# ADMISSIONS AND ENGAGEMENT FOR DIGITAL INNOVATION AND MARKETING



**Project Managers:** Leor Capunitan, Tom Lee, Tyler Gaber

**Business Analysts:** Michael Blum, Angelica Cionci, Taiki Sugiyama, Xueming (Sameen) Guo

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# Introduction

Our project's goal is to design a web application to increase engagement and decrease redundant communication for graduate students and MS-DIM administrators. Currently, there is no automation tool to communicate with prospective students. This is a major problem for a growing organization. With an issue like this, many opportunities present themselves, such as the ability to increase prospective student's activities after implementation, increase communication with prospective students, and the ability to have all of the prospective students to register through the site. Our project will create a prototype to combat the lack of automation, and bridge the gap between administration and prospective students.

# What is a Project Charter?

Project Charter is a document that states the objectives of this project, it gives a brief detail of the goals, roles and responsibilities for our team members. The charter also states who our stakeholders are, who assigned the project, a description of the project, and the scope.

## MIS 3535
### Project Charter

| Project Title | Admissions and engagement for digital innovation and marketing | Product/Process Impacted | Registration for online graduate students |
|---|---|---|---|
| Start Date | Sept.8.2016 | Organization/Department | MIS |
| Target Completion Date | Dec.8.2016 | Champion | MS-DIM |

| | | Description |
|---|---|---|
| 1. Project Description | | Temple University's MS-Digital Innovation in Marketing Program is a 16-month, 30 credit Master's degree program aimed at students who have an interest in both marketing and information systems. The program is designed to foster innovation and learning at an accelerated pace while providing students with the ability to manage both a full-time job and their coursework. The nature and structure of the program is ideal for today's top professional innovators because they are looking for advanced degrees. Over the last two years the Digital Innovation in Marketing program has been successful in recruiting and engaging students into the program. MS-DIM uses WordPress, building E-portfolio as a platform for students and employers to communicate. To boost the program, they set up a 5 year plan with the primary goal of expanding the program to 50 states, as well as increasing the number of student enrollment to 80 in the Fall of 2017.<br><br>Although the program has been successful in its two-year life, it still faces some challenges. It operates the prospective students' engagement and application process with Student Relationship Management (SRM); however, due to the process of learning the system, the MS-DIM department sends notifications to new users. A response is generated by the department who welcomes the user and provides account information manually. |
| 2. Project Scope | | MS-DIM is looking to develop technology enabled web and mobile tools for admissions and engagement more effectively. Having confirmed the core problem with our project sponsor, we will interview subject matter experts, internal stakeholders, and current and future students. We will research the existing similar program to see how their program working, analyze their pros and cons, compare their completeness with ours. In addition, we will research existing software that we hope to implement into our system and weigh the pros and cons of each. We will also research ways in which all users can communicate the most proficiently so that the online platform can be at its highest potential. Having collected the requirements for a developing technology of web and mobile tools, we will design a solution, build a prototype of it and present the prototype to our sponsor for sign-off. |

| 1. Project Goal and Deliverables | Metrics | Baseline | Current | Goal | |
|---|---|---|---|---|---|
| 1. Increase prospective students' activities by 30% a year after implementation as measured by site traffic. 2. Increase communication with prospective students by 50% within 3 years of project implementation. 3. Fully transition to having all prospective students register through the site 6 months after implementation. | | | | | |
| | MS-DIM users | 460 | 460 | 2300 | |
| | Increase Users added | 16 | 16 | 80 | |
| | Increase communication | 50% | 40% | 80% | |

| 4. Business Results Expected | Benefits are to increase brand awareness of temple and the MS-DIM. |
|---|---|
| 5. Team members | **BAs**<br>Michael Richard Blum<br>Xueming Guo<br>Angelica L Cionci<br>Taiki Sugiyama<br>**PM**<br>Leor Capunitan<br>Thomas J Lee<br>Tyler Gaber<br>**SMES**<br>Joe Allegra<br>Rachel Carr<br>Michael Smith |
| 6. Support Required and risks | Additional resources include: Hands on experience, with the process of interaction between the user and administrator, interviewing students on what they would like to see when doing the process of signing up and creating accounts. |

| | |
|---|---|
| 7. **Customer Benefits** | The students using this platform, will be able to create accounts, and make communication easier between them and the MS-DIM administrators. |
| 8. **Technology Architecture** | The tools/technologies that we will be using are JustinMind and excel. |

| 9. **Overall schedule/Work Breakdown Structure** (Key milestones & dates) | Responsible individual | Output (notes, diagrams, interviews, screen prints) | Date started if in progress **Or Expected completion date** | Date completed or date completion is expected |
|---|---|---|---|---|
| Planning | Angelica Cionci, Micheal Blum,Taiki Sugiyama, Xueming Guo, Leor Capunitan | Interviews, notes | 9/13/2016 | 10/20/2016 |
| Analysis | Tom Lee, Tyler Gaber | Notes | 10/28/2016 | 11/30/2016 |
| Design | Taiki Sugiyama, Xueming Guo | Screenshot | 10/28/2016 | 10/30/2016 |
| Present Prototype | Angelica Cionci, Micheal Blum,Taiki Sugiyama, Xueming Guo | Justinmind file | 12/08/2016 | 12/08/2016 |
| Submit Deliverables | Leor Capunitan | Documents | 12/04/2016 | 12/8/2016 |
| Get sign off | Leor Capunitan, Tom Lee, Tyler Gaber | Documents, signature. | 12/08/2016 | 12/8/2016 |

# What is a schedule, budget, and WBS?

A schedule is list that shows the planned tasks, each task has a start date and a finish date. The budget shows the planned hours of work a resource does, and the actual hours of work they have done for each task. The WBS or work breakdown structure shows the breakdown of each task and the resources that will be working on it.

| Name | Start | Finish | Planned Hours per day | Actual Hours per day | Resource |
|---|---|---|---|---|---|
| Draft indivual scopes | 9/13/2016 | 9/22/2016 | 5 | 2 | Angelica Cionci,Micheal Blum,Taiki Sugiyama,Xueming Guo |
| Draft Project Schedule | 9/12/2016 | 9/15/2016 | 5 | 4 | Leor Capunitan, Tom Lee |
| Review Individual Scopes | 9/24/2016 | 9/24/2016 | 2 | 1 | Leor Capunitan, Tom Lee,Tyler Gaber |
| Combine Scopes | 9/27/2016 | 9/29/2016 | 3 | 2 | Angelica Cionci,Micheal Blum,Taiki Sugiyama,Xueming Guo |
| Revise Scope | 10/13/2016 | 10/20/2016 | 2 | 1 | Angelica Cionci,Micheal Blum,Taiki Sugiyama,Xueming Guo,Leor Capunitan, Tyler Gaber,Tom Lee |
| Draft Deliverables | 10/01/2016 | 10/31/2016 | 3 | 2.5 | Leor Capunitan |
| Review Deliberables | 10/31/2016 | 11/5/2016 | 1 | 0.5 | Leor Capunitan, Tom Lee |
| Practice JustInMind | 10/19/2016 | 10/26/2016 | 4 | 1 | Angelica Cionci,Micheal Blum,Taiki Sugiyama,Xueming Guo |
| Prepare Interview Questions #1 | 9/13/2016 | 9/15/2015 | 2 | 1 | Angelica Cionci,Micheal Blum,Taiki Sugiyama,Xueming Guo |
| Prepare Interview Questions #2 | 9/25/2016 | 9/27/2016 | 2 | 1 | Angelica Cionci,Micheal Blum,Taiki Sugiyama,Xueming Guo |
| Prepare Interview Questions #3 | 10/17/2016 | 10/20/2016 | 2 | 1 | Angelica Cionci,Micheal Blum,Taiki Sugiyama,Xueming Guo |
| Ask Interview Questions #1 | 9/15/2016 | 9/15/2016 | 0.5 | 0.25 | Angelica Cionci,Micheal Blum,Taiki Sugiyama,Xueming Guo,Leor Capunitan |
| Ask Interview Questions #2 | 9/27/2016 | 9/27/2016 | 0.5 | 0.25 | Angelica Cionci,Micheal Blum,Taiki Sugiyama,Xueming Guo,Leor Capunitan |
| Ask Interview Questions #3 | 10/20/2016 | 10/20/2016 | 0.5 | 0.25 | Angelica Cionci,Micheal Blum,Taiki Sugiyama,Xueming Guo,Leor Capunitan |
| Plan Prototype | 9/13/2016 | 10/20/2016 | 3 | 3 | Angelica Cionci,Micheal Blum,Taiki Sugiyama,Xueming Guo,Leor Capunitan |
| Design Prototype | 10/31/2016 | 11/30/2016 | 3 | 3 | Taiki Sugiyama,Xueming Guo |
| Review Prototype #1 | 10/28/2016 | 10/28/2016 | 1 | 0.5 | Tom Lee |
| Review Prototype #2 | 11/3/2016 | 11/3/2016 | 1 | 0.5 | Tom Lee,Tyler Gaber |
| Review Prototype #3 | 11/30/2016 | 11/30/2016 | 1 | 0.5 | Tom Lee,Tyler Gaber |
| Work on Prototype #1 | 10/28/2016 | 10/28/2016 | 5 | 2 | Taiki Sugiyama,Xueming Guo |
| Work on Prototype #2 | 11/3/2016 | 11/3/2016 | 2 | 1.5 | Taiki Sugiyama,Xueming Guo |
| Work on Prototype #3 | 11/11/2016 | 11/11/2016 | 2 | 1.5 | Taiki Sugiyama,Xueming Guo |
| Work on Video | 11/17/2016 | 11/25/2016 | 2 | 1.5 | Angelica Cionci,Micheal Blum |
| Submit team Progress Report #1 | 9/23/2016 | 9/25/2016 | 1 | 1 | Tyler Gaber |
| Submit team Progress Report #2 | 9/30/2016 | 10/01/2016 | 1 | 1 | Tyler Gaber |
| Submit team Progress Report #3 | 10/7/2016 | 10/9/2016 | 1 | 0.5 | Tyler Gaber |
| Submit team Progress Report #4 | 10/14/2016 | 10/16/2016 | 1 | 1 | Tyler Gaber |
| Submit team Progress Report #5 | 10/21/2016 | 10/23/2016 | 1 | 0.5 | Tyler Gaber |

# What is a change management plan?

A change management plan defines the activities and roles that manage and control change during the project. Each change is given a change number to keep track of the change. The change also states the type, description, and reason. The person who requested the change is shown during the process and there are dates that show the status of the change request. When a request for change is approved/denied, a reason of the outcome will be shown.

| Change Number | Type of Change | Description | Reason for change | Requested By | Date Submitted | Date Approved | Status | Reason for Status |
|---|---|---|---|---|---|---|---|---|
| Each change is assigned a number in order to efficiently keep track of each request. | What item is needed to be changed? Items include(scope, responsibilities, or any other items) | What is being changed, what new things are going to happen. | Explanation to what was wrong with the previous item. | Who wanted to change the item. | What date is the request submitted. | When the request is approved to be looked over. | If the request is open or closed. | Comments of why the request is either closed or open. |

# What is a RACI?

An acronym that stands for responsible, accountable, consulted and informed, RACI is a matrix of the activities and decisions of all the people or roles involved in the project. This matrix helps lessen errors and confusion for the people involved in the project.

| | Angelica Cionci(BA) | Micheal Blum(BA) | Taiki Sugiyama (BA) | Xueming Guo (BA) | Tyler Gaber (PM) | Leor Capunitan (PM) | Tom Lee (PM) | Project Sponser |
|---|---|---|---|---|---|---|---|---|
| | | | | | | | | |
| Project Scope | R,A | R,A | R,A | R,A | R | R | R | C |
| Presentation | R,A | R,A | R,A | R,A | R | R | R | C |
| Use Cases | R,A | R,A | R,A | R,A | R | R | R | I |
| Prototype | R | R | R,A | R,A | R | R | R | I |
| Project Schedule | I | I | I | I | R,A | R | R,A | C |
| Project Budget | I | I | I | I | R,A | R,A | R,A | C |
| Risk Management Plan | I | I | I | I | R | R,A | R | I |
| Communication Management Plan | I | I | I | I | R | R,A | R | I |
| Quality Management Plan | I | I | I | I | R | R,A | R | I |
| Change Management Plan | I | I | I | I | R | R | R,A | I |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| R:Responsible | | | | | | | | |
| A:Accountable | | | | | | | | |
| C:Consulted | | | | | | | | |
| I:Informed | | | | | | | | |

# What is a communication plan?

A communication plan, is a plan that shows the different types of communication, that will help reach a specific individual for a specific task. The plan also shows the frequency of each task, and the persons responsible for it.

| Communication Type | Target | Frequency | Owner | Distribution |
|---|---|---|---|---|
| Individual progress reports | Project Managers | Weekly | Project Managers | Class site |
| Team progress reports | Project Managers | Weekly | Project Managers | Class site |
| Status Reports | Project Managers | Weekly | Project Managers | Google hangouts |
| Team meetings | Project Team | As needed | Business Analysts | Phone/In person |
| PM meetings | Project Managers | As needed | Project Managers | Phone |
| Interviews | Steering team | 3 interviews | Buisness analysts | Formal Q&A |
| Questions/Concerns | Project team | As needed | Project Team | Phone/In person |

# What is a quality management plan?

The quality management plan is a document that shows the process of to ensure the project quality objectives are being met. The plan shows the deliverable, the quality standards that help maintain the deliverable, who reviews the deliverable and the frequency of ensuring the quality objectives are met.

| Deliverable | Quality Standards | Control Activity | Frequency |
|---|---|---|---|
| Scope Document | -Ensure all requirements are met<br>-Follow scope to eliminate scope creep | Reviewed by Project Managers | Weekly |
| Business Rules | -Rules must pertain to the project and not leave the scope<br>-Double checking the BAs Business Rules and making sure they are reasonable | Reviewed by Project Managers | Biweekly |
| Use Cases | -Each case must describe each step accurately | Reviewed by Project Managers | Biweekly |
| Scenarios | -The examples must be relevant to the application system between a student and a MIS administrator<br>-Each scenario must be detailed well | Reviewed by Project Managers | Biweekly |
| Prototype | -Prototype must be functional<br>-Prototype must outline the key business objectives | Reviewed by Project Managers | Daily |

# What is a risk management plan?

A risk management plan is a document that PMs prepare to help them address problems as they arise. The risk register plan lists all of the project risks, the probability of the risks occurring, the owner of the risk, and the response to the risk. We have labeled out a bunch of risks that may come up, and have ways to manage them.

| Risk Identification | | Quality Rating | | | Risk Response | | |
|---|---|---|---|---|---|---|---|
| **Risk** | **Probability** | **Impact** | **Risk Score** | **Risk Ranking** | **Risk Response** | **Trigger** | **Risk Owner** |
| Scope Creep | 5 | 5 | 25 | High | Try to get all the information to not expand the scope | Project requirements change | PMs |
| Communication issues | 4 | 4 | 16 | High | Have due dates for tasks, set up meetings | Bas begin to ignore messages | PMs |
| Change | 4 | 5 | 20 | High | Stay in the scope. | Project sponsor requests change | PMs |
| Time Constraints | 3 | 3 | 9 | Medium | Follow work breakdown structure and plan ahead. | Project sponsor requests project ahead of time | PMs & BAs |
| Equipment Failure | 2 | 3 | 6 | Low | Test the equipment before starting. | Piece of technology begins to malfunction | BAs |
| Team Member leaves | 2 | 4 | 8 | Low | Accept the risk. | BA/PM begins to do poorly within class | PMs & BAs |
| BAs may not get along | 2 | 3 | 6 | Low | Offer incentives. | BAs begin to argue or blame each other | PMs & BAs |
| Sponsor cancels project | 2 | 2 | 4 | Low | Accept the risk. | Project no longer is needed by Project sponsor | PMs |

# What is the Stakeholder Register and Organization Chart?

The Stakeholder register chart, is a chart that shows all the stakeholders for the project. It shows their title, and the way to contact them. The Organization chart is a chart that shows all of the people involved in making the project. This includes the project managers, and business analysts. The organization chart displays the organization that the PMs and BAs are part of as well as their contact information and ways to get a hold of them. This is really helpful for us, because we are able to see the best way to contact our team members.

**STAKEHOLDERS**

| Name | Title | Relation to Project | Contact |
|------|-------|---------------------|---------|
| Joe Allegra | MIS DIM Associate Director | SME | Interview #1 |
| Rachel Carr | MS Program Administrator | SME | Interview #2 |
| Michael Smith | Chair of Marketing Department | SME | Interview #3 |

**PROJECT MANAGERS**

| Name | Organization | Contact Email Information | Method of Communication |
|------|--------------|---------------------------|-------------------------|
| Leor Capunitan | Temple University | tug25512@temple.edu | GroupMe/email |
| Tyler Gaber | Temple University | tud13079@temple.edu | GroupMe/email |
| Thomas Lee | Temple University | tue59329@temple.edu | GroupMe/email |

**Business Analysts**

| Name | Organization | Contact Email Information | Method of Communication |
|------|--------------|---------------------------|-------------------------|
| Michael Blum | Temple University | tuf36221@temple.edu | GroupMe/Email |
| Xueming Guo | Temple University | tuf15988@temple.edu | GroupMe/Email |
| Angelica Cionci | Temple University | tue73799@temple.edu | GroupMe/Email |
| Taiki Sugiyama | Temple University | tue97382@temple.edu | GroupMe/Email |

# Transitional Plan

A transition plan is used to describe how deliverables of the project will brought to full to life. It ensures that the deliverables (ie. prototype) can be used as its intended purpose after the completion of the project. After implementing our project we will pass it on to our sponsors. They will only need to create the final application, based on the prototype.

**Goals:** To implement the prototype once the project is completed.

**Assumptions:** The prototype implemented will require no training.

**Risks:** The prototype could crash or not work as it was intended.

**Transition Team:**

| Transition Role | Who |
| --- | --- |
| SME | Joe Allegra |
| SME | Rachel Carr |
| SME | Michael Smith |
| Business Analyst | Michael Blume |
| Business Analyst | Taiki Sugiyama |
| Business Analyst | Xueming Guo |
| Business Analyst | Angela Cionci |

# Close Out Report

**Project Summary:**
Our team's goal was to create a web registration tool for graduate students. Our scope changed slightly, as our original goal was too large for the time frame set for this project.

**Risk Identified:**
The main risk in which we identified within our project was indecision. The BAs began the project expecting to present via video. Through the project, they learned the downside of presenting through video, as it is difficult to make the prototype seem genuine with any editing at all. The group then decided near last minute to do the presentation live and in person, which was difficult change to make, as our BAs are not strong presenters.

**Lessons Learned Report:**
Throughout this project, we as a group did not many specific difficulties besides scheduling. Some of the project takeaways are: the importance of scheduling and looking toward future deadlines, delegating tasks evenly and fairly, and always begin with a template.
These takeaways allowed for our group to have a relatively relaxed project experience. Communication was key within our project, immediately moving all communication to the application GroupMe along with in-taking all availability of both the BAs and the PMs to allow for constant communication, along with an easy layout of when our schedules match. Though the beginning of the project was difficult due to a vastness of the project description combined vagueness of the original scope, we found that through constant communication and delegation of tasks, we were able to construct and execute a plan to complete the project on time and within budget.

**Project Acceptance Form:**

**PROJECT OVERVIEW:**
This project focused on creating a web registration tool for MS-DIM.  This document officially ends the project and gains formal approval from the project sponsors and authority.

**APPROVALS:**

Prepared by  _____ Date _____
              Leor Capunitan, Project Manager
Prepared by  _____ Date _____
              Tom Lee, Project Manager
Prepared by  _____ Date _____
              Tyler Gaber, Project Manager
Approved by  _____ Date_____

MS Administrators, Client