

Project Charter

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Portfolio Title	High School Media Content Agency	Approval Date	
Portfolio Manager		Project Start Date	
Project Sponsor	Paul Nahrwold (PNahrwold@gmail.com)	Project Completion Date	

Element	Description	Please complete this section about your project:
Project Description	Process / product in which opportunity exists – provides focus & context for the project.	<p>This project is intended to help high schools provide media content that is relevant and enticing in order to benefit the students and the community it serves. Equal to that, is creating opportunities for college students to practice and apply their skills in a real-world setting.</p> <p>This organization would employ college interns with positions in graphic design, copywriting, social media, and video production. These interns would produce content requested by high school teachers and administration.</p> <p>An account manager would work with school individually to prioritize and identify needs and potential opportunities for content creation.</p> <p>Career professionals that are looking to give back to the community, can donate their time to review projects with interns and provide feedback and guidance.</p>
Problem Statement	Why does this project need to occur? What problem will it solve? What improvement is targeted and what will be the impact? Considered the relevant economic, social, and environmental factors?	<p>Technology and media is rapidly advancing at an increasing rate. School simply do not have the time or ability to keep up with this accelerated path.</p> <p>Students can become less engaged, without school pride or a relevant connection to their school.</p> <p>Creating unique and engaging content will keep the students connected to their school and give them more motivation to pay attention to what is happening around them.</p>
Project Scope	What will be included/ what will be excluded:	<p>This project will include the structure and creation of a project process to initiate and create this content; the design of a web based platform to manage the content, and projects, and the business plan to create a sustainable organization with consistent opportunities for interns.</p> <p>This project will not include the building of the web based platform. The project will be focused on high schools only.</p>
Effectively empower its target audience(s)?/ Customers/ Beneficiaries- People in Need?	How will this project use an engaging and collaborative approach? Transfer valuable knowledge and/or skills? Build capacity for long-term success? Provide solutions with long-term empowerment? How does this project target people in need? Has a needs-assessment been performed for your customer(s)? (If no, when/how?) What were the results? How does this project	<p>A needs assessment has not yet been performed for this project.</p> <p>The intent is to create a system the builds upon itself and benefits each stakeholder in different ways.</p> <ul style="list-style-type: none"> ● High Schools <ul style="list-style-type: none"> ○ Receive high quality content for a fraction of the price of a professional design agency ● High school students <ul style="list-style-type: none"> ○ Feel more school spirit ○ Connect with teachers and administration better

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	<p>responded to a need discovered in the assessment?</p>	<ul style="list-style-type: none"> ○ Improve self-worth and confidence ● Interns <ul style="list-style-type: none"> ○ Real world experience that benefits real people ● Volunteer Professionals ● Give back to the community and help interns and high school students
<p>Apply business and economic concept and an entrepreneurial approach?</p>	<p>How will this project apply sound business and economic concepts? What entrepreneurial approaches will be used? What Positive Impact will this have on the business/organization? These should be objective and quantifiable</p>	<p>This business will focus on minimizing overhead, and focusing on the quality of the work. Utilizing college campus and resources to start will give the business an opportunity to gain necessary revenue to put back into the product.</p>
<p>Livelihood Asset Strategies</p>	<p>Livelihood strategies are the methods and processes used to transform livelihood assets into outcomes, for example: turning a natural asset such as palm trees into a financial asset through the strategy of selling products created from the palm tree.</p> <p>Successful Enactus projects investigate the current livelihood strategies employed and work with the people to support those strategies or develop new sustainable strategies instead.</p>	
<p>Deliverables</p>	<p>What specific deliverables will this project provide to the customer?</p>	<p>This project will deliver the completed business plan including business process flow, branding guide, and growth strategies</p>
<p>How will this project improve the quality of life and standard of living for its project beneficiaries?</p>	<p>Utilized appropriate and effective evaluation methods? Achieved quantitative results? Achieved qualitative results? Positively impacted lives/ Outcome of lives changed? Built foundation for continuation and/or expansion of success?</p>	<p>Success Criteria / Metrics- Indicate those metrics / criteria that will deliver value and will meet customer expectations. These must be measurable and in the following areas:</p> <p>The success of this project lies in the influence the content leaves on consumers.</p> <ul style="list-style-type: none"> ● Satisfaction of project requestors (teachers, administration, coaches, etc.) ● Social media response from community and students ● Increase in attendance at sporting events, drama dept, parent teach conferences, etc. ● Satisfaction of interns with internship experience ●
<p>Feedback Plan</p>	<p>How will you obtain the data required to maintain your metrics? How will these metrics be communicated to your customer?</p>	<p>Post project surveys Social media analytics Historical attendance data</p>

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Team Members	Positively impacted lives/ Outcome of lives changed?	Hopefully!
Effectively empower its target audience(s)?	How will this project use an engaging and collaborative approach? Transfer valuable knowledge and/or skills? Build capacity for long-term success? Provide solutions with long-term empowerment?	The intent is to create a system the builds upon itself and benefits each stakeholder in different ways.
Meeting Frequency	When will the project meet, where, how often, format?	
Decision Making	How will decisions be made?	
How will this Project align to the mission of UVU?	How will this engage students to learn?	