## GWTIP Educational Transfer Plan

### Teacher Information

<table>
<thead>
<tr>
<th>Name</th>
<th>Claudia Allen-Williams</th>
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<tbody>
<tr>
<td>School</td>
<td>Seneca Ridge Middle</td>
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<tr>
<td>Grade Level and Content</td>
<td>6-8th to 8th grade</td>
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<tr>
<td>Companies Visited</td>
<td>Washington Dulles International Airport, Inova Loudoun Hospital, Telos, Fortessa</td>
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### Observations

Chris Brown, Vice President and General Manager of the Washington Dulles Airport explained that development has been strategically undertaken and accomplished in phases. These developments are directly driven by the growth in the population of the Washington/ Dulles corridor.

### Classroom Connections

Revamping our 8th grade Rainbow Bay project by having students design the following as they consider the population and housing development for each town in the city of Rainbow Bay:

1. A state of the art hospital with at least 2 unique features.
2. Education facilities at the different levels.
3. A cost effective and environmentally friendly roadway system.
4. A transportation system for various income groups.
5. Manufacturing and Retail zones
6. Tourist attractions
7. A state of the art airport
8. Civic buildings
9. Create a website to generate publicity for the various developments occurring in their town.
10. We would also ask Chris or a member of his staff to discuss with our students the ways in which population growth has influenced the airport’s development.

Mr. Ralph Buona, Senior Vice President of Corporate Business Development at Telos spent some time giving us insights into the Bid and proposal process flow for government contracts. He specifically mentioned that at times there are protests whenever a project is awarded. These protests usually originate from the other companies who were not successful in their bid.

Students would be required to create a protest component to their presentations if their company was not awarded the contract. This is an excellent way to add realism to the project as well as give students the opportunity to develop or fine tune these system skills.
Scott and Eric Hamberger, CEO and COO respectively of Fortessa, as well as their entire staff, stress the importance of

1. Innovative ideas
2. Using everyday experiences as inspiration for design ideas
3. Creating products based on arising societal needs.
4. Using state of the art marketing techniques such as social networking, instead of expensive advertising campaigns to publicize their brand.
5. Use focus groups to ensure market appeal and demand for product and specific design features.

We will use their company as inspiration to make our 6th and 7th grade Pencil Company a more realistic one by having each company do the following:

1. Create a unique, interesting, and appealing logo and slogan.
2. Create resumes and later interview for the various positions in each company.
3. Use their own daily experiences as inspiration to generate workable project ideas.
4. Use focus groups to make final decisions on product designs and consumer demand.
5. Create marketing campaigns which include utilizing the various social media.

Logo and slogan samples could be pitched to the marketing department as well as the management of Fortessa, so they give our students professional guidance. As an extension to our Invention project our students could also create a design for a Fortessa plate and submit them to the company for their critique.

At Inova Loudoun Hospital there is a very vibrant PR team led by Mr. Tony Raker, Director of Public Relations and Marketing. Mr. Raker explained the importance of having both negative and positive PR for the hospital.

Students will be required to establish a public relations position for both Rainbow Bay and Pencil Company. They will also devise various negative and positive scenarios which will organically occur at critical points of both simulations, to which their PR personnel will have to effectively respond.

We will also ask our partners from the PR staff of Inova Loudoun Hospital to allow students to visit to see their work as well as provide guidance to conceptualize both the positive and negative scenarios as well as craft their PR responses.

At all the companies visited, Inova Loudoun Hospital, Fortessa, and Telos the staff discussed with us the importance of maintaining a simple, streamlined, almost ‘home town’ feel, but at the same time maintaining a dominance in their field and earning a world class, high tech reputation as the best at what they do. I was intrigued by the juxtaposition of both elements.

Students will be required to form writing groups to create murder mysteries which take place in settings like the companies we visited:

1. A high tech company like Telos
2. A world class company like Fortessa
3. A state of the art ‘hometown’ hospital like Inova Loudoun Hospital

Each mystery will feature at least one high tech gadget.

Groups will work in secret to craft their own mystery.

Completed mysteries will be exchanged among the different groups for solution on our MYSTERY DAY. Students would visit these companies and have dialogue with their staff to prepare for their various tasks.