

15-Hour Project Summary

Morgan Miller

University of Cincinnati – Clermont

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Professor Kegley

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I have been working with Organizational Empowerment (OE). Organizational Empowerment works with other businesses and does consulting work for them. OE works with businesses on specific needs that they want to improve or develop. Organizational Empowerment's mission statement is, "To empower organizations through Industrial Organizational Psychology strategies that help them to better understand employee behaviors and performance." OE has worked with other Colleges and developed surveys they can utilize. I have linked a survey that OE is currently using.

My project focus was working with the organization on social media, marketing, and other projects that the organization is working on in the next few months. OE collaborates with several clients who need diversity, equity, inclusion (DEI) surveying.

American Psychological Association. *Industrial and Organizational Psychology*.

[www.apa.org](http://www.apa.org). 22 May 2023.

<https://www.apa.org/ed/graduate/specialize/industrial>

In this article it offers information about industrial and organizational psychology and what the specialty focuses on specifically. It explains the principles of individual, group, and organizational behavior and how applying this knowledge to the solution of problems at work happens. The reader will learn about problems addressed, population served, and skills and procedures utilized in I/O psychology. I/O psychologists will identify training and development needs, design and optimize job and work. As well as quality of work-life, formulate, and implement training programs and evaluate their effectiveness, coach employees, develop criteria to evaluate performance of individuals and organizations, assess consumer preferences, and customer satisfaction and market strategies.

Maneotis, Sarina M. Warren, Chi-Leigh Q. *The overlooked role of concurrent employment in online graduate education in industrial-organizational psychology.*

Industrial and Organizational Psychology (2022), vol. 15, 190-194.

<https://www-cambridge-org.uc.idm.oclc.org/core/services/aop-cambridge-core/content/view/BFFAF983AB26606041BCD4243BBE620B/S175494262200013Xa.pdf/div-class-title-the-overlooked-role-of-concurrent-employment-in-online-graduate-education-in-industrial-organizational-psychology-div.pdf>

In this article the reader will learn about the benefits of concurrent employment for students in industrial and organizational psychology. It will review the decreased need for internships and the benefits of concurrent student employment opportunities for programs. With online graduate programs they are looking into the importance of internship programs. It is noted that a capstone or practicum not be discounted when it comes to comparing to an internship. As well as about how the employment for programs is encouraged as a student. The reader will discuss how it seems that the opportunity and advantages of concurrent employment allowed by online programs has been overlooked by prior research.

I was able to spend my time working on various things within the organization. We discussed DEI work and brought on new board members as well. I spent my time updating the webpage. I also attended board meetings where we discussed what each member has been working on and what updates each of us had. During our board meetings we voted on who had sent in resumes and was interested in joining and volunteering for Organizational Empowerment. I spend time on Vimeo to upload some of the recorded presentations that are on Google Drive and uploaded them onto Vimeo. Once they were on Vimeo, I was able to upload them onto our “Recorded Presentations” page on the website for anyone to be able to view. Once

we voted on the board members that were joining, I sent them an email and introduced myself and the information that I needed so I could appropriately add them to the “Board Members” page on the website. I created a new design for the “Current Sponsors” page that we have on our website and that created a more appealing look to the page and display. Lastly, I created a video of the board members who were able to submit a short 30 second clip that will be displayed on the webpage and social media to share what each member is working on and what their career goals are.

I felt that most of my role was effective. The effective part of my role that I felt I was involved in would be the back end of advertising, marketing and how the organization runs in terms of the web page and who can see that. An ineffective part of my role that I felt would have benefited more, would be more hands-on work or meetings one-on-one to make sure that the needs of the organization were being met. I am very familiar with this organization, and they know my strengths and weaknesses so in that aspect, I felt like my role was very effective and the projects that were given to me were beneficial.

The most significant thing that I learned about the organization and its clients, is the drive that Gene has with the organization. They work with a diverse and broad clientele, meeting the needs of clients, and are adaptable to the needs of each individual client or their organization. I do not work directly with any of the clients because I work more on the back end with the members, webpage, and social media platforms. Gene has been working with several clients at a time and pulls in different members based on our skills and knowledge on what each client is in need of. I am looking forward to continuing my time with Organizational Empowerment and being pulling onto a contract once graduation is completed. The organization and the founder strives to network, communicate, and meet the needs of all parties involved in each contract. The

organization uses all their resources to pull in different members to complete a contract and meet the needs of the clients. Those needs often include social media, diversity, equity, inclusion (DEI), data analytics, I/O Psychology, and surveys.

It is important to have this in the community and it is effective because we are able to work one-on-one with clients on small projects or large projects that may take several months to a year. A **strength** when working with clients is OE's ability to accommodate client's needs utilizing OE's diverse set of talent and experience. The organization is mainly remote, especially with most contract and all board meetings. According to Industrial and Organizational Psychology, "the populations affected by the practice of I/O psychology include individuals in and applicants to business, industry, labor, public (including non-profit), academic, community and health organizations." (American Psychological Association) It is amazing that working remotely and with those all over the world, we can reach out and serve in all areas.

The **weaknesses** or ineffective operations I observed in my time of volunteering this semester with the organization, is mainly the small number of volunteers that we had. As well as the need for one-on-one time in discussing what is going on with the organization with social media and marketing and what specifically might be in need of being completed.

The **opportunities** for improvement for the organization included:

- the improved changes on the web page
- reaching out to board members
- creating a video of each member on their goals in a career
- what the board members are currently working on
- sharing video on social media and on the webpage

The **threats** that I see to the operation of the organization, is the high turnover rate of volunteers. The amount of other consultants that you are also competing with in the I/O Psychology world.

In my experience with the organization, I would recommend more interaction that can be done with the webpage and organization. Getting out and into the public more with the advertising, especially since Organizational Empowerment is based in California, but we have board members/volunteers from all over the world that join and are involved.

In conclusion, this experience was beneficial to me and the organization because I was able to dive in more in the projects that were going on, I was able to vote on who was going to be joining the board, I was able to improve and make adjustments to the web page and how current and future clients see the content that we share throughout.

## Works Cited

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