

Question: What types of projects are AIIP members currently working on, or have worked on recently? (This question was asked on AIIP-L, the AIIP member-only email discussion list.)

Answers:

I'm assisting with "strategic re-engineering" of information services to focus on user convenience.

I am researching sales trends, forecasts, and recent strategic moves by key competitors and customers, including executive phone interviews with suppliers and customers to augment published information. My report will consist of my conclusions and recommendations, supported by my research.

I'm developing a social media marketing plan for a company with a not very recognizable name.

I'm gathering statistics on the size of the global Lubricating Oil & Grease market.

For a manufacturer who wants to "go green", I provided a report on the existing third-party, industry, government and customer "green" standards and regulations that potentially affect them.

For a manufacturer who is contemplating entering a new market sector, I gave an overview of that sector including a snapshot of the leading competitors.

I am conducting a database audit for a client that has numerous product databases and wants to consolidate them into a master, universal database

Biomedical database literature searching to identify thought leaders for a clinical science manager at a pharmaceutical company

In-depth company research to learn the financial picture, product lines, sales, exports, intellectual property -- in fact, everything possible for purposes of a potential acquisition by a consumer products company

Patent research to uncover innovative indoor air quality ideas for a small company wanting to expand their product line

Research on luxury accommodations in Maui, Hawaii for a CEO planning a vacation

Extensive compilation with descriptions of both traditional and new media advertising industry resources for a corporation preparing to enter new markets

Energy Transmission and Distribution Engineering Market Analysis for an electric utility company

I research self employment possibilities for the state Division of Vocational Rehabilitation.

Prepare an "Economic Stimulus Overview" report for each of 24 targeted communities. The purpose of each report was to provide an assessment of each community and their ongoing efforts to land Economic Stimulus funds. These include funding for stimulus dollars at the city, county and state level.

I am interviewing franchisors, by telephone and email, in the home health industry to obtain 2008 figures for revenue, number of clients served, and caregivers employed as part of an industry benchmark study and State of the Industry report.

I'm working on a transition strategy with a company making an all systems methodology shift from waterfall to agile practices.

I'm writing and analyzing a marketing feedback survey of franchisees for a national brand.

Developing a social media strategy for a government-funded organization that provides consortium-like services to libraries.

Project managing a library association website redesign including new information architecture, new design, updating the content management system, and recommending a new governance structure with workflow.

Evaluation of new publisher/vendor online interface, including interviews with beta testers and running focus groups.

The most interesting project I have worked on recently was researching a church to find out whether it is part of a cult and identifying the source of wealth of its pastor. It made a change from the usual corporate stuff!

Recent projects include the future of journalism, wind energy, and currently educational institution self-study for degree granting.

I am locating market research on retirement communities and the aged for a real estate developer.

Finding U.S. manufacturers of green fabric, specifically made with bamboo or other sustainable materials

In depth company research for a job seeker who is looking for a match to their skills and operating style

Research for an emerging bicycle company with competitive analysis, market data and standard pricing/practices of successful bicycle shops

Obtaining best practices from homeless organizations around the country, pertaining to re-integrating homeless back into society (pro bono)

I conducted a systematic search and summary of the literature for the review section of a provincial framework to support family caregivers.

I proofread each monthly publication of the online version of a 200-page print journal, verifying links and checking text for line breaks, font irregularities, and other glitches that can accompany a print-to-online transformation.

Using my client's web-based content management system, I load text documents, code them, and prepare them for publishing.

Using access to another subcontractor's content management system, I am deducing procedures for placement of full text within one-click range in a database of bibliographic citations, and assisting my client in writing accurate and timely promotional pieces of the feature for users.

I developed criteria for the evaluation of proposals for an e-journals hosting service and retrospective conversion project, acted as a reviewer with internal staff and another outside consultant, developed follow-up vendor questions, and summarized and made recommendations to the agency director.

I conducted an online user survey for a web-based product, which generated better than a 10% response rate from a direct email invitation to client administrators, and numerous others from users via a link on the home page of the product.

I'm conducting an information audit for a UK food manufacturer to establish gaps or overlaps in information provision and to identify potential savings.

Regulatory intelligence project, in which I survey the current month's news, FDA happenings, global regulatory agency changes, competitor regulatory environment, and overall sense of what's happening and the impact it has specifically for my client (medical device company). They need to know a snapshot and what decisions I recommend.

Business intelligence update, in which I research and load public information to an internal company portal, tracking competitors and their relevant product lines, as well as news, regulatory updates, market research reports and other critical need-to-know information that helps my client (a second medical device company) stay on top of the industry and key breakthroughs.