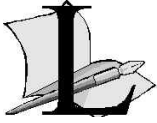


Library Consultant Services



Case Study-Ford Motor Company

Version 0.1: February 27, 2006

Presented by: Lawanda Cox

Case Study – Ford Motor Company

Library Consultant Services

Branch	Detroit Branch
Address	18404 Meyers Rd.
City, state, ZIP Code	Detroit, MI 48235
Phone number	313-345-9818
Fax number	313-345-2612

Contact name	Lawanda Cox
Title	Information Management Consultant/Proprietor
Phone number	313-345-9818
Fax number	313-345-2612
E-mail address	Lcox1@libraryconsultantservices.com

Solution group	Lawanda Cox, dba Library Consultant Services c/o Bartech Group, Inc.
Solution offering	Hire an Information Professional
Project name or title	Creation of AVT Chassis Division Resource Center

Customer profile

Customer name	Ford Motor Company
Division	AVT Chassis Engineering Organization of Ford Automotive Operations (Suspension, Steering, Frame, Tires)
Address	20000 Rotunda Dr. Mail Drop 5021 Bldg. 5
City, state, ZIP Code	Dearborn, MI 48121
Phone number	
Fax number	
Web site address	

Industry	Automotive
Number of employees	Over 1 MILLION worldwide
Annual revenue	\$2 BILLION

Contact name	S. J. Marulis
Title	Manager
Phone number	
Fax number	
E-mail address	

Case Study for Ford Motor Company

Company profile

Ford Motor Company, global worldwide Automotive Corporation

- Reported net income of \$2.5 billion in 2005, down \$370 million from earnings of \$2.9 billion a year earlier.
- Ford Motor Company's Detroit High Velocity Center (HVC) hourly and salaried employees were recently awarded \$1,230.00 to recognize their superior safety performance throughout 2004.
- Today, Ford Motor (China) Ltd. received the "2005 China Environment Award" from China Environmental Protection Foundation* at the Great Hall of People in Beijing. Ford Motor is the only global company to win this highest honor in environmental protection, along with four state-owned enterprises
- Ford Motor Company was named Company of the Year Tuesday at the 10th annual Urban Wheel Awards ceremony. The competition, which is sponsored by Detroit-based On Wheels, Inc., honors automotive companies and individuals for their diversity efforts.

Business situation

The AVT Chassis division wanted a small satellite library to meet the needs of the organization and its engineers to assist in gaining up to the minute information and industry materials. They needed a person or contractor to set up and maintain this resource center and they needed someone who could work independent of any direct supervision with computer experience, library management and online research skills.

Technical situation

The library consisted of an empty room without furniture, office equipment or periodicals. No one really knew what was needed to create a company library and the existing staff had neither the time nor expertise to perform this task. They needed the resource center to be up and running within 6 months to serve the engineers with relevant engineering and company information and publications to assist them in major projects.

Solution

Contracted by Bartech Group, Inc., Lawanda Cox set up a small satellite library to meet the needs of the organization. She demonstrated good initiative and capabilities in bringing the empty room up to a functioning library over a period of 3-5 months.

Benefits

The library saved the division valuable time and energy. They were able to receive up to date and historical documentation related to current projects and investigations. Patent searches made determining if a certain product was available and worth the cost to produce it beneficial and saved the division money and legal problems. They received important information about competitors and had access to current company periodicals and manuals; the library gave the engineers another place to relax and discuss over coffee breaks matters of importance. It was also set up to accommodate them offsite and overseas by connecting to the library's catalog system and email system. Documents were readily available to them by fax or email within minutes or a day from the connections the resource center had with document delivery companies.

Products and services Library Consultant Services used

- Thomson-Dialog formerly Knight-Ridder Dialog database information system
- EBSCO periodicals and publication service
- Microsoft, Inc. products e.g. Outlook, Microsoft Office, MS PowerPoint
- Hewlett Packard products e.g. scanner, fax machine
- SIRSI library catalog system
- Bowkers Books in Print
- Library of Congress catalog system
- ISI Document Solution document delivery service

Services provided by other groups or companies

RLIS (Ford Motor Company Research Library and Information Science) Center

Library Consultant Services



Case Study Of Donni's Door "Blue Skies Ahead"

Version 0.0: February 27, 2006

Presented by: Lawanda Cox

Case Study

Company information

Branch	Detroit Branch
Address	18404 Meyers Rd.
City, state, ZIP Code	Detroit, MI 48235
Phone number	313-345-9818
Fax number	313-345-2612

Contact name	Lawanda Cox
Title	Information Management Consultant/Proprietor
Phone number	313-345-9818
Fax number	313-345-2612
E-mail address	Lcox1@libraryconsultantservices.com

Solution group	Library Consultant Services
Solution offering	Design presentation CD for both distribution and presentations
Project name or title	Donni's Door Housing and Credit Counseling presentation

Customer profile

Customer name	Donni's Door
Division	Non-Profit Neighborhood Housing and Credit Counseling
Address	3301 23 rd St.
City, state, ZIP Code	Detroit, MI 48208
Phone number	313-255-4355
Fax number	313-377-2672
Web site address	

Industry	Housing and Real Estate
Number of employees	2
Annual revenue	\$10,000 - \$100,000

Contact name	Donneva Tolbert
Title	Executive Director
Phone number	313-255-4355
Fax number	313-377-2672
E-mail address	donnisdoor@sbcglobal.net

Case Study for Donni's Door "Blue Skies Ahead"

Company profile

Donni's Door services the State of Michigan first time homebuyers with housing counseling, first-time homebuyers programs and credit repair counseling.

- Donni's Door is certified by the State of Michigan Department of HUD
- The company assist low income buyers with the problems of purchasing homes
- Donni's Door is a non-profit organization located in downtown Detroit
- Executive Director attended and graduated from the Detroit Entrepreneur Institute business program in 2003 and participate in community services.

Business situation

As a result of a large population of minority low income families, specifically African Americans, seeking low income and first time purchasing of homes, Donni's Door wants to service this population with the opportunity to make home ownership a reality by offering homebuyers seminars and credit counseling. The situation that Donni's Door was facing was basic marketing. They needed a marketing strategy that would reach their client market and they needed something that would be economic for them and easily distributed to prospective clients. The director contacted me to resolve this problem for them in the form of a PowerPoint CD. She said she needed this material as soon as possible for a presentation at the Detroit Public Schools. She was trying to introduce their business for possible contracting opportunities.

Technical situation

Donni's Door's current situation was they hadn't any idea of how they wanted to design neither PowerPoint presentation nor the time to do it. The presentation had to be done within a week. Donni's Door contacted me in desperation to design the product in a very descriptive and innovative way that would introduce their business and explain their services to their audience. The company was confident in my skills and creativity that they would get the kind of product and results they sorely needed to impress their prospective client.

Solution

Library Consultant Services' solution for Donni's Door was to put together an outline in the form of a Word document detailing each segment of what was to be detailed in the presentation. By using the outline, LCS was able to easily compile the slides and present creative graphics and transitions into the subject matter, which was a presentation on the curriculum for the

homebuyers program. Using the most state-of-the-art software and equipment, the CD presentation was quickly and masterfully designed and ready for my client's deadline.

Benefits

Donni's Door benefited from obtaining a professionally designed and explanatory product that received Donni's Door the reviews and compliments and possibly the consideration for their business and services by the Detroit Public Schools, their prospective client. Client has plans to distribute product to their customers educating them on the proper ways to go about purchasing homes and cleaning up their credit. The product allows them to distribute the product and update their information keeping up with current changes in housing programs in an economic way, saving them time and money in reaching their market.

Products and services Library Consultant Services used

For the project, Library Consultant Services used Microsoft Office PowerPoint 2003 with its powerful graphic and multimedia features. The presentation was then processed to a CD to be used for distribution, as a training tool and in later circumstances to be loaded to their company server to be shared with staff.