

Winning video celebrates ISEs' wide reach

Cal-Berkeley student team earns top prize in IISE-IAB competition



Duncan Barcelona



Maya Sprouse



Samantha Tito



Alexandra Novales

Industrial and systems engineering students from the University of California Berkeley were the top prize winners in this year's annual IISE Industry Advisory Board YouTube Video Contest, sponsored by Tompkins International.

The first-place entry by the team of Duncan Barcelona, Maya Sprouse, Samantha Tito and Alexandra Novales focused on the various ways industrial engineers apply their skills to improve processes throughout the world. All are students in UC Berkeley's Industrial Engineering and Operations Research Department and each played a different role: Sprouse as script writer and producer, Barcelona as producer, Tito as editor and Novales handling the voice-over.

"The process of making this video was an amazing bonding experience, even though we completed this project remotely," Barcelona told *ISE*. "After learning about the video contest last year, I am so thrilled that we were able to create this video that will hopefully help high school students learn about IE."

"I came up with ideas by really thinking about what I wished I would



Industrial engineers at work are seen in a screenshot from the winning video in the IISE IAB YouTube Video Contest produced by students from the University of California Berkeley.

have known about IE as a high schooler," Sprouse said. "Namely, I felt that trying to look up what IE is, I just felt really lost by a lot of technical jargon, so I wanted to avoid that as much as possible. I also really wanted to emphasize different applications of IE that were reachable and understandable for high school students while also capturing the breadth of fields that IE can be applied to."

"It was fun getting to help edit the video with the team!" Tito said. "I'm

proud of our win and I hope our video shows the world exactly what industrial engineers are capable of."

Also placing in the contest were the Universidad de las Américas Puebla, Mexico, in second place and Purdue University in third.

The winning team earned a \$1,000 prize, with \$500 for second place and \$300 for third. Links to the top three videos are available at iise.org/Annual and also with links to past winners at link.iise.org/YouTubeContest.