The sample included is a Chapter Team Event for 2018-2019. For the 2019-2020 school year, the Chapter Team Events are becoming the Project Management Events. Please review the DECA Guide for this year’s official event guidelines.

Below is the crosswalk that most closely compares the old to new events.

- Business Solutions Project (similar to the former Creative Marketing Project)
- Career Development Project (similar to the former Entrepreneurship Promotion Project)
- Community Awareness Project (similar to the former Public Relations Project)
- Community Giving Project (similar to the former Community Service Project)
- Financial Literacy Project (similar to the former Financial Literacy Promotion Project)
- Sales Project (similar to the former Learn and Earn Project)
DISCONNECT
TO RECONNECT

CREATIVE MARKETING PROJECT
MIA RICHTER, JOSIE SELTUN
CHANHASSEN HIGH SCHOOL
2200 LYMAN BLVD
CHANHASSEN MN 55317
APRIL 29TH, 2019
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I. EXECUTIVE SUMMARY

THE PROBLEM: The community of Chanhassen High School has seen drastic effects throughout recent years concerning technology and phone usage. High schools across the country have seen first-hand how the cell phone invades student lives while in the classroom, on the roads, and in every day relationships. Children, teenagers, and adults alike spend their days staring at their screens while unaware of what they are losing. It is necessary that individuals learn how to properly manage the benefits of technology while also controlling the distraction that results.

OUR SOLUTION: The Unplugged Campaign was created in an attempt to solve this rising problem. Our primary goal for the campaign is to bring awareness to Chanhassen High School of these distractions and present it to students and staff in a way they haven’t seen it before, through our nine executed and proposed recommendations.

RESEARCH STRATEGIES:

SECONDARY RESEARCH  STUDENT SURVEY  STAFF SURVEY  STUDENT FOCUS GROUP  STAFF FOCUS GROUP

CONCLUSIONS FROM RESEARCH:

1. Chanhassen High School has a rising problem concerning phone usage and addiction in the classroom which prohibits student learning.
2. The students of Chanhassen High School are under-educated about distracted driving, and a heightened awareness would be beneficial.
3. The cell phone drastically takes away from overall relationship quality and interferes in student and adult conversation, preventing relational growth and connection.

RECOMMENDATIONS AND EVALUATIONS:

NO TECH LET’S TALK: A community event that will promote family conversation and support a local business.

THE SOCIAL: A designated area inside Chanhassen that promotes conversation and connects students.

PHONE POLICY: A unique phone policy designed to teach students how to manage their cell phones.

PERMANENT ROAD SIGNS: Placement of signs at the entrances to campus to serve as reminders.

DISTRACTED DRIVING PANEL: A local business speaking event that will effectively reach students.

NO TECH TUESDAY: A school day designated to rewarding students for putting phones away.

POSTERS: Posters designed to promote distracted driving, placed on all entrance doors of the building.

CONVERSATION BOXES: Boxes with topics and phone holders placed in Cafeteria to promote conversation.

PSA CONTEST: Classes challenged to create distracted driving awareness PSA videos. Broadcasted to all students.
A. Statement of problem

Over the past decade, the use of technology has invaded our everyday lives. Teenagers, in particular, are consumed with the numbers of likes, Snapchats and text messages they receive on a daily basis. It is not unusual to find adolescents scrolling through their social media outlets for hours on end each day. As the world has technologically advanced, we have all experienced the repercussions that have come alongside the rise in phone usage. The phone has become a modern-day barrier for each and every one of us.

The Unplugged Campaign was designed to educate students within Chanhassen High School and Eastern Carver County on the various aspects of their life that are impacted by phone usage. Additionally, we strived to gain data that could be used to propose policy changes to support students in learning, in turn teaching students how to manage their cell phone use and learn to act responsibly. While the topic is extremely broad, we narrowed our research into three central areas; inside the classroom, on the roads, and in our personal relationships. We’ve aimed to highlight the detrimental effects cell phones have on our everyday lives, with the hope of leading Chanhassen to disconnect, to reconnect.

B. Significance of the problem studied

According to a study conducted by Pew Research, the average teenager spends nine hours per day on their phone, which is just under 40% of their entire day. Even when presented with statistics like this, the screen continues to sit right in front of us and block out so many important aspects of life. Society has failed to acknowledge the obvious, while technology continues to take a drastic toll on all of us.

Beginning in the classroom, students’ ability to focus on educational tasks has drastically decreased. Even when students are being shown videos or educational films, they choose to pay attention to their own devices. According to a recent study of students, “92% use their phones to text message during class time, and 10% admit they have texted during an exam on at least one occasion”. When it comes to phone policies, it has become an everyday battle between students and teachers. Students develop a feeling of resentment towards any teacher who interferes with time spent on their cell phones. It can also be increasingly difficult to engage students in learning which can add additional pressure and anxiety to the challenging job of teaching.

Driving is also impaired by technology use with many drivers changing their music, sending texts and Snapchats, and taking phone calls all while behind the wheel. This is an issue throughout a variety of demographics, however, considering teens are generally the least experienced drivers and most technologically dependent, our research will focus on this age group specifically. Although texting and driving appears to be heavily addressed, 1 in 4 Minnesota car crashes are due to distracted driving, and it is
the culprit behind 58% of teenage car accidents and 21% of fatal crashes. According to the Carver County Sheriff’s office, “the number of texting citations in Carver County alone has risen by 23% since 2017”, highlighting the need to address this issue, and showing how heavily it affects this student community. Far too many people are being put in danger because community members aren’t fully committed to keeping their eyes on the road.

When spending time with people of importance, teens tend to focus solely on their phone, and the people they’re communicating with through technology. This degrades the overall conversation and relationship quality. This also takes a toll on mental health, as the numbers of teenagers with anxiety and depression are skyrocketing along with technology usage. According to Magazine for the Greater Good, “A set of studies actually showed that just having a phone out and present during a conversation (say, on the table) interferes with your sense of connection to the other person, the feelings of closeness experienced, and the quality of the conversation.” In a high school setting, the vast majority of learning is dependent upon communication and the ability to connect well with others. We are all bystanders to the problem, the addiction, and it’s time to take action that will inform and reconnect the students at Chanhassen High School.

C. Background information: description of the business, community situation or whatever is necessary to understand the value of the project

The prevalence of technology has been on the rise among teenagers and become a part of our daily lives. In order to have the greatest impact on Chanhassen High School it’s important to understand how the data applies to these students specifically, as each high school differs in dynamics.

Chanhassen High School is a part of School District 112; made up of students who live in Chanhassen, Victoria, Chaska, and Carver. These are all considered affluent communities, as median household income is $115,449, well above the state average of $63,488. The socioeconomic status of families in Carver County reveals that the vast majority of high school and middle school students have their own smartphone, comparable to the 88% of American teenagers that have or have access to a cell phone according to Pew Internet. Students in Carver County are also very likely to be provided with a car of their own once they receive their driver’s license. The area consists of a wide variety of restaurants, movie theaters, shopping malls, amusement parks and active outdoor spaces where most students spend their free time. The layout of the community provides students with a variety of exciting activities to partake in, yet this also facilitates enhanced cell phone usage which can be detrimental to student lives.

Chanhassen High School sells an average of 700 student parking permits each year, which indicates that 42% of the student body drives themselves to school every day. Additionally, an estimated 350 students