county. With the creation of interview guides and the research of local players in the industry, the team gathered data from target populations to identify sustainable solutions for the use of urban wood.



Vista Industrial Products, Inc.

Jasmine Rivas, Angel Ruvacabla, Brian Paez, Jeff Hu, and Vijay Daya
Advisor: Soheila Jorjani, Ph.D.



VIP is a local sheet metal machining company with years of experience in designing and manufacturing eyewear products. VIP plans to enter the sunglasses industry using the name “Umbras Shades”. Through analysis and focused recommendations, the team was able to provide an executable plan to bring these products to market.



WorkPartners OHS

Jonathon Maldonado, Anna Wegner, Brent Allen, Austin Vincent, Daniel Parizeau
Advisor: Nina Woodard, MBA



The team provided WorkPartners OHS with an onboarding welcome video that demonstrates the fun company culture, as well as recommendations to enhance the onboarding process in the company. In addition, WorkPartners received an outline for a mentoring program for new hires, as well as an automated emailing system to ease the hiring process.





More about Senior Experience

CSUSM College of Business Administration (CoBA) students complete a Senior Experience project as their culminating course. Immersive learning is the cornerstone of this program, giving students an opportunity to apply their education and skills to real-world challenges. The program matches teams of students with projects submitted by local businesses and organizations. Students gain by working as consultants on rigorous, real-world projects that require teamwork and application of classroom knowledge. Businesses gain by receiving concentrated attention from bright, energetic teams that provide a fresh, independent look at their projects. Each student team works under the supervision of a faculty member.

Project work has exposed students to business challenges all over the world. In 27 years the program has tallied:

- 1,600+ Sponsor Organizations
- 2,000+ Projects
- 7,600+ Students

If you would like to sponsor a Senior Experience project please contact Director of Business Development, Miguel de Jesus at mdejesus@csusm.edu or 760-750-4266. You can also learn more about the program at www.csusm.edu/seniorexperience.



Feeling inspired by a project?

Reserve your project for the Spring 2020 semester now! Contact Miguel de Jesus, Director of Business Development, for more information at mdejesus@csusm.edu or (760) 750-4266.



Thank you for joining us!