

# GB512 RESEARCHED PROPOSAL TOPIC IDEAS

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## BUSINESS COMMUNICATIONS RESEARCHED PROPOSAL TOPIC IDEAS

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## **Introduction**

Students – the following blurbs were taken from researched proposals written by previous students in this course. All the ideas are good ones and lent themselves well to the assignment. Please use these as ideas/jumping off spots for your own researched proposal assignment. Consider the sorts of problems being addressed and think about how you could arrive at your own researched proposal topic idea. These are only suggestions – you are not required to choose from this list. However, should you find a topic on this list that appeals to you, feel free to use it.

## **Organizational Engagement in Multi-Generational Workforce**

My proposal to leadership addresses the need to better engage with our growing multi-generational workforce. The proposal will include a collaborative effort with our Human Resource Team to support the effort. The proposal will include suggestions on how we can evolve our practices to better engage and retain our workforce. The talent our organization recruits and the cost to train and onboard our workforce is worth the effort and time to retain our existing multi-generational team.

## **Autopia Electric Vehicles**

I propose Disneyland renovate its Autopia vehicles from combustion engines to electric ones to support global health. Global warming is a significant issue worldwide due to smog and emission gases. With global warming and the green movement many car companies are working to switch their vehicles from combustion engine to electric. While electric engines emit no fumes into the air, combustion engines do give off fumes even though they are supposed to be a little better for the air quality. The fumes from these vehicles not only affects the environment but it also affects the cast members working the attractions everyday breathing the fumes. By making these vehicles electric, guests, cast members and others in the vicinity do not have to breath in fumes that could affect them in their future.

## **Facility Dog in Supportive Care Unit**

The supportive care unit at The Neighborhood in Rio Rancho has many residents and patients that would benefit for the company of a facility dog. Many of our resident in memory care have a difficult time relating to others or engaging in meaningful activities. In long-term care resident often express feelings of sadness as they try to adjust to losing their autonomy and allowing staff to care for their needs. We also have resident continuously pass away, reminding our long-term residents of what the future holds. Individuals from the skilled nursing unit are there for short term rehabilitation and are often successfully discharge back into the community. At times, these residents require higher level challenges to return to their home environment safely. Some of the skilled residents are excited to participated in therapy and return to their prior level of function while others require a little extra motivation. A facility dog can assist with therapy as well as help patients in stroke recovery. Further, the dog can be used to challenge balance and build strength of residents.

### **Expanding Disney's Aspire Program**

I propose that Disney take its already successful Disney Aspire program and expand it to include every employee in the company. Currently Disney Aspire only accepts hourly full-time and part-time employees. It does not include seasonal and salaried employees. It is no secret that major companies feel like college students are not adequately prepared for jobs once they graduate. Many employees learn on the job itself at Disney while others do bring in a well-rounded college education to fulfill the job requirements. From experience, I see Disney likes to promote from within. With management programs in place at the company's various resorts, and internships found throughout the company, Disney has made it possible for students to grow their careers. In a time of such uncertainty in the world, with no indication of when we can return our businesses to some form of normalcy, Disney should take this time to ensure that education is available to all employees regardless of status.

### **Reintroduction to the Workplace followed Quarantine**

In light of current events and slowly evolving lockdown measures, I propose new practices for a safe and flexible return of employees to the workplace. This proposal will support the implementation of best practices and strategies for sustainable working solutions in an unpredictable landscape and potentially characterize processes for future disaster preparedness.

### **Internal Medicine Clinic Telehealth Option**

I propose our clinic move forward with an expanded telehealth option for care of our patients. The Internal Medicine Clinic has a patient census of 6000-7000 patients. More than 64% of our patient population is over the age of 65, and many of them have chronic health illnesses and mobility limiting conditions. We have the opportunity to provide care to those at risk by the use of telehealth initiatives. Telehealth options could be implemented into our practice to increase accessibility. There are many methods to choose from, including telephonic interaction, video conferencing, chat rooms and the use of electronic devices to capture health data remotely.

### **Adding Zelle as an Option for Credit Union**

For the last 56 years, Space City Credit Union has remained at the forefront of banking innovation. After reviewing our current product lineup, offering instant person to person payments is our next needed technological advance. Banks have the opportunity to add value to customer depository services with the addition of mobile technology and to realize customer retention benefit as a result. Venmo is a popular mobile payment service among our millennial target market. However, some users complain that funds go directly to Venmo, and not directly into their account. While we offer "Pop Money" person to person payments that take up to 3 business days to complete, I propose implementing Zelle, instant mobile person to person payments.

### **Employee Retention through Engagement and Empowerment**

I propose leveraging the effects of employee engagement and empowerment on retention, with an end goal of proposing new management strategies to increase retention. As leaders, it is incumbent upon us to develop new strategies to retain our employees, thereby increasing employee morale, customer satisfaction, productivity, and revenue. When employees leave, the company loses revenue in the near term; more company resources are required to hire a replacement, which in turn takes the recruiting focus away from growth opportunities; the company's reputation is damaged as it is unable to fully support the customer mission; and employee morale is negatively affected over time as remaining employees have to grapple with increased workloads to cover the vacancy.

Our challenge in retaining employees is complicated by the geographic distribution of our workforce (all over the world) and the general nature of government contracting (employees feel more loyalty to the customer they are embedded with than to the company that employs them). Therefore, we as managers must work doubly hard to engage and empower our employees to make them feel valued *by the company and their management*. We must ask ourselves these questions:

- Do we employ management style and practices that engage and empower our workforce?
- Should we be transactional, laissez faire, or servant leaders, or some combination thereof?
- Do we empower our subordinate managers to empower their employees?

### **Recycling Oyster Shells**

I currently work at a seafood restaurant that specializes in serving raw oysters. I estimate that in an average week, the restaurant accumulates about 50 pounds of oyster shells. Currently, these oyster shells go to the trash. My proposal, which I would present to the restaurant owner, develops a strategy for making better use of the old oyster shells. At the moment, it would be plausible to find an organization that replants oyster shells into the Chesapeake Bay. This is a small change that can be made to benefit the local environment and reflect positively on the restaurant.

### **Expansion of New Bus Routes**

Recently our Institute moved from one location to another, a move that allowed our school to provide a higher quality of education to our students. We are able to provide a bigger facility and state of art classrooms to benefit both instructors and students. There are drawbacks to this move; one of the most significant is the lack of public transportation available at our new location. During the five years we were at our previous location, the growth of our student population had a direct correlation to public transportation. I propose expansion of a new route for Metro Transit Authority (MTA) to include the local community and our school around Briley Parkway. The closest bus route to our school is currently over 2 miles away. This not only affects the school, but the businesses and homes around it.

### **A Healthier Workplace through Food Swaps**

I propose improving the health of Indiana University Health employees by making changes to the vending machines and cafeteria offerings. There are numerous benefits from promoting a healthy workforce. There are also numerous ways to improve the health of the workforce. Poor nutrition is a serious issue in the workplace; it saps employee's energy and decreases productivity. Loss productivity

has a cost. At IUH, our cafes are filled with unhealthy foods and snacks. Having these unhealthy snacks and food so accessible is promoting unhealthy eating. As a healthcare organization, we should be promoting healthy eating and maintaining a healthy lifestyle. More and more organizations are moving toward this healthy approach. IUH should as well. Workers will happily transition to healthier foods and snacks given the opportunity to do so, and other companies have had success making this transition.

### **Electronic Lab Notebooks**

I propose building an innovative organization by introducing a powerful tool that will replace the bound paper notebooks for record keeping. Currently, Quotient Sciences' laboratories use paper notebooks to document and collect all data for routine testing, research, formulation development, and procedures. Lab notebooks are vital to our organization since all our scientific research and formulation ideas are recorded there. As important and critical as these notebooks can be, it is time for our organization to abandon the bound paper notebooks in favor of electronic laboratory notebooks (ELN). Electronic laboratory notebooks are the future of documentation and provide many advantages. ELNs have become an important tool for regulatory compliance and electronic recordkeeping. They are useful especially in large organizations. ELN will allow the company to be ready for audits and demonstrate the full integrity of our lab processes and data collection. The integration of ELN can be applied to our other global sites and harmonize our General Manufacturing Practice (GMP) operation under the same strict quality procedures. ELN meets our compliance for testing practices, standardization of documentation practices, and effectiveness of operations. Electronic lab notebooks will give the company the attitude of care and integrity internally and to our clients.

### **Workplaces Going to the Dogs**

Dogs have become an integral part of our everyday lives. From walking in the door after work, to walking down the street for an afternoon stroll, more times than not those scenarios include dogs. In the current day, it is becoming more of a norm, rather than a rarity, to have dogs be allowed in the workplace. I propose my employer permit a dog-friendly work environment. Amazon allows over 1,000 dogs in its Seattle headquarters, where they are one of the 8% of workplaces in the United States to allow their employees to bring their dogs to work. As one of the largest companies in the world, Amazon is a model for how dogs in the workplaces can be beneficial to both the employee and the company. Many Amazon employees have stated how if it were not for the dogs, they may have never been able to collaborate with one another on projects or even just interact with one another. This increase in productivity is the positive influence that dogs can lead to in the workplace. Having dogs in the workplace would lead to greater results from current staff. But where the policy may be most beneficial is in recruiting new talent. Companies around the world are starting to become younger, with baby boomers nearing retirement and millennials stepping into to fill their place. To help attract these millennials companies have started to implement dogs being allowed in the workplace, company-subsidized pet insurance, and even paid time off for employees with new puppies.

### **Holistic Wellness Program**

I propose my company implement a holistic wellness program. NextLevel's number one core value is People & Relationships. A strong wellness program that focuses on more than just medical benefits would complement this core value by taking care of NextLevel's primary asset, its people. The company would benefit in employee job satisfaction, attracting talent, and increased productivity. I propose that the management team embrace a holistic wellness program that includes opportunities for physical, financial, and emotional support options. My proposal will focus on general benefits, types of programs to include, how to implement the program, costs, and benefits to individuals and the company.

### **Going Green**

As an organization that prides itself on meeting the community's needs, the YMCA of Central Ohio must respond to growing concerns about pollution, its effect on health and lifestyle, and the pressures on local business to sustain the environment for future generations. The organization can achieve this by modifying computer and paper usages, office supply policies, methods of transportation, and building modifications. If we fall short in responding to environmental concerns within our community, we will not fulfill our mission to keep families healthy and strong.

### **Hospital Sponsored Continuing Education**

A multi-specialty continuing education program every month from different Veterinary Specialists would increase the knowledge and skill set for veterinary professionals, both in the hospital and from the local veterinary community. I propose that my hospital sponsor a monthly continuing education program for in-hospital staff and the local veterinary community. Every month, a different veterinary specialist would give a presentation on a topic in their field of work. The presentations would include a lecture portion and a wet lab portion.

### **Team Building's Effects on Employee Morale and Retention**

I propose introducing regular team-building exercises to improve employee retention and morale at The Disneyland Resort. The high cost of hiring, training, and incorporating new employees into the daily operation is unnecessary and can be avoided by investing in the team we currently have. Team-building exercises are effective techniques that improve group efficiency and morale, they create a sense of belonging and unity, and they foster trust among colleagues. These factors contribute to the effectiveness of a group and how well they are able to develop unique solutions to common obstacles. Implementation of a regularly scheduled team-building workshop for the cast at The Disneyland Resort should increase creativity, engagement, enthusiasm, and productivity. This type of investment will ensure we are continuing to meet our company goal of providing the highest level of entertainment in the world while investing in the cohesiveness and growth of our cast.

### **Should Wappo Services Bring Marketing In-House?**

I propose that Wappo Services brings its marketing in-house. Currently we are using an outside source to do the marketing for the company. Although this may have been a good idea in the beginning, it has turned out to be not so good for the company. Research indicates in-house marketing provides greater



flexibility and control. The main question is, should we keep our marketing outsourced, or should we bring the marketing in-house? This proposal will address this question.

### **Training Support Staff Personnel**

Our mission at MidAtlantic Farm Credit is to be customer-owned and customer-focused. To meet that mission, we need to ensure that our support staff has the skills necessary to remain customer focused. The benefit of this research is that MidAtlantic will have the information needed to design an official program to meet the training needs of our support staff. This will result in reduced costs and increased profit to the association.

### **State Farm Recycling Program Proposal**

State Farm prides itself on its “Good Neighbor” service and image. Since 1922 our focus has been on customer needs and company integrity, and we wish to continue in this direction. We should explore options that will lead to more efficient business practices or increased sales. One way of addressing this issue is through the implementation of a recycling program. Research shows that recycling can help a business save money by eliminating waste disposal fees and earn income due to a more satisfied customer base. This proposal to Shoreline Branch of the AFO on the Eastern Shore is to build on our Good Neighbor image while increasing revenue and establishing responsible, effective business practices.

### **High Point Townhouses Crime Reduction Proposal**

This proposal outlines potential solutions to address the increasing crime in our neighborhood that has been reported by our Homeowners Association. The crimes consist of burglary, assaults, thefts, loitering, littering, etc. Many people hanging around the neighborhood are not residents of High Point Townhouses Community. The loitering and littering alone is bringing the property value down in our neighborhood. Senior citizens in our community are afraid to walk within their neighborhood because of the teenagers and young adults that are loitering in the neighborhood. The common area near the playground on the far end of the fourth court is inviting the wrong crowd of people. Parents are afraid to send their children to the playground near the fourth court because there are teenagers and young adults sitting around drinking, playing loud music, and using foul language. Neighbors will come home and are forced to park in the visitors’ parking area because visitors are ignoring the assigned parking spaces for the residents. This proposal outlines strategies for addressing these issues.

### **Study of the Benefits and Drawbacks to Building a Permanent Stage for Community Theatre**

The purpose of this study is to determine the benefits and drawbacks of the Avon Grove Community Theatre (ACT) building its own stage. ACT’s needs in a stage will be outlined in the course of the study. The proposed location of the building will be examined for proximity of means of support and potential competition. The information gathered will be weighed to make a final recommendation to the Board.

### **The Buddy Attick Lake Restoration Project**

The Buddy Attick Park Lake in the Greenbelt Historic District has not been properly maintained and therefore no longer serves its intended functions in the community, primarily for community gatherings and water sports. Restoration of the lake will provide a place for fishing, water sports, and other

community-oriented activities. An improved lake will promote community interaction, improve the local economy, and attract interest to the Greenbelt Recreational programs.

### **Rectifying the Employee and Client Parking Issue**

This proposal will bring to light the severity of the parking issue for our law firm and provide a solution to remedy the problem. The postponement of this issue has cost the firm \$34,500 over the last year. This figure was calculated after the accounting department combined all the elements relative to the parking issue. A domino effect has been set in motion because of this issue that combines the cost of several variables affected by this problem. The end result is an expense that spans far beyond the actual parking factor.

### **Streamlining Magazine Design Proposal**

The Marine Corps News office has struggled to meet its mission and put out any product on a consistent basis for several years. It even reached an all-time low in 2007 with only two issues making it to the printer during the calendar year. While we could blame this trend on the previous staff setting us up for failure, our personnel shortage, or all of the side projects thrown at this section each month that still does not excuse us for following in the footsteps of our predecessors and constantly pushing back our deadlines. We have all worked very hard to make it to this point and are almost back to producing an issue each quarter with one additional theme-driven magazine every four months. However, if we follow the same outdated standard operating procedures, it is very likely that we will fall behind schedule once again. Therefore, for the past month, I have been working with Bates Creative Group, the Government Printing Office, and Universal Printing to develop a streamlined magazine production system that will bring our print and online publication into the 21st Century.

### **Parking Solution Proposal**

Lures Bar and Grille has been suffering a loss in profits and a decline in customer satisfaction due to a lack of parking during our peak hours. We added a second lot to help with this issue, but we have yet to file the proper paperwork with the Anne Arundel County Department of Inspections and Permits. This detail has cost us money in fines and time lost. I have researched specific solutions to our parking concerns, as well as received the proper paperwork to ensure we are within county ordinance regulations. Our options are limited to the use of neighboring parking lots, valet services, and modified carpooling for Lures employees. An immediate, cost effective, and easy to implement solution is necessary for us to consider any suggestion viable. The conclusion that would best be suited for Lures is to employ a modified carpooling system for staff members which would make use of the parking lot at St. Paul's Anglican Church.

### **Implementing an Electronic Billing System**

This proposal evaluates United Health Group's current billing and invoicing process and recommends a more time and cost-efficient solution. United Health Group is dedicated to offering and providing the best healthcare packages to each of their clients. This company wants to provide the best packages and services but is currently using a manual invoice process that is inefficient to the client as well as the company. The current invoice/billing process consists of several employees printing out over 2,900 invoices. After the printing is completed each employee physically places them in envelopes to be sent

down to the mailroom. This is a two-day process that occupies time that could be focused towards more important projects. The printing of each invoice is completed on one centralized printer that is used by several different departments. This forces other departments to delay their duties until all billing is completed. United Health Group is now aware of how beneficial a new efficient billing process would be for the company. Due to the declining economy it is more important than ever to cut cost as well as retain and gain new business. A more efficient billing process will cut the costs associated with manual billing and provide a better service to the client.

### **Emergency Readiness**

This proposal addresses the problem of emergency preparedness within the base housing community in Guam. Recent typhoons and other weather-related disasters highlight the absence of a clear emergency preparedness plan and protocol. To illustrate the miscommunications and unpreparedness here, there was a recent incident where road work was being done in the area and we received e-mailed information about evacuation for the entire weekend because we were in a danger zone. In the area, there was an undisturbed WWII war head detected. In this event we evacuated (got hotel rooms and spent unnecessary money) for the entire weekend only to find the construction was canceled. Therefore, it was not necessary to leave our homes or spend money and we thought I did not expect it were not reimbursed for the charges. I propose development of a clear policy and procedure document to guide all residents in the event of an emergency.

### **Improving Potomac Valley Sports Medicine & Rehabilitation's Medical Terminology System**

There has been a need to improve the medical and exercise lingo used within the Columbia clinic for quite some time. We want to provide our patients with the safest and most effective care for their injuries or disabilities while also increasing the ability of the staff to communicate more efficiently with one another. We want to provide all doctors and surgeons with correct documentation regarding the treatment received by the patients while they are in our clinic. In updating the medical terminology used within Potomac Valley Sports Medicine and Rehabilitation Columbia, we will be improving the patients' overall experience while they are in our care and we will be bringing our staff and our clinic up-to-date regarding the terminology which is being taught to physical therapy students today and is being used in the newest, most state-of-the art physical therapy practices in the country.

### **Team Building Activities for Kaiser Permanente Hospital**

Morale, pride, and spirit are important when working as a team. People with high morale tend to possess positive and cooperative attitudes. People with pride respect themselves and their team members. They work together successfully and are collectively joyful when goals are achieved. An encouraging spirit among team members can be contagious and motivational. When morale, pride, and spirit are present in teams, productivity is high, and relationships are strong. Shared experiences and communication are two key factors that help build morale, pride, and spirit within teams. Lack of high morale and teamwork has been an ongoing issue within departments at Kaiser Permanente Hospital. As a result, a stressful and uncomfortable work environment has been created, which has led to employee dissatisfaction and errors. This proposal will research various options of team building activities and why they are so important. Finding sufficient sources that will help develop a plan for incorporating team building activities in my department is the focus for the project.

### **Curbing the Curb Problem**

In our community, specifically in our cul-de-sac, the curb aprons from the street to the driveways are exceptionally steep and vehicles with lower ground clearances tend to scrape when approaching from head-on (one tire at a time from an angle seems to be a work around). I purchased a pricey rubber “curb ramp” which solves the problem with our sedan. The curb ramp, which is marketed toward owners of exotic class sports cars, does tend to collect debris off the curb from wind and runoff. Although we have an HOA, the county owns the street and is responsible for the maintenance. Recently a rumor surfaced that the asphalt surface did not contain all necessary layers. I plan on researching this issue and proposing a resolution to the Homeowners Association.

### **Options for Closed School Buildings in Mattawamkeag, Maine**

Due to school consolidations, new schools being built, or a variety of other reasons, many school buildings in my community are vacant. School districts in Maine have the ability to turn the school buildings over to the respective municipality, if that is what the school board decides. Some communities have decided that the best option for their building(s) is to turn them into housing for senior citizens or the disabled. Maine’s population is aging quickly and the enrollment in schools is declining. The combination of these factors makes the idea of senior housing a popular and necessary decision. However, that is not the case for all communities. Some towns decide that selling the property or using it for municipal offices is the best idea. My community is facing this dilemma now. A new community school has been built and we have taken ownership of our elementary school. This is a decision that many towns in Maine have faced, are facing, or will face in the future. I will research options and come up with some viable options for not only my community but other towns in the area.

### **Proposal to Update Church Facilities to Accommodate Parishioners with Disabilities**

The purpose of this proposal is to highlight the benefits of making the church facilities of Holy Ghost Catholic Church accessible to all parish members regardless of their handicap restrictions. I have gathered information about making Holy Ghost Church, Rectory, and Hall handicap accessible according to disability rights laws. My research is an effort to make all church facilities easily accessible to all parish members. According to the Americans with Disabilities Act, religious organizations are exempt from requirements of the public accommodations laws, but in upgrading the church facilities with the proposed changes the church will be able to accommodate all current and potential church members and keep up with an aging congregation.

### **Proposal to Light Up Vegas Community and Add Some Bumps to the Road**

Parkside Village is a private, gated community located in Las Vegas. The community appeals to many families with children due to its close proximity to some of the better schools in the area. The community has good amenities, but Parkside residents have been outspoken about their desire to step up safety and security measures. Parkside has recently experienced numerous car break-ins, as well as acts of vandalism to the park. The community is lacking in visibility at the park and gate entrances. Additionally, residents are concerned with drivers not observing the speed limit. My proposed solution is to provide additional lighting to the park and entrances, as well as installing speed bumps on either

side of the park. The benefits would include safer roads for the children; increased visibility; increased community pride; and initial research suggests lower vandalism and crime rates.

### **"Bring the Meeting to Me with VTC"**

Currently at my place of employment, we have seen a significant increase in Government Travel Regulations limiting local travel. This puts undue stress on our conference facilities to try and hold meetings and conference calls while supporting our sponsors. My proposed solution would be to develop video teleconference (VTC) carts to bring meetings to offices or common spaces. This would solve the overcrowding of conference facilities and the new travel limitations, while still offering the face-to-face interaction for brainstorming sessions and critical mission meetings. "Bring the Meeting to Me with VTC" is my slogan.

### **Charity Matching Proposal**

I would like to get my company to begin a charity-matching program. I have seen companies already offering such a program, though the matching amounts tend to vary from \$50 to unlimited.

- I want our company to match up to \$1000 per year, per employee.
- I would like the donation package to show as one of the company's benefits, such as we offer health, dental, 401k, tuition assistance, and charity matches up to \$1000.
- This is going to benefit the company since they showed an interest this year to offer a donation to your favorite charity in lieu of the certificates normally handed out for holiday hams that they say have a tendency to go unused.

I spend a few months every year raising money for the Leukemia and Lymphoma society (LLS), while training for a marathon with team in training and would love knowing that my company has a program to match my contributions.

### **Promoting Education for Employees**

I have been in the information technology field for over 20 years. Six years ago, the company I was working for was acquired by a large accounting firm. The firm was aware that I did not have my degree, but they hired me anyway (my experience outweighed the education requirement). Currently my salary is on the managerial level and I have been performing managerial duties, however I have been in the same position for six years. I found out I cannot be promoted into management because I lack my degree. HR never told me this when I was hired.

My proposal will address the following:

- Provisions be made in firm policy to address the education requirements for new employees that come aboard via acquisitions.
- Financial support be provided for undergraduates. This number will be extremely low because the firm policy requires a college degree; therefore, it would only impact employees that are part of acquisitions. In addition, my firm does campus recruiting for all internships and new hires, so they have their degrees prior to becoming a full-time employee.
- Education track be developed to help the employee reach their goal(s) in a timely manner.

- Time be allowed for employees to take exams. This perk is already in place for employees studying for the CPA exam. However, no provisions are made for IT employees studying for CCISP, CSISM, CSIA or college exams (undergrad or graduate).
- Consider this group diverse because the members of this group are older adults that have successful careers. In the past employers considered work experience to be more valuable than college education (especially in IT) so if a candidate like me had a strong IT background it outweighed the education requirements.

In addition, my firm provides financial support for graduate students; however, they do not support undergraduate students.

### **Moving to Automated Calling System**

This proposal will outline the benefits of advancing the current automated system at Allstate Insurance that members call through to get to a representative. Specifically, I will focus on the type of technology that is used when members call in to improve the voice recognition technology, making it a better experience for the member. These solutions will improve member satisfaction rates and also improve the member service representatives' stats, when making sure they are getting the correct member in the correct departments. Call centers use the automated system to cut costs. Speaking to a live member service representative can cost upwards of \$9.00 per call, compared to the automated system costing as low as \$0.05. Seeing the difference between the two is obvious and corporate reasoning in choosing the automated system is clear. Now improving it is the next step. Taking the time out and working with technicians to improve the quality of the service given to get the members will really help improve this process. Also, changing the voice technology to a different sounding voice would enhance the automated system and make it a more pleasant experience for the member.

### **Proposal for Poop Pick Up in Imperial Beach**

I live in a beautiful beachside community, but this quintessential southern California town is plagued by animal feces. It is a pet-friendly area, and as a dog owner myself, I completely appreciate. But the downside is the residual waste that is literally on every sidewalk, corner, and yard. I have lived in pet friendly areas in the past and have never come across anything like this. I propose three solutions to this issue that I will present to the local Town Council: deploy pet waste stations in public areas; create, or if one already exists, better enforce a fine for irresponsible pet owners who do not clean up after their pets; increase the presence of animal control in the area. We seem to have an abnormally high number of strays that no one cares for.

### **Moving to a Paperless Medical Office**

My company uses paper medical records for all our patients and would benefit from a transition to paperless medical records. I would like to propose that my company invest in a program that can maintain patient's medical records in digital format. Many companies use computerized records and it is time that my company does the same. Paperless medical records save space within the office because we will not need lockable filing cabinets anymore (save money from having to buy more cabinets as we continue to grow). Further, we reduce the risk of damage to paper files, such as spills and tears to papers. Long-term savings will be realized as we will not have to purchase charts and stickers for

patients. An electronic system will also help with billing claims because we currently send records to our billing department weekly whereas if they were online, they could easily access the records when they needed them. This would save time and paper.

### **Go Green: Book Exchange Program Proposal**

If Cannon Air Force Base, NM, was to develop and run a book exchange program Airmen would be able to save money and help the environment. Airmen are attending classes both online and in the classroom. I propose establishing a website that will allow Airmen and their dependents to make posts about books they would like to sell or books they are looking to get for their next class. This program would save Airmen money and make better use of printed books.

### **Retraining for Safety**

The organization I work in has many pieces of equipment from heavy construction equipment all the way to small forklifts. I propose implementing a training/retraining program for forklifts in my workplace, due to the increase in accidents that have occurred within the past few months. Many employees are forklift qualified, however there have been many accidents regarding forklifts lately, and we need some type of training program to address this issue. Most of the people who are already trained on forklifts got trained 20 years ago (when training was known as "jump on it and figure it out") when they started here and have never had to take a "refresher" or sometimes even a proper training course.

### **Recycling in an Apartment Complex**

I would like to propose starting a recycling program at my apartment complex. The decision makers for my proposal will be property management. Recycling is beneficial to the environment and human health; making recycling readily accessible to residents will help reduce pollution and improve environmental quality. Where I used to live there was a dumpster for recyclable material only; therefore, I know apartment communities have recycling programs. Where I currently reside there is no such program. I consistently see recyclable material in the trash which ends up in a landfill adding to air, land, and water degradation. Despite this problem, I continue to recycle using a disposable recycling pop-up bin. This method requires me to go to a recycling center or give the recycling to a family member who then recycles the waste for me. Either way is inefficient because the additional transport increases my carbon footprint, exacerbating the issue of pollution on Earth. Having to collect my recycling makes me realize just how much waste I accumulate in a short timeframe let alone the entire complex.

**Additional Topics Listing**

The following list includes additional topics students have pursued in the past minus the longer explanations provided above.

Proposal to CEO to purchase new office fixtures to improve comfort and increase productivity

Proposal to HR manager to provide on-site family care center for employees' family members, both children and elders

Proposal to city council to install a roundabout at the entrance of a subdivision

Proposal to elementary school principal to add yoga and meditation sessions to current K-5 curriculum

Proposal to CEO to add a fitness center to the corporate office

Proposal to logistics manager to implement warehouse technology to track inventory, orders and receiving

Proposal to HR manager to establish a shuttle service to reduce congestion and parking challenges

Proposal to business manager implement electronic timecard system to replace paper records

Proposal to CEO purchase sit-stand desks to reduce sit time and improve productivity

Proposal to HR manager establish telework option for employees

Proposal to CEO to improve weekly meetings through improved communication, agendas, minutes

Proposal to HR manager to improve annual performance process