

## PROJECT CHARTER

A project charter serves as an abridged description of the learning design project in its entirety — including the overall objectives, how the project will be executed, and recognition of known stakeholders. Additional, and more detailed, documents will follow.

| PROJECT OVERVIEW                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                      |                                                                                                                                                                                                                                                                                     |                |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|
| <b>Project Client</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Polly Cooper Chapter | <b>Project Sponsor</b>                                                                                                                                                                                                                                                              | Martha Jordan  |
| <b>Project Start Date</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | January 25, 2022     | <b>Project Manager</b>                                                                                                                                                                                                                                                              | Jennifer Brola |
| <b>Project End Date</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | March 15, 2022       | <b>Project Status</b>                                                                                                                                                                                                                                                               | Approved       |
| PROJECT OBJECTIVE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                      |                                                                                                                                                                                                                                                                                     |                |
| <i>A description of the nature of the project, the work to be done, and the expected outcomes.</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                      |                                                                                                                                                                                                                                                                                     |                |
| <p>The Polly Cooper Chapter is in need of a self-paced, online learning experience to support its online capability and continuity. Training will focus on account management, online communication tools, and digital file organization (including website updates) within the Google for Non-Profits platform. The completed product will be made available as optional skill development for both volunteer information specialists and executive board members. The course, in its entirety, will be a self-paced 6-8 hour learning experience. All learners will be women over the age of 18 and have, at minimum, a high school education. Upon completion, learners will be able to perform tasks such as creating new accounts and updating mailing lists as needed for the chapter. As stipulated in the scheduling subsection of the project management plan, this project has a detailed sequence of milestones to achieve the outcome that is based on external time constraints.</p> |                      |                                                                                                                                                                                                                                                                                     |                |
| PROJECT SCOPE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                      |                                                                                                                                                                                                                                                                                     |                |
| In-Scope Deliverables & Services                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                      | Out of Scope Deliverables & Services                                                                                                                                                                                                                                                |                |
| <p>The project involves the design, development, and implementation of a new learning experience in support of the chapter's capability and continuity.</p> <p>Scope objectives include:</p> <ul style="list-style-type: none"> <li>Modules covering topics on account management, online communication</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                      | <p>The project scope encompasses research and analysis, prototyping, and implementation, but it does not include the following:</p> <ul style="list-style-type: none"> <li>Marketing, recruiting, or coaching of individual members who might engage with the experience</li> </ul> |                |

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                    |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>tools, and digital file organization</p> <ul style="list-style-type: none"> <li>• Video, text, and other content that is specific to Polly Cooper Chapter's needs</li> <li>• Activities which can be completed without an on-staff instructor</li> <li>• Hosting on Google Classroom via the existing Google for Non-Profits account</li> <li>• Maintenance of a project website for asynchronous, real-time reporting of design and development progress</li> </ul>                                                                                                                                                                                                                                                                                                                                                                        | <ul style="list-style-type: none"> <li>• Resources for registering training sessions or tracking completion rates will not be expressly included</li> <li>• Training on how to use Google Classroom will not be provided</li> <li>• Post-delivery updates would fall into a new instructional design contract and be outside this scope</li> </ul> |
| <b>Success Criteria</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                    |
| <ul style="list-style-type: none"> <li>• System is installed and fully configured for use by the delivery deadline</li> <li>• Differences in the pre-test and post-test show increased confidence and knowledge</li> <li>• Post-test feedback is at least 20% favorable toward the experience overall</li> <li>• Learners are able to complete tasks as scoped in the "real world"</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                    |
| <b>Assumptions and Constraints</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                    |
| <p>Assumptions include that media and text created for the training experience will generally not need revision, that key stakeholders will be available for feedback, and learners will be willing to engage with the material. Potential constraints include project changes that exceed the scope (as defined in the work breakdown structure); given that the delivery date is a hard stop, changes will be required to have a net zero effect on the schedule.</p>                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                    |
| <b>PROJECT MANAGER &amp; KEY STAKEHOLDERS</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                    |
| <b><i>Identification of the project manager, their level of authorization for applying resources to the project, and key stakeholders.</i></b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                    |
| <p><b>Jennifer Brola</b> is the assigned project manager, learning designer, and developer on this project. She is authorized to manage the overall project plan, identify issues, internal and external communication, craft the curriculum, create the self-paced learning experience, evaluate the project, and close the project.</p> <p><b>Martha Jordan</b> is the regent (president) of the Polly Cooper Chapter. Her role in the project is to provide overall guidance and approvals as well as end-user feedback.</p> <p><b>Kathy Schreiber</b> is a past regent and current member of the Polly Cooper Chapter. Her role in the project is to provide feedback on learning objectives as well as the design prototype.</p> <p><b>Kari Weis</b> is a past regent, state officer, and current member of the Polly Cooper Chapter.</p> |                                                                                                                                                                                                                                                                                                                                                    |

Her role in the project is to provide feedback on the usability of the learning experience as well as the design prototype.

## PROJECT SCHEDULE - MAJOR MILESTONES

### *A top level milestone schedule in a summary format*

|                               |                                                                                                                                                                           |
|-------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Phase 1</b> (1/12 to 1/25) | All <b>pre-design</b> work, including a training needs analysis and project management plan. Scope and schedule to be mapped.                                             |
| <b>Phase 2</b> (1/26 to 2/15) | Complete the <b>design</b> with a proposal presentation with a functional prototype element and apply any client feedback.                                                |
| <b>Phase 3</b> (2/16 to 3/1)  | First full draft of the <b>prototype</b> and course outline, usability testing, and compilation of focus group feedback.                                                  |
| <b>Phase 4</b> (3/2 to 3/15)  | Finish the calibrated prototype to deliver a <b>completed course</b> . Deliver a prospectus, an implementation and sustainability plan, and a Quality Matters evaluation. |

## PROJECT BUDGET

### *Description of the budget assigned to this project.*

As this is a student capstone project for the University of Maryland, there is **no cost** for design and development of this course. Likewise, as all staff and learners are volunteers, and the course is self-paced, there is no cost to conduct the training experience. Since hosting leverages existing technology (which is also donated by Google), there is also no technology fee involved. Therefore, there is no need for a budget.