BUSINESS BENCHMARK ASSIGNMENT

# Purpose of This Assignment

The purpose of this Business Benchmark assignment is to professionally present (3-5 minutes) a new idea to improve and aspect of the college. This presentation has no mandated materials, students are however expected to provide an excellent, well explained, supported and presented new idea. Your goal is to inspire your audience to take a specific action or position.

# Student Learning Objectives Covered

# Demonstrate applied benchmarking in a business setting.

* Demonstrate presentation skills.

# Research

You will follow an Applied Benchmarking process for this presentation using the following steps.

**Step 1:** Identify ONE area of Wake Tech from the list below. Consider these questions:

* What are the area strengths?
* What area(s) can be improved? Upon what evidence do you base this opinion?
* What can Wake Tech do better or differently?
* What would make this process, opportunity, or experience ideal?

**Wake Tech Areas:**

Wake Tech Admissions

Wake Tech Student Learning/Education

Wake Tech Registration

Wake Tech Advising

Wake Tech Student Support

Wake Tech Clubs, Activities, or Athletics

Wake Tech Hybrid or Online Course Experience

Wake Tech Traditional Course Experience

Other Wake Tech Area (Obtain Instructor’s Permission)

**Step 2:** Research another community college, four year university or other non-academic organization with the same or similar process, opportunity or experience you identified for your chosen Wake Tech area. Find the organization that matches your ideal process, opportunity or experience for this area.

* Look online
* Review trade magazines
* Review journal articles
* Read newspapers
* Talk to friends and family in other institutions
* Call other institutions

When you have found the organization with the ideal process, document the following: name of the organization, including its address, contact person’s name and contact information (phone number and email address), and date of contact. This information must be included in the Works Cited page attached to your outline.

**Step 3:** Contact the person/persons that you identified as the best benchmark for the college area you selected. Conduct an interview with this contact. Be sure to ask the following questions:

* Why does your institution conduct (the benchmark activity you chose) the way that it does?
* What steps did your institution take in implementing \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_?
* What challenges do you still face?
* What is your plan to overcome those challenges?
* What advice do you have for Wake Tech in terms of making changes to our current program?

**Step 4:** Based on what you learned through your research and benchmark interview, develop a plan for how Wake Tech could implement a change in the future in your identified area. Be sure to consider how this change would affect all stakeholders. Anticipate any issues or opposition to your proposed plan. Develop and deliver a persuasive presentation to convince Wake Tech stakeholders, including your instructor and peers, of the necessity of your proposed changes.

# Requirements

1. By Week 3 Idea due: You will have your topic and outline approved before giving the presentation.
2. By Week 10 Presentation submission due: Your presentation itself should have three parts – an introduction, body, and conclusion – and must follow the MLA-formatted outline sample provided on blackboard.
3. The introduction should include the following components: Key recommendation of your presentation, support for your recommendation, examples and a conclusion.
4. The presentation should be between 3-5 minutes in length.

# Tips for Success

* Keep in mind the importance of clarity. This is largely achieved through effective organization. Do not have too many main points. Confine your presentation to two or three main ideas and group the other points under these. Clarify the relationship between your points.
* Use clear, explicit previews, connectives and summaries. Keep your presentation moving ahead according to a well-developed plan; do not jump back and forth from one idea to another.
* Practice, Practice, Practice. Time your presentation when practicing. The only way to know how long the presentation will take is to PRACTICE.
* Be creative! Make sure that you focus on the interesting aspects of your presentation topic. Use visual aids.

Adapted with permission from WTCC COM Department and Diane Albahrawy