

2018 AECT Design & Development Competition

Problem Statement

Designing Customer Service Training for Museum Employees

The Negro Leagues Baseball Museum has thousands of visitors each year to its location in Kansas City, Missouri. It is one of the real treasures in the US, especially for those who are interested in the history of baseball. It is home to the history of the players who played during the years of the Negro League (1920 – early 1960s) and the many stories when baseball was segregated. When Jackie Robinson broke the color barrier in baseball when he played for the Brooklyn Dodgers in 1947, it marked the beginning of the end of the Negro Leagues.

Today, the museum is a destination spot for baseball lovers everywhere. It realizes that with each passing year there are fewer and fewer patrons who have a connection to the players from the Negro League. The museum is looking towards attracting the next generation of baseball fans. Leadership strongly believes that excellent customer service will keep it's existing patrons coming back, will attract the next generation and will provide an outstanding experience to all who visit.

The museum recently received a sizable grant and the directors decided to use a portion of these funds towards customer service training. The directors have mandated that this training specifically include practices to engage the customer more personally and intentionally. To this end, the Negro League Baseball Museum is putting forth a proposal for the creation and delivery of a specific training program designed for its employees and volunteers. This training should include the following components:

- 1. Customer service training (children and adults)**
- 2. Museum history/background training**

Employee Training: All training for employees will take place at the museum and is to be completed before the tourist season begins. This training should include an interactive face-to-face component as well as supplemental e-learning components. It should also include a competency component along with remediation and refresher components.

Volunteer Training: All volunteer customer service training will take place at the museum and be made available throughout the year. Special attention should be given to the fact that most of the volunteers are of retirement age.

3. Recommendations for improving the museum's existing training program

The NLBM has existing training materials on hand. Included in this proposal is a review of these materials and recommendations for improvement provided to management. These materials must also have added this new emphasis on customer service training.

The RFP stipulates three stages to the competition for this contract.

Phase I of the Competition For the initial proposal, your team will create a document outlining your plan to deliver the training in the areas outlined above. The first proposal must be detailed enough to give a sense of what you intend to do, but should not be the final product in full detail. The document will help the Department administrators decide whether your team is sound in its research, is feasible and is creative enough to capture the attention and interest of all who will participate in the training.

The creation of this document is your first task. This document must be submitted by April 1, 2018 for complete consideration. An administrative liaison will be available to answer your questions about the context/circumstances of the problem. Up to six proposals from Phase One will be selected to proceed to Phase Two, for which a formal and complete proposal of your entire solution to the problem will be required. To be considered to move on in the competition, your Phase One proposal must include:

1. Recap of the problem being addressed
2. Training strategy with appropriate theoretical grounding [Design Model]
3. Instructional technology to be used to implement the training
4. Project Timeline
5. Program Evaluation Plan
6. Draft Funding/Budget and any additional staffing requirements
7. No identifying information.

<p>Important: Failure to remove personal information, names, and institutional information will result in automatic disqualification from the competition.</p>

Each submission will be from a team of two graduate students working together to solve the problem. Graduate students do not need to be from the same university, however all participants must be members of AECT and the Design and Development Division of AECT by the final phase of the competition.

Phase II of the Competition

If the Negro League Museum determines that your proposal represents a viable solution, you will work with an independent learning consultant (a mentor) who will be assigned to help you develop what will become your final plan. You will create a detailed description of the process you propose and the means by which you will deliver it. As much as possible, justifications for the decisions that went into your proposal need to be provided. The creation of the process, pilot program, and training examples is your second task. These components will be due on August 15th, 2018.

The top three proposals from Phase Two will be invited to make a presentation to the judging panel at the AECT Annual Convention in the third and final phase.

Phase III of the Competition

If your team designs one of the top proposals, you will be asked to make a 30---minute presentation to the Negro League Baseball Museum advisory board where they will select which of the three proposals to fund. At the 2018 AECT annual conference in Kansas City, each selected team will have 30 minutes to present (20 minutes for presentation and 10 minutes for questions) their solution. A team of expert faculty will play the role of the Negro League Baseball Museum advisory board members/judges. The judges will deliberate and one team will be selected to receive the contract, which means winning the “Best Presentation” component of the AECT 2018 Design and Development Competition!

Announcement of the final competition participants and results is made at the 2018 Design and Development Division Luncheon during the 2018 AECT Annual Convention. Please note that if a team is selected to move on to Phase III of the competition, both team members from the team must be present at the AECT 2018 Annual Convention to present in this final phase of the competition. For additional information and the 2018 timeline, visit the Website: <http://www.aect.org>.

Note: The problem statement is hypothetical and doesn't reflect on the situation, policies, leadership, or employees of the Negro League Baseball Museum.

The AECT Design and Development Competition Planning Committee

Dan Schuch, *chair*; Lisa Giacumo; Carrie Miller; Sheri Stover; Steve Villachica