

Wee Care Day Care Projects



Students in Managerial Decision Making (MDM) and Senior Seminar EXL classes (in Management/Marketing) focused on a public service project to benefit Wee Care Day Care, a day care center located just blocks away from the MTSU campus that serves 30 children ranging in ages from 1 to 5 years. The day care center, a non-profit agency located in an aging building, serves low-income students. The families of these mostly African and Hispanic American children pay for day care on a sliding scale (The center participates in the subsidized child care program).

Both the Wee Care staff and MDM students recognized the importance of educating the children to various technologies so that they could be prepared for school. The staff also recognized the need to learn and use technology themselves, especially in ways to inform, build relationships, and support Wee Care Day Care children and their families. The day care had neither computers nor any technology-based educational programs for the children. Additionally, staff had a “wish list” for help with other projects to support the children's learning.

Seven management students solicited and received a Lowe's Community Improvement Project Partnership Grant. They used the funding and managerial decision making skills to plan, organize, lead, and control seven mini-projects to help the Center. The student team executed the projects in less than 12 weeks. The students (1) custom built a computer station designed with young children in mind (2) built from scratch two computers (and worked to obtain educational software) (3) custom built diaper cubbies (4) built a shed to protect toys left outside the facility from theft and the weather (5) built and provided two picnic tables (6) began work on the design and launch of a website (7) and secured additional funds to support Center projects. The project significantly affected the children's access to new learning tools, improved their learning spaces, and according to the Wee Care Day Care staff, improved their learning.

Two Senior Seminar classes (44 marketing students) continued projects to support the Center the next semester. They conducted two fundraisers to raise money to improve the Center's theatre area and to tackle other projects identified by staff. Marketing students created promotional pieces, generated awareness, and gained sponsors for the fundraisers: a campus Silent Auction and a Golf Scramble. The students secured donations from 39 community partners. With a match from Modern Woodmen Fraternal Financial, the teams successfully raised more than \$8,000 for the required renovations in the Theatre area.