



Northeastern

Senior Citizen Housing Corp. of
Boston

MEET THE TEAM



Our Clients

- Senior citizen housing management committee who aim to provide additional resources to senior citizens in Charlestown, MA



Problem Statement

- Client needed help reaching out to their target population
- Researched and drafted documents for client to better communicate with their target population

Work Breakdown Structure

ID	Task
	Senior Citizen Housing Corp of Boston Service Learning Project
1	1.0 Project Initiation Phase
2	1.1 Hold Project Kickoff Meeting
3	1.1.1 Assign leadership roles and define goal
4	2.0 Project Planning Phase
5	2.1 Define Requirements
6	2.1.1 Meet with community partners to determine objectives
7	2.1.2 Determine scope and timeline for project
8	2.1.3 Write up project charter
9	2.2 Develop a marketing strategy for interacting with local seniors
10	2.2.1 Conduct research into effective means of communication
11	2.2.2 Select the most effective means of communication
12	2.2.3 Develop a strategy for collecting emails
13	2.3 Supply Chain and Resource Acquisition
14	2.3.1 Obtain voter registration information of local seniors
15	2.3.2 Select a mass marketing email marketing platform
16	2.3.2.1 Search mass marketing email platforms
17	2.3.2.2 Select most cost efficient mass marketing email platform
18	2.4 Risk Management
19	2.4.1 Develop a risk management plan
20	3.0 Project Execution Phase
21	3.1 Develop database of local seniors

Work Breakdown Structure (cont.)

22	3.1.1 Determine platform for database creation
23	3.1.2 Clean up voter registration data to create database
24	3.1.3 Create algorithms for continuously updating database
25	3.2 Prepare raffle
26	3.2.1 Create advertisement materials
27	3.2.1.1 Create QR codes and Google forms for collecting contact information
28	3.2.1.2 Create raffle flyer template
29	3.2.1.3 Create raffle postcard template
30	3.2.2 Print flyers and postcards
31	3.2.2.1 Find a manufacturer for printing flyers and postcards
32	3.2.2.1.1 Search multiple manufacturers
33	3.2.2.1.2 Select most cost efficient manufacturer
34	3.2.2.2 Put in order for flyers and postcards
35	3.2.2.3 Pick up flyers and postcards
36	3.3 Add new member information to database
37	4.0 Project Closing Phase
38	4.1 Management and Control
39	4.1.1 Monitor performance of marketing strategy
40	4.1.2 Ensure database and bulk emailing platform function as intended
41	4.1.3 Hold project status meetings
42	4.2 Final Report
43	4.3.1 Write up final report
44	4.3.2 Prepare final project briefing

Responsibility Chart

ID	Task	Joshi Chaitanya	Han Fang Jonathan Lau	Pratham Patel	Dylan Sayasith	Dani Sharara	John Bleakney	Community Partners
Senior Citizen Housing Corp of Boston Service Learning Project								
1 1.0 Project Initiation Phase								
2	1.1 Hold Project Kickoff Meeting							
3	1.1.1 Assign leadership roles and define goal	R	A,R	R	R	R	I	
4 2.0 Project Planning Phase								
5	2.1 Define Requirements							
6	2.1.1 Meet with community partners to determine objectives	R	A,R	R	R	R	R	R
7	2.1.2 Determine scope and timeline for project	R	A,R	R	R	R	I,C	I
8	2.1.3 Write up project charter	A	R	R	R	R	I,C	I
9	2.2 Develop a marketing strategy for interacting with local seniors							
10	2.2.1 Conduct research into effective means of communication	R	A		R	R		I
11	2.2.2 Select the most effective means of communication	R	A,R		R	R		
12	2.2.3 Develop a strategy for collecting emails	R	A		R	R	I	I,C
13	2.3 Supply Chain and Resource Acquisition							
14	2.3.1 Obtain voter registration information of local seniors		R	R			I	A
15	2.3.2 Select a mass marketing email marketing platform							
16	2.3.2.1 Search mass marketing email platforms	R	A		R	R		I
17	2.3.2.2 Select most cost efficient mass marketing email platform	R	A		R	R	I	I,C
18	2.4 Risk Management							
19	2.4.1 Develop a risk management plan	R	A,R	R	R	R	I,C	
20 3.0 Project Execution Phase								
21	3.1 Develop database of local seniors							
22	3.1.1 Determine platform for database creation	C	A,R	R	C	C	I	I
23	3.1.2 Clean up voter registration data to create database		A,R	R			I	I
24	3.1.3 Create algorithms for continuously updating database		A,R	R			I	I
25	3.2 Prepare raffle							

Responsibility Chart (Cont.)

26	3.2.1 Create advertisement materials							
27	3.2.1.1 Create QR codes and Google forms for collecting contact information	R	A		R	R	I	I
28	3.2.1.2 Create raffle flyer template	R	A		R	R	I	I,C
29	3.2.1.3 Create raffle postcard template	R	A		R	R	I	I,C
30	3.2.2 Print flyers and postcards							
31	3.2.2.1 Find a manufacturer for printing flyers and postcards							
32	3.2.2.1.1 Search multiple manufacturers	R	A		R	R	I	I,C
33	3.2.2.1.2 Select most cost efficient manufacturer	R	A,R		R	R	I	I,C
34	3.2.2.2 Put in order for flyers and postcards	R	A		R	R	I	I,C
35	3.2.2.3 Pick up flyers and postcards	R	A,R		R	R	I	I,C
36	3.3 Add new member information to database		A,R	R			I	I
37	4.0 Project Closing Phase							
38	4.1 Management and Control							
39	4.1.1 Monitor performance of marketing strategy	R	A,R	R	R	R	I	I
40	4.1.2 Ensure database and bulk emailing platform function as intended	R	A,R	R	R	R	I	I
41	4.1.3 Hold project status meetings	R	A,R	R	R	R	I,C	I
42	4.2 Final Report							
43	4.3.1 Write up final report	R	A,R	R	R	R	I,C	
44	4.3.2 Prepare final project briefing	R	A,R	R	R	R	I,C	I

Power-Interest Grid

Power	High	Keep Satisfied Tracy Campbell (Community Partner)	Closely Manage John Bleakney (Project Supervisor) Paul Sullivan (Community Partner)
	Low	Monitor Mailchimp (Vendor) Vistaprint (Vendor)	Keep Informed Joshi Chaitanya (Team Member) Pratham Patel (Team Member) Dylan Sayasith (Team Member) Dani Sharara (Team Member)
		Low	High
Interest			

Financial Plan

Project Name : Senior Citizen Housing Corp of Boston Service Learning Project		TOTAL COST							\$0.00	
ID	Task	Project Labor Cost			Project Material and Equipment Costs			Miscellaneous Costs	Task Total Costs	
	Senior Citizen Housing Corp of Boston Service Learning Project	Number of People	Hours	Hourly Rate	Estimated Costs	Quantity	Unit Price	Estimated Cost		
1.0 Project Initiation Phase										
1										
2	1.1 Hold Project Kickoff Meeting									
3	1.1.1 Assign leadership roles and define goal	9	1	\$0.00	\$0.00	0	\$0.00	\$0.00	\$0.00	
Phase 1 Estimated Total Cost									\$0.00	
2.0 Project Planning Phase										
4	2.1 Define Requirements									
6	2.1.1 Meet with community partners to determine objectives	8	0.5	\$0.00	\$0.00	0	\$0.00	\$0.00	\$0.00	
7	2.1.2 Determine scope and timeline for project	8	0.5	\$0.00	\$0.00	0	\$0.00	\$0.00	\$0.00	
8	2.1.3 Write up project charter	8	0.5	\$0.00	\$0.00	0	\$0.00	\$0.00	\$0.00	
9	2.2 Develop a marketing strategy for interacting with local seniors									
10	2.2.1 Conduct research into effective means of communication									
11	2.2.2 Select the most effective means of communication	2	0.5	\$0.00	\$0.00	0	\$0.00	\$0.00	\$0.00	
12	2.2.3 Develop a strategy for collecting emails									
13	2.3 Supply Chain and Resource Acquisition									
14	2.3.1 Obtain voter registration information of local seniors	2	2	\$0.00	\$0.00	0	\$0.00	\$0.00	\$0.00	
15	2.3.2 Select a mass marketing email marketing platform									
16	2.3.2.1 Search mass marketing email platforms	1	4	\$0.00	\$0.00	0	\$0.00	\$0.00	\$0.00	
17	2.3.2.2 Select most cost efficient mass marketing email platform	1	4	\$0.00	\$0.00	0	\$0.00	\$0.00	\$0.00	
18	2.4 Risk Management									
19	2.4.1 Develop a risk management plan	2	4	\$0.00	\$0.00	0	\$0.00	\$0.00	\$0.00	
Phase 2 Estimated Total Cost									\$0.00	
3.0 Project Execution Phase										
20	3.1 Develop database of local seniors									
22	3.1.1 Determine platform for database creation	2	4	\$0.00	\$0.00	0	\$0.00	\$0.00	\$0.00	
23	3.1.2 Clean up voter registration data to create database	2	5	\$0.00	\$0.00	0	\$0.00	\$0.00	\$0.00	
24	3.1.3 Create algorithms for continuously updating database	2	4	\$0.00	\$0.00	0	\$0.00	\$0.00	\$0.00	
25	3.2 Prepare raffle									
26	3.2.1 Create advertisement materials	1	5	\$0.00	\$0.00	0	\$0.00	\$0.00	\$0.00	
27	3.2.1.1 Create QR codes and Google forms for collecting contact information	1	5	\$0.00	\$0.00	0	\$0.00	\$0.00	\$0.00	
28	3.2.1.2 Create raffle flyer template	1	5	\$0.00	\$0.00	0	\$0.00	\$0.00	\$0.00	
29	3.2.1.3 Create raffle postcard template	1	2	\$0.00	\$0.00	0	\$0.00	\$0.00	\$0.00	
30	3.2.2 Print flyers and postcards									
31	3.2.2.1 Find a manufacturer for printing flyers and postcards	2	5	\$0.00	\$0.00	0	\$0.00	\$0.00	\$0.00	
32	3.2.2.1.1 Search multiple manufacturers	1	1	\$0.00	\$0.00	0	\$0.00	\$0.00	\$0.00	
33	3.2.2.1.2 Select most cost efficient manufacturer	1	3	\$0.00	\$0.00	0	\$0.00	\$0.00	\$0.00	
34	3.2.2.2 Put in order for flyers and postcards									
35	3.2.2.3 Pick up flyers and postcards									
36	3.3 Add new member information to database	1	1	\$0.00	\$0.00	0	\$0.00	\$0.00	\$0.00	
Phase 3 Estimated Total Cost									\$0.00	
4.0 Project Closing Phase										
37										
38	4.1 Management and Control									
39	4.1.1 Monitor performance of marketing strategy	2	4	\$0.00	\$0.00	0	\$0.00	\$0.00	\$0.00	
40	4.1.2 Ensure database and bulk emailing platform function as intended	2	4	\$0.00	\$0.00	0	\$0.00	\$0.00	\$0.00	
41	4.1.3 Hold project status meetings	5	1	\$0.00	\$0.00	0	\$0.00	\$0.00	\$0.00	
42	4.3 Final Report									
43	4.3.1 Write up final report	1	1	\$0.00	\$0.00	0	\$0.00	\$0.00	\$0.00	
44	4.3.2 Prepare final project briefing									
Phase 4 Estimated Total Cost									\$0.00	
Total Labor Cost					\$0.00	Total Material and Equipment Cost		\$0.00	Miscellaneous Costs	\$0.00
7% Contingency									\$0.00	

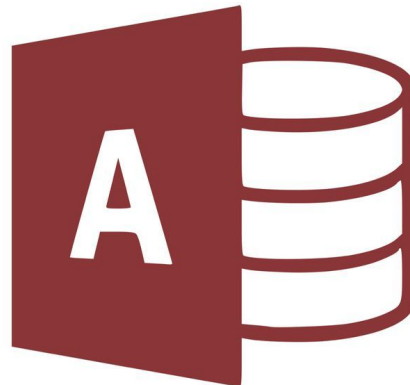
AN EMAIL BASED APPROACH

- 67% of Americans over the age of 65 regularly use the internet
- 89% of these people use email while only 40% use social media
- Paul and Tracy informed the team that they had found success with collecting emails



CREATING A DATABASE

- Going off of Charlestown's public voter registration data, the team used Microsoft Access to create a database of senior citizens in the area
- The team also established processes so that this database can be updated regularly



MAILCHIMP

- The team propose using Mailchimp, an email marketing service, in conjunction with the database to maintain contact with local seniors
- Mailchimp offered the best service at a very affordable price, \$9.99 a month



RAFFLE

- The team's proposed method for collecting emails is to hold a Christmas Raffle
- Award gift cards and a TV to winners
- The team created flyers and postcards advertising this raffle



FLYER



POSTCARD

CHARLESTOWN SENIOR CITIZENS RAFFLE

FAMILY & FRIENDS WEEKEND



DATE & TIME

PRICE & TICKETS

GET EXCITED TO WIN BIG!

THE FULL LIST OF PRIZES



GRAND PRIZE (1 winner)

SECOND PRICE (3 winners)

THIRD PRICE (5 winners)



[FACEBOOK LINK HERE](#)

SENIOR CITIZENS HOUSING CORP OF BOSTON, CHARLESTON

Risk Management

Probability	High		<ul style="list-style-type: none">– Client does not like email marketing strategy	<ul style="list-style-type: none">– Over budget
	Med	<ul style="list-style-type: none">– Failure to meet deadlines	<ul style="list-style-type: none">– Postcards do not meet mailing specifications– Clients are unable to use Microsoft Access	<ul style="list-style-type: none">– Senior citizens are less inclined towards using email as planned
	Low	<ul style="list-style-type: none">– Team members lack skills to complete project	<ul style="list-style-type: none">– Voter registration data is incomplete	<ul style="list-style-type: none">– Local government support for clients drops– Complete technological failure destroys all data
		Low	Med	High
		Impact		

THANK YOU FOR LISTENING!

QUESTIONS?