

## **Public Health Case Study**

An isolated developing nation in the tropical Western Atlantic was struck by a category five hurricane last month. The island continues to struggle with limited food supply, broken sewage lines, standing water, limited water supply, and significant electrical outages.

You are the medical director of a clinic that is overcome with patient surge in the aftermath of the hurricane. Given the demands of treating patients, you are in need of the following information.

- What public health issues are of greatest concern?
- Select the most pressing two public health issues and develop two interventions that will benefit the most citizens?
- How will you know if the interventions were successful?
- Develop a preparedness campaign to address preventing, mitigating, and responding to future disasters for this developing island.

### **Steps to Participate in Competition**

1. Sign up your team for the competition by emailing [el541@nova.edu](mailto:el541@nova.edu)
  - a. Teams can be made up of 1-3 students
2. Submit Proposal/Summary of your planned solutions for the case by March 4<sup>th</sup> by emailing [el541@nova.edu](mailto:el541@nova.edu)
3. Present your solution for the case competition to a panel of faculty judges
  - a. Your team will be given a time slot on either March 20<sup>th</sup> or March 21<sup>st</sup> to present your pitch to the faculty of judges
4. Attend lunch on March 23<sup>rd</sup> from noon to 1pm to hear the announcement of the winner.

### **Prizes**

- First Place: \$600 Visa Gift Card
- Second Place: \$200 Visa Gift Card

### **Experiential Learning Credit**

- Case competitions are eligible for one unit of Experiential Learning credit.
- Meet with your Career Advisor to learn more about this amazing opportunity and steps needed to receive ExEL credit.

## **NSU Chronic Illness Case Competition**

Bethany is a 28-year-old Hispanic American woman of Colombian decent. She lives close to her family in Miami and works as an administrative clerk at the local library in her neighborhood. She is married to her husband of 8 years and has a 5-year-old son and 3-year-old daughter. Her husband has been chronically unemployed for over a year but works odd jobs whenever possible. Her mother and father used to help her with childcare, but have a number of chronic conditions including diabetes, hypertension, and asthma. Her mother had a stroke last year and Bethany now helps to provide care for both her parents.

Bethany has a BMI greater than 40 and is morbidly obese. She was recently diagnosed with Type 2 diabetes mellitus and has been prescribed Metformin, a drug for diabetes, which she is able to fill for free at her local pharmacy. She knows she needs to check her blood glucose regularly but does not have the money to buy test strips and insurance does not cover the expense. Despite having health insurance through her employer, her annual deductible is \$2500.00 and her maximum out of pocket for the year is \$5000.00--- this is a very expensive given the fact that she only makes \$26,000 annually.

Bethany is aware of the issues her obesity is posing to her health and wants to make positive changes for her and her family; her husband is also overweight and her children's pediatrician has cautioned her about their weight. She's been told to exercise but there are no fitness centers in her community that are accessible to her or that she could afford and since she lives in a high crime area, she's concerned about safety. She does not have time or energy to exercise regularly and going to the local park for a walk can be difficult for her.

She is accustomed to traditional Colombian food. Her traditional foods tend to be rich in fat, carbohydrates, sugar, and some of the most popular dishes are not always the healthiest options. She also has limited funds for nutritious meals and there are no grocery stores close to where she lives. The corner store does not have many fresh fruits or vegetables but it is close to home she does most of her grocery shopping there.

The prospect of making significant behavioral changes seems to be daunting for Bethany. She has limited finances, very few opportunities for leisure activities, and very little time on weekends.

### **How to Sign Up**

**Step 1: Develop a team of one to two students. Email your team information to Emilio Lorenzo at [el541@nova.edu](mailto:el541@nova.edu) & Olivia Fogel at [of107@nova.edu](mailto:of107@nova.edu).**

**Step 2: Attend Information session on Thursday January 23<sup>rd</sup> from 12:30pm-1:30pm (Carl DeSantis 1042)**

**Step 2: Review the research articles that have been provided to you & research an additional 6 scholarly articles related to the topics of food insecurity and the development of chronic diseases**

**Step 4: Develop a 6 page proposal focused on how to develop a wellness plan for Bethany (Include your 6 Scholarly articles to support your proposal). Which will include addressing the following areas:**

- What challenges does Bethany face regarding her current medical condition?
- Identify and describe barriers that may affect her health decisions?
- What behaviors need to change?
- What health promotion and nutrition services would help Bethany and her family?
- Develop a plan of action for Bethany and her family.
- Describe the prevalence of Diabetes in the U.S.
- What strategies are currently in place to combat the development of chronic diseases such as diabetes in the U.S.?
- What initiatives can or should be implemented within the community to combat the development of chronic diseases such as diabetes in the U.S.?
- What ideas do you have to decrease the prevalence of such chronic illnesses in South Florida?

**Step 5: Submit your proposal by Sunday March 22<sup>nd</sup> at 11pm**

**Step 6: Top student proposals will be selected to present their solutions on Wednesday, April 8<sup>th</sup>, 2020 for a \$150 prize.**



## Case Overview

- Goal of competition: Help design and create an app to assist with the interview process at Citrix - Citrix wants to stand out with the process and give candidates a seamless process
- The app is going to focus on the stage where candidates come to the onsite interview (list of managers, interviewing times, several interviews, etc)
- Fort Lauderdale office has different building and floors – confusing for interviewees when they are on campus
- Citrix wants to be unique in designing this app

## Competition Teams

- Conduct research to develop a mobile application for the Human Resources department with a unique welcoming approach for the interview process
- Managed design, layout, and User Interface flow of features to visually conceptualize the structure of the application
- Collaborate with Business students to solve issue for the HR department and create an easy to use mobile application leading to increased engagement and experience during on-site interviews
- Present to Citrix Human Resources and Technology employees at an on campus competition event

**First place- each team member gets 125 dollar cash prize and a meeting with Citrix high level employee**

# CITY

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## FURNITURE

It all began in the summer of 1971 when founder, Kevin Koenig, set out to accomplish one mission: open his first waterbed store. With just \$1,500 in his pocket, and an MBA from Florida Atlantic University, Kevin opened the first Waterbed City.

After 23 years of consistent growth, the waterbed industry had reached its plateau. Waterbed City evolved into City Furniture in 1994—offering not just bedroom furniture, but a full line of home furnishings to include living and dining room furniture, wall units, home theatre, and ready-to-assemble furniture.

It's been over 20 years since the transition to City Furniture and with an incredible team of Associates, we have created a sought-after brand and top-rated shopping experience for our customers. Innovation, continuous reinvestments into our business, and a family spirited culture have created a destination where hundreds of thousands of Floridians have gotten their furniture. Today, we have 29 City Furniture and Ashley HomeStore locations throughout Florida and continue to be recognized as one of the top furniture companies in South Florida, and in the top 30 nationwide.

City Furniture's Commercial Sales Department focuses primarily on large business accounts, developers and production builders. We have merchandised thousands of model homes in the past few years. We have also done hundreds of vacation rental homes and we help builders furnish their homes in less desirable lots in the communities. The furnishings in these less desirable lots incentivizes customers to purchase the homes. We recently completed work in the Marlins DEX club, helped refurnish the Dolphin stadium and redid all of the rooms at the Riverside hotel in Ft. Lauderdale. Our model home program drives millions of dollars into our showrooms annually. The customers visit the models in the community and then come to purchase furniture in our showrooms. We give away coupons/certificates in the models that have special offers enticing the customers to come and shop at our showrooms.

We would like your assistance in developing and understanding the apartment rental market better; focusing primarily on the millennial market. We would like to find out the average of how long the millennial market typically rents for, what is the average rent total, and what pieces of furniture are they interested in for their rentals (living rooms, bedrooms, dining rooms, etc.). We would like you to pull & analyze data to determine if renters are more interested in buying or renting furnishings for their rental units:

- How much do they expect to pay broken down as a percentage of the rent they pay, how do they want to pay (cash, financing, what type of terms are favorable)
- How long will they keep the furniture if renting or buying – does that amount of time change if renting or buying
- What type of style do they find most favorable?

Please prepare a presentation and show statistical data on how you arrived at your conclusion. How do we market and attract millennials into this new program? What have other companies done to attract millennials? Please show how you are obtaining this info and where you're gaining these facts.

**Prizes:**

1<sup>st</sup> place-- \$1,000

2<sup>nd</sup> place-- \$200

**Steps to Participate in Competition**

1. Attend City Furniture Case Competition Information Session on September 11<sup>th</sup>.
2. Sign up your team for the competition by emailing Emilio Lorenzo at [el541@nova.edu](mailto:el541@nova.edu) or Olivia Fogel at [of107@nova.edu](mailto:of107@nova.edu)
  - a. Participants can do the competition by themselves or have a team made up of 3 members.
3. Submit an short summary of your proposal for the case study by **Monday, October 28<sup>th</sup>, 2019** to [el541@nova.edu](mailto:el541@nova.edu) or Olivia Fogel at [of107@nova.edu](mailto:of107@nova.edu)
4. Students will present their solutions to a panel of judges on Thursday November 14<sup>th</sup> between 12 p.m. – 5 p.m.



### *Enterprise CarShare Case Competition*

Enterprise Rent-A-Car is an ongoing American success story. Our guiding principles, and humble beginning, revolve around personal honesty and integrity. We believe in strengthening our community one neighborhood at a time, serving our customers as if they were our family, and rewarding hard work. These things are as true today as they were when we were founded in 1957.

Today, our massive network means Enterprise is the largest transportation solutions provider. We offer car, truck and motorcycle rentals, as well as car sharing and car sales. We're in over 30 countries with more than 7,200 locations.

Enterprise Car Share is a natural extension of the Enterprise Rent-A-Car network. It offers a variety of clean, well maintained vehicles at an affordable price, when and where customers need them. Enterprise CarShare is available in more than 35 US States, Canada and the U.K. and offered through more than 125 university campuses and hundreds of business and government agencies. It offers a diverse fleet of fuel-efficient vehicles, delivering car-sharing technology's speed and economy to organizations looking to enhance their fleet management operations along with their fiscal and social sustainability initiatives.

#### **Prizes:**

Enterprise Holdings is excited to give away two \$1,000 scholarships to the top 2 students who are able to display forward thinking and come up with a detailed business plan of how Enterprise Car Share can be introduced and marketed effectively at Nova Southeastern University.

#### **To Qualify:**

1. Submit a 500 word essay on how you would implement and market the Enterprise CarShare Program at Nova Southeastern University by Tuesday October 4th
2. If your essay is selected by our panel, you will have the opportunity to present your business plan to top level executives from Enterprise, professors, and career staff members at our Car Share Competition on October 19<sup>th</sup> from 2pm to 5:30pm
3. The winner will be announced at the end of the competition.

# HEALTH COMMUNICATION TOOLKIT CASE COMPETITION

## Pre-Health Case Competition Notes for Consideration

- Students will create a Health Communication Tool Kit
  - They will need to select one food borne illness from the list
- Information Session September 10<sup>th</sup>
- Health Communication Tool Kit due and Video Proposal by November 12<sup>th</sup>
- Winner announcement will occur on *Friday, December 11<sup>th</sup>*
- **Potential prize is to have the winning team's information tool kit implemented across campus**

## **Case Competition Description**

The USDA (United States Department of Agriculture) has issued multiple teams to create a Health Communication Tool kit educating the South Florida Community on common food borne illnesses and antibiotic resistance associated with it. The goal of this Toolkit is to provide the public helpful suggestions and resources to guide best practices within the South Florida community before, during and after an outbreak. As a part of your communication toolkit you're expected to also assess and address the challenges in food safety as it relates to the antibiotic resistance of the foodborne illness.

You're one of the USDA's teams (1- 4 members per team) selected for this initiative and have been tasked with selecting a food borne illness which will be the focus of your health communication tool kit. The goal of this health communication toolkit is to educate, prepare, and assess implications associated with this food borne illness and antibiotic resistance within the South Florida community. Your team will submit your Health Communication Toolkit and Video Proposal to be reviewed by the USDA Team (faculty judges).

### **STEP ONE:**

Develop your team (1 – 4 members per team). By emailing [casecompetitions@nova.edu](mailto:casecompetitions@nova.edu) and listing all your team members with their contact information.

### **STEP TWO:**

List of food borne illnesses

Choose one food borne illness from this list:

- [Food Borne Illnesses by the CDC](#)

### **STEP THREE:**

Develop your Health Communication Toolkit, see full breakdown below:

#### **Introduction/Abstract (2 pages in full)**

- Introduce the food borne illness (science behind the illness and how it affects the human body)
- Purpose of this health communication tool kit
- Target Population
- Collaborators
- Overview of strategies/action plan to educate the public on this food borne illness
  - Demonstrate key take-aways from trends and research

#### **Components of a Health Communication Tool Kit (3 pages in full)**

- Action plan for preventative measures within the targeted community
- Create Social media/ Marketing Plan (*for one week*)

- Develop Public Awareness Campaigns and Graphics to support your action plan (I.e. poster board, digital graphic, YouTube video)

### **Antibiotic Resistance of Food Borne Illness (1 page in full)**

- Research the topic of “Antibiotic Resistance” as it relates to the food borne illness you have selected:
  - Provide an overview of the research on this topic to see how antibiotics/antibiotic resistance has or has not played a role in your selected food borne illness.
  - Explain how your healthcare toolkit or other strategies can prevent and control the spread of “Antibiotic Resistance” which can also involve:
    - Policy Making
    - Best Practices by Healthcare Professionals
    - Research & Development
    - Agriculture Sector Trends

### **Additional Considerations (1 – 2 pages in full)**

- Current Treatment Plans
- Evaluation of tool kit effectiveness
- Additional Resources and Community Engagement Avenues

### **STEP FOUR:**

#### **Develop a video pitching to the judges your Health Communication Toolkit**

- Describe each component of your tool kit
- Explain your process and reasoning behind your choices (I.e. medium, methods, etc)

### **RESOURCES**

#### **CDC Foodborne Illness**

<https://www.cdc.gov/epicasestudies/foodborne.html>

#### **Health Toolkit Example #1**

[https://www.cdc.gov/diabetes/pdfs/programs/stateandlocal/Health\\_Comm\\_Marketing\\_Toolkit-508-edited.pdf](https://www.cdc.gov/diabetes/pdfs/programs/stateandlocal/Health_Comm_Marketing_Toolkit-508-edited.pdf)

#### **CDC- Communications Toolkit**

<https://www.cdc.gov/coronavirus/2019-ncov/need-extra-precautions/communication-toolkit.html>

#### **Ciguatera Fish Poisoning**

[https://en.wikipedia.org/wiki/Ciguatera\\_fish\\_poisoning](https://en.wikipedia.org/wiki/Ciguatera_fish_poisoning)

#### **Building Healthy Places ToolKit**

<https://centerforactivedesign.org/buildinghealthyplacestoolkit>

#### **Rural Health Information- Health Communication**

<https://www.ruralhealthinfo.org/toolkits/health-promotion/2/strategies/health-communication>

#### **Service-Learning Toolkit**

<https://www.learningtogive.org/resources/service-learning-toolkit-related-health>



# Fall 2020- Immigration Policy & Election Campaign Case Competition

## BACKGROUND

The story of immigration is integral to the history of the United States. While people have been coming to these shores from all parts of the world since the inception of this country, there have been periods in U.S. history, such as the mid-nineteenth century or the early twentieth century, when immigration has inspired heated political debate and controversy. We are currently living through one such era. As we approach November in this presidential election year, immigration is certain to be one of the most contentious issues facing candidates at the state, local, and national level.

Key issues related to the topic of immigration include but are not limited to:

- DACA recipients- Merit Based Immigration
- Border Security
- Immigration and Customs Enforcement
- Asylum and refuge in the U.S.

## THE TASK

You are a candidate seeking a seat in the U.S. House of Representatives from a constituency in South Florida. You and your campaign team are charged with developing a bipartisan immigration policy to unite your constituents on this issue. This will be your signature issue and you hope that once in Washington you can lead a push for a major immigration reform bill that will attract support across the aisles.

Once you and your team (of up to 3 individuals) have established your policy, you are then tasked with presenting your campaign position to the audience in your constituency. You will also hope through national media exposure to present it to a wider audience.

Identify common myths or perceptions of voters in South Florida regarding immigration. Place immigration as a South Florida issue into the large national debate. **The goal is to gain the support of voters in your constituency while also appealing more broadly to the American people by creating an effective marketing plan and identifying key stakeholders that will be impacted by your policy.**

*Please ensure that the following questions or prompts are addressed within your proposal:*

- What marketing strategies will you utilize to ensure that the voters choose your bipartisan agenda over your competitors?
- How will your appeal serve to bridge the divide on the issue of immigration in this country while at the same time appealing to the particular demographic of South Florida?

**Develop a 5–10-minute video and an accompanying two-page immigration manifesto (proposal/essay) pitching your policy and campaign marketing idea to our judges.** The top three teams will then have the ability to present this information to a panel of NSU faculty and/or potential government officials.

## HOW TO SIGN UP

**Step 1: Develop a team of one to 3 students. Email your team information to [casecompetitions@nova.edu](mailto:casecompetitions@nova.edu)**

**Step 2: Attend or review details of the case competition provided during our information session Wednesday, September 9<sup>th</sup> from noon - 1 PM- Zoom Meeting**

**Step 3: Develop a 5 – 10-minute video and 2-page Immigration Manifesto**

**Step 5: Submit your video and manifesto by Monday, November 2<sup>nd</sup> at 11:59 PM. Top 3 teams will be selected by November 9<sup>th</sup>.**

**Step 6: Top student proposals will be selected to present their solutions virtually via Zoom on November 20<sup>th</sup>- 12 – 1 PM**



Are you interested in applying your classroom skills into real life scenarios?

Get involved in a real-life business solution for FIS Global Business Solutions. Case competitions are eligible for one Experiential Education and Learning (EXEL) unit.

### Case Overview

- The competition will be focused on leveraging FIS's payment products to improve efficiency and increase revenue for the University. The proposed case problem is as follows:
  - How does FIS's suite of payment products fit into the broader ecosystem of a University campus?
  - Where in the day to day operations of managing a large institution of higher education would services such as Payroll, Prepaid (gift cards), Expense management, Loyalty, Fraud, and merchant services be leveraged?
  - What potential obstacles, both from a technical and logistical standpoint would need to be considered?
  - How can financial technology enhance the University eco system, Book store, cafeteria, finance aid, bursar, housing, and data integrity?

#### Prize money for the winners:

1st Place: \$1200 (per team)

2nd Place: \$800 (per team)

**FIS™ is the world's largest global provider dedicated to financial technology solutions. FIS empowers the financial world with software, services, consulting and outsourcing solutions focused on retail and institutional banking, payments, asset and wealth management, risk and compliance, trade enablement, transaction processing and record-keeping. FIS' more than 53,000 worldwide employees are passionate about moving our clients' business forward.**

## Fall 2018 Pre-Health Case Competition

### Florida HIV Case Study

HIV and AIDS remain a persistent problem for the United States and countries around the world. While great progress has been made in preventing and treating HIV, there is still much to do.

Florida has become one of the leading hot spots for all HIV diagnoses (children, adolescent, and adults). As Florida's HIV/AIDS caseload keeps growing, more leaders are calling for change. The Center of Disease Control and Prevention (CDC) has decided to spearhead a new task force to combat this issue.

You are an Epidemiologist, the CDC sends you to Florida to select members for this task force and lead the initiative to investigate the increased incidence of HIV in the State and develop solutions. As the head of this CDC task force you must identify members that will add value to this effort; with whom would you collaborate (e.g., epidemiologist, scientist, community-based educator, social work, policy maker, politician, physician)?

### Goal of Taskforce and Case Study

1. Propose an intervention to reduce the incidence (see CDC for data) of HIV cases in Florida over the next 5 years?
  - Consider the following variables:
    - Population disparities
    - Health behavior theories – how will you use them
    - Anti-stigma campaigns
    - Use of social media in preventing HIV/AIDS
    - Comorbidities
    - Sexual risk reduction
    - Injection drug users
    - LGBT Community
2. Provide specifics on how you will assess the impact of your interventions. How will you know if your intervention was successful?

### Steps to Participate in Competition

1. Sign up your team for the competition by emailing Emilio Lorenzo at [e1541@nova.edu](mailto:e1541@nova.edu)
  - a. Teams can be made up of 1-4 students.
2. Submit an Proposal/Summary of your planned solutions for the case by November 6<sup>th</sup> by emailing [e1541@nova.edu](mailto:e1541@nova.edu)
  - a. Abstract must define role of each person in the case (e.g., epidemiologist, scientist, community-based educator, social work, policy maker, politician, physician)
3. Present your solution for the case competition to a panel of faculty judges
  - a. Your team will be given a time slot on either Tuesday November 27<sup>th</sup> or Wednesday November 28<sup>th</sup> to present your pitch to the faculty of judges
  - b. Students presenting on their own can speak on behalf of all the members listed in their plan for the task force. For teams of 2-4 members, each member of team must be assigned a role listed on the task force and speak from that professional's perspective during the presentation. (e.g., epidemiologist, scientist, community-based educator, social work, policy maker, politician, physician)?
4. Attend lunch on November 30<sup>th</sup> from Noon to 1pm to hear the announcement of the winner.

### Prizes

- **First Place: \$500 Visa Gift Card**
- **Second Place: \$200 Visa Gift Card**

## **Medical & Psychological Clinical Case Competition**

In a live event hosted by the U.S. Army, NSU undergraduate students will have the opportunity to perform medical procedures and psychological assessments on patient actors. The US Army will be setting up a Drash (Large Medical Tent) on campus, which will house 4 patient beds for a live mock emergency event on March 25<sup>th</sup>. Leading into the live event, there will be a series of workshops aimed towards teaching students the skills needed to perform medical procedures and psychological assessments on actors.

Students will form teams of 3 – 6 people with at least 1 individual representing each of the following majors: Biology, Public Health, and Psychology. Students will be under the direct supervision of army medics during the live event who will act as their judges during the live competition. The goal is to evaluate how students performed in applying the skills learned through the workshops into a real life mock scenario. The U.S. Army will be providing the medical supplies, the Drash and all the patient beds.

Students will also be tasked with writing a research paper on the psychology of PTSD and trauma to put their knowledge to the test.

### **Prior to the live event students will be required to attend the following workshops:**

- HABC/ Bleeds Management
- Airway/ Respiration Management
- Triage/ Evacuation Classes
- Psychology Assessment practices

They will also be tasked with writing a research paper on the psychology of PTSD and trauma to put their knowledge to the test.

### **Medical & Psychological Clinical Case Competition Time Line**

**General Information Session**—*Wednesday January 22<sup>nd</sup> from 12pm-1pm*

#### **Workshops**

- 1) HABC/ Bleeds Management— *Wednesday, January 29<sup>th</sup> from 12pm-1pm*
- 2) Airway/ Respiration Management— *Wednesday, February 12<sup>th</sup> from 12pm-1pm*
- 3) Triage/ Evacuation Classes—*Wednesday, February 26<sup>th</sup> from 12pm-1pm*
- 4) Psychology— *Wednesday, March 11<sup>th</sup> from 12pm-1pm*

**Live Case Competition Event**—*March 25<sup>th</sup> from 12pm to 3pm*

- Group 1: 12pm-1pm
- Group 2: 1:30pm-2:30pm

### **Student Research and Video Proposal**

**Part 1:** Research PTSD and psychological effects of dramatic events (i.e. school shootings)

**Part 2:** Develop a short presentation addressing the following questions and prompts:

- Based on your research on PTSD and psychological effects of dramatic events, what did you learn and what take-aways do you have on this topic within the community?
- What ideas or solutions did your team develop to combat this issue within the South Florida community?

**Part 3:** Develop a video (no more than 5 minutes) where you and your team (only one member needs to present) will answer the following prompt:

- How would this case competition assist you and your team members in reaching your career goals (remember to be specific as you will be evaluated on the details of your answer)?

**Submit a research proposal and Video proposal by March 6th to Emilio Lorenzo at [el541@nova.edu](mailto:el541@nova.edu) or Olivia Fogel at [of107@nova.edu](mailto:of107@nova.edu)**

**Submit “After Action Review” video reflection—April 1<sup>st</sup>**

### **Steps to Participate in Competition**

1. Attend General Information Session—Wednesday January 22nd.
2. Sign up your team for the competition by emailing Emilio Lorenzo at [el541@nova.edu](mailto:el541@nova.edu) or Olivia Fogel at [of107@nova.edu](mailto:of107@nova.edu)
  - a. Teams must be made up of 3 to 6 students and represent the three colleges associated with the case study: Halmos College of Natural Sciences and Oceanography, College of Psychology & Dr. Kiran C. Patel College of Osteopathic Medicine’s (Public Health or Nutrition).
3. Prior to the live event students will be required to attend the following workshops:
  - a. HABC/ Bleeds Management
  - b. Airway/ Respiration Management
  - c. Triage/ Evacuation Classes
  - d. Psychology Assessment practices
4. Submit a research proposal and Video proposal by March 6th to Emilio Lorenzo at [el541@nova.edu](mailto:el541@nova.edu) or Olivia Fogel at [of107@nova.edu](mailto:of107@nova.edu)
  - a. Top team submissions will be selected to participate in the live case competition event on March 25<sup>th</sup>
5. Prizes:
  - **1<sup>st</sup> Place: \$300**



Within the next 5 years, our capacity will grow by almost 65% with 5 new ships. Right now, there are 3 major sellers of our product—travel agents, international offices located from Europe to Australia and Norwegian direct, which consists of our website, inbound team, and outbound team.

Bob Becker, the Senior Vice President of the outbound team, started the department with a training class of 14 Personal Cruise Consultants and 3 members of management. Today, the team includes 215 agents between two locations—Ft. Lauderdale and Miami, 30 home agents, and a handful of specialized teams, such as a team focused strictly on last minute inventory and a team focused on groups.

With thousands of new rooms available for sale weekly, what are some innovative ideas to increase sales/fill the newly added inventory for Norwegian direct? For further details on Norwegian, please feel free to visit the website at [www.NCL.com](http://www.NCL.com).

To RSVP & See full case description please visit [nova.joinhandshake.com/login](http://nova.joinhandshake.com/login)

**Presentations should:**

- Be no more than 10 minutes
- Include practical ways to grow the direct channel
- Include costs needed in order for the idea to materialize
  - Include marketing support needed

**Date:** Wednesday November 16th, 2:00pm-5:30pm

**Where:** Carl Desantis Knight Auditorium

**Prizes are:**

- ✓ 3<sup>rd</sup> place: \$50 Norwegian Cruise Line gift card
- ✓ 2<sup>nd</sup> place: \$100 Norwegian Cruise Line gift card
- ✓ 1<sup>st</sup> place: a free 3 day cruise to the Bahamas\*

***Email all submissions and questions  
to [el541@nova.edu](mailto:el541@nova.edu)***

\* Taxes, port fees, and service charges are not included. Cruise is based on double occupancy and is non-transferrable. Holiday sailings are blacked out.



# Office DEPOT® OfficeMax®

Office Depot, Inc. (NASDAQ:ODP) is a leading provider of business services and supplies, products and technology solutions through its fully integrated omni-channel platform of approximately 1,400 stores, online presence, and dedicated sales professionals and technicians to small, medium and enterprise businesses. Through its banner brands Office Depot®, OfficeMax®, CompuCom® and Grand&Toy®, the Company offers its customers the tools and resources they need to focus on their passion of starting, growing and running their business.

As the company's mission is to transform its business and evolve into a more services driven organization. From its traditional product offerings to becoming a key player in the services environment it has implemented an organizational strategy to facilitate this long-term goal. Through the acquisition of the reputable technology solutions organization like CompuCom® it has expanded its product and services offerings while increasing its market power. In today's marketplace, customers, specifically millennials are more exposed to and can access information faster than ever before. This creates a constant shift in customer expectations and perceived value.

Study: Review the Company's current service offerings, analyze (Strengths, Weaknesses, Opportunities and Threats) and recommend strategies Office Depot can implement to help translate customer expectations and needs into recurring millennial and entrepreneurial customers, increased loyalty and ultimately growth in revenue.

## **Prizes:**

Office Depot, Inc is excited to give away two \$1,000 scholarships to the top 2 students who can display forward thinking ideas and an innovative approach to come up with a detailed business plan of how Office Depot can be introduced and marketed effectively to the millennial and entrepreneurial customers.

## **To Qualify:**

1. Submit a 500-word essay on how you would implement and market the Office Depot brand to develop increased recognition and loyalty to the millennial and entrepreneurial customers by Friday, October 26<sup>th</sup>
2. If your essay is selected by our panel, you will have the opportunity to present your business plan to top level executives from Office Depot., and professors, Tuesday, November 13<sup>th</sup> from 12:00 PM – 5:30 PM.
3. The winner will be announced at the end of the competition.



# Fall 2019 Pre Health Case Competition

## Vaccinations & Measles Outbreak Case Competition

Childhood vaccination has proven to be one of the most effective public health strategies to control and prevent disease. In an effort to reduce childhood morbidity and mortality, the Centers for Disease Control and Prevention (CDC) Advisory Committee on Immunization Practices (ACIP) issues annual recommendations and guidelines for childhood and adolescent immunizations.

A new study shows that numerous states and large metropolitan centers have seen an increase in the number of nonmedical exemptions (NMEs) from childhood vaccinations granted (<https://journals.plos.org/plosmedicine/article?id=10.1371/journal.pmed.1002578>). In the past decade, the number of philosophical exemptions to vaccination has increased in two-thirds of the states that allow such exemptions. As a result, researchers suggest that these areas are becoming increasingly vulnerable to vaccine-preventable disease outbreaks.

Although school immunization laws in every state grant vaccination exemptions to children for medical reasons, states may also grant NMEs for other reasons. According to the National Conference of State Legislatures, 47 states have provisions that allow parents to exempt their children from receiving a vaccine if it contradicts their religious beliefs, and 18 states permit philosophical exemptions based on moral, personal or other beliefs.

There are a variety of reasons that parents refuse, delay, or are hesitant to vaccinate their child. These reasons vary widely between parents, but they can be encompassed in 4 overarching categories. The 4 categories are religious reasons, personal beliefs or philosophical reasons, safety concerns, and a desire for more information from healthcare providers.

Unvaccinated groups of people can generate local outbreaks of diseases that can later spread across the country, affecting anyone who was unable to get vaccinated for any reason. For example in 2000, measles was declared to be eliminated in the United States, when no sustained transmission of the virus was seen in this country for more than 12 months. However, since 2010, measles outbreaks (defined as 3 or more cases in a geographic area) have increased. In 2019 there were more than 1000 reported cases of measles across more than 20 states. Most of these cases occurred in unvaccinated people.

Contracting measles can be largely avoided through vaccination with the MMR vaccine. Though considered safe and effective, the MMR vaccine can have side effects. Most people who get the MMR vaccine do not have any serious problems with it. Common side effects of the MMR vaccine include sore arm from the shot, fever, mild rash, temporary pain and stiffness in the joints. The MMR vaccine has been linked with a very small risk of febrile seizures (seizures or jerking caused by fever). Febrile seizures following MMR are rare and are not associated with any long-term effects. Because the risk of febrile seizures increases as infants get older, it is recommended to follow the immunization schedule recommended by the American Academy of Pediatrics.

## CDC Implementation TASK Force

The Center of Disease Control and Prevention (CDC) is spearheading a new task force to combat measles outbreaks. You have been selected by the CDC as a member of a three person task force in Florida, which will focus on how to increase the immunization rate in Florida, **specifically addressing the number of nonmedical exemptions (NMEs) from the MMR vaccine**. The CDC has asked that you address the issue from a Public Health, Psychological and Scientific perspective. Your task force will develop and submit a program proposal, which will be reviewed by the Florida Department of Health for approval of funding. The maximum request for funding would be \$10,000. This proposal will aim to create a new program that will assist in combating the issue within Florida.

## Implementation Plan Proposal Breakdown

1. *Background and significance – maximum 500 words*
  - a. Describe the background and significance of measles and measles vaccination
  - b. Describe the overall problem to be addressed in the context of biology, public health and psychology
  - c. This section must include a **clearly defined project goal**
  - d. Include minimum of 2 peer-reviewed articles, plus other credible sources



2. *Define target population – maximum 300 words*
  - a. Describe specific population you are targeting in Florida
  - b. Explain why you selected this target population
3. *Program Summary/Approach – maximum 300 words*
  - a. Describe your program model and approach
    - i. Describe the overall program strategy, methodology, and analyses to be used to accomplish the specific goals of your program. Discuss potential problems, alternative strategies, and benchmarks for success anticipated to complete the program.
    - ii. Address any corresponding policy that will need to be addressed for your program to be effectively implemented
4. *Innovation – maximum 75 words*
  - a. Describe how your approach is different from other approaches/models that have been used to improve vaccination rates
5. *Proposed collaborations and partnerships – maximum 200 words*
  - a. Describe partners and collaborators you will need to engage to meet your desired outcomes
6. *Evaluation methodology – maximum 300 words*
  - a. Describe how you will evaluate if your program works, including the specific indicators you will use to assess program effectiveness (process evaluation) and program outcomes (outcome evaluation).
  - b. Describe how you will collect data and how often you will evaluate the progress of the program
7. *Project timeline*
  - a. Present a program timeline: include critical milestones and mid-term and end of project deliverables
8. *Budget*
  - a. Present a program budget: the purpose of the budget and justification section is to present and justify all expenses required to achieve project aims and objectives. (Ex: personnel, community resources, supplies, marketing, recurrent costs, logistics, state policy programs, awareness campaigns, monitoring costs etc.)

### **Steps to Participate in Competition**

1. Attend Pre Health Case Competition Information Session.
2. Sign up your team for the competition by emailing Emilio Lorenzo at [el541@nova.edu](mailto:el541@nova.edu) or Olivia Fogel at [of107@nova.edu](mailto:of107@nova.edu)
  - a. Teams must be made up of 3 students and represent the three colleges associated with the case study: Halmos College of Natural Sciences and Oceanography, College of Psychology & Dr. Kiran C. Patel College of Osteopathic Medicine's (Public Health or Nutrition).
3. Submit an "Implementation Plan Proposal" for the case study by **Monday, October 28<sup>th</sup>, 2019** to [el541@nova.edu](mailto:el541@nova.edu) or Olivia Fogel at [of107@nova.edu](mailto:of107@nova.edu)
  - a. 3 Teams will be selected to present their Implementation Plan to Faculty and Professionals on **Wednesday, November 20<sup>th</sup>**
4. Attend **lunch on Friday, November 22<sup>nd</sup> from Noon to 1pm** to hear the announcement of the winner
5. Prizes:
  - **1<sup>st</sup> Place: \$900 (\$300 each Team Member)**
  - **2<sup>nd</sup> Place: \$450 (\$150 each Team Member)**
  - **3<sup>rd</sup> Place: \$150 (\$50 each Team Member)**



### *Yellow Cab Case Study Competition*

Dispatching more than 500 taxi cabs, Yellow Cab of Broward County is the leading provider of taxicab transportation in Broward County. Founded in 1960, Yellow Cab has provided leading edge ground transportation to Broward County residents and visitors for over one half a century.

Yellow Cab was one of the first taxi cab companies in the United States to provide accessible vehicles for disabled passengers. Our company continues to value innovation that results in the highest level of service to its passengers, and is constantly improving its level of service through cutting edge technology. Yellow Cab's include GPS closest cab dispatch, electronic credit card processing, free downloadable Android and iPhone applications, booking a cab through text messaging, and receiving a text message on your smart phone to notify you when your cab is close by. Our credit card swipe is in the back seat so that you are always in control of your card. Our air conditioned late model vehicles are inspected weekly to insure safety and a comfortable ride. Today, Yellow Cab's fleet features late model sedans, wheelchair accessible mini vans, and eco-friendly hybrid vehicles.

#### **Prizes:**

Yellow Cab is excited to giveaway two \$1,000 scholarships to the top 2 students at Nova Southeastern University who can develop a detailed and organized sales and marketing strategy business plan and presentation, showcasing your innovative ideas to assist us in increasing sales and customer awareness, detailing how you would most effectively market our mobile app "Ride Yellow", and implement our brand-new "No More Meters and Guaranteed Pricing" campaign at Nova Southeastern University.

#### **Information and Requirements:**

- 1.) Submit a minimum 500-word summary of your pitch including how you would market and implement our Ride Yellow app and No Meters/Guaranteed Pricing campaign at Nova Southeastern University by October 25<sup>th</sup>
- 2.) You will have the opportunity to present for 8-10 minutes your business plan to the CEO and Marketing Director of Yellow Cab on November 8<sup>th</sup> from 12pm-4:30pm
- 3.) Presentations should include new and creative ways to grow and expand our company, essential marketing support, and all necessary costs of implementing your ideas.
- 4.) The winner will be announced at the end of the competition on November 8<sup>th</sup>

**Email all submissions and inquiries to [el541@nova.edu](mailto:el541@nova.edu)**

# **ZENSAH SALES & MARKETING COMPETITION**

## **About Zensah:**

Zensah is a performance sports apparel brand, specializing in compression technology. Their products are worn by Olympians, professional athletes and fitness enthusiasts. Zensah is a Miami-based company that has been in business for over 12 years. While Zensah sells through its website, they are primarily a wholesaler, selling to specialty stores and large big box retailers across the country. See <http://www.zensah.com/find-a-store/> for more.

## **Format:**

Students can pick any one of the three products below. They are to develop a sales and marketing strategy around the product. Budget is of concern. Any expenditures must be accounted for on an ROI basis.

The plan should not only include how the product will be marketed, but how it will be sold to end consumers. The greatest emphasis should be on the sales component – as it helps pay for the marketing.

Students will then present to a panel of Zensah judges the plan. Presentations should be 5-10 minutes in length.

## **Products:**

1. Zensah Ski Socks
2. Well-Rounded Shorts
3. Gazelle Sports Bra

Once students choose the product, they will get a product sample with a sales sheet about it.

## **Team Size:**

2-3 people

RSVP your team's participation in Career Shark- [www.nova.edu/career](http://www.nova.edu/career)

## **Prize:**

- First Prize: \$500 in AMEX Gift Cards to winning team
- Runner Up: \$50 to Zensah.com for each participant

## **Competition Date:**

Wednesday, March 16<sup>th</sup>, 2016 from 10:30am-1:00 PM in the Desantis Knight Auditorium

## **Information Session:**

Zensah will host an info session on **Tuesday, January 12<sup>th</sup> from 12pm-1pm** in the Career Development office located in the Desantis Building (1<sup>st</sup> Floor). Pizza will be provided for attendees.