FRIENDS of the Charlestown Elderly

EMGT 5220 Engineering Project Management

The Team

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Introduction

Elderly Housing Development & Operations Corporation (EHDOC) develops and manages safe, secure, and affordable housing for senior citizens across the United States.

FRIENDS of Charlestown Elderly is part of EHDOC community with a mission is to provide the seniors of Charlestown the resources and activities to live an enriching life.

Objectives

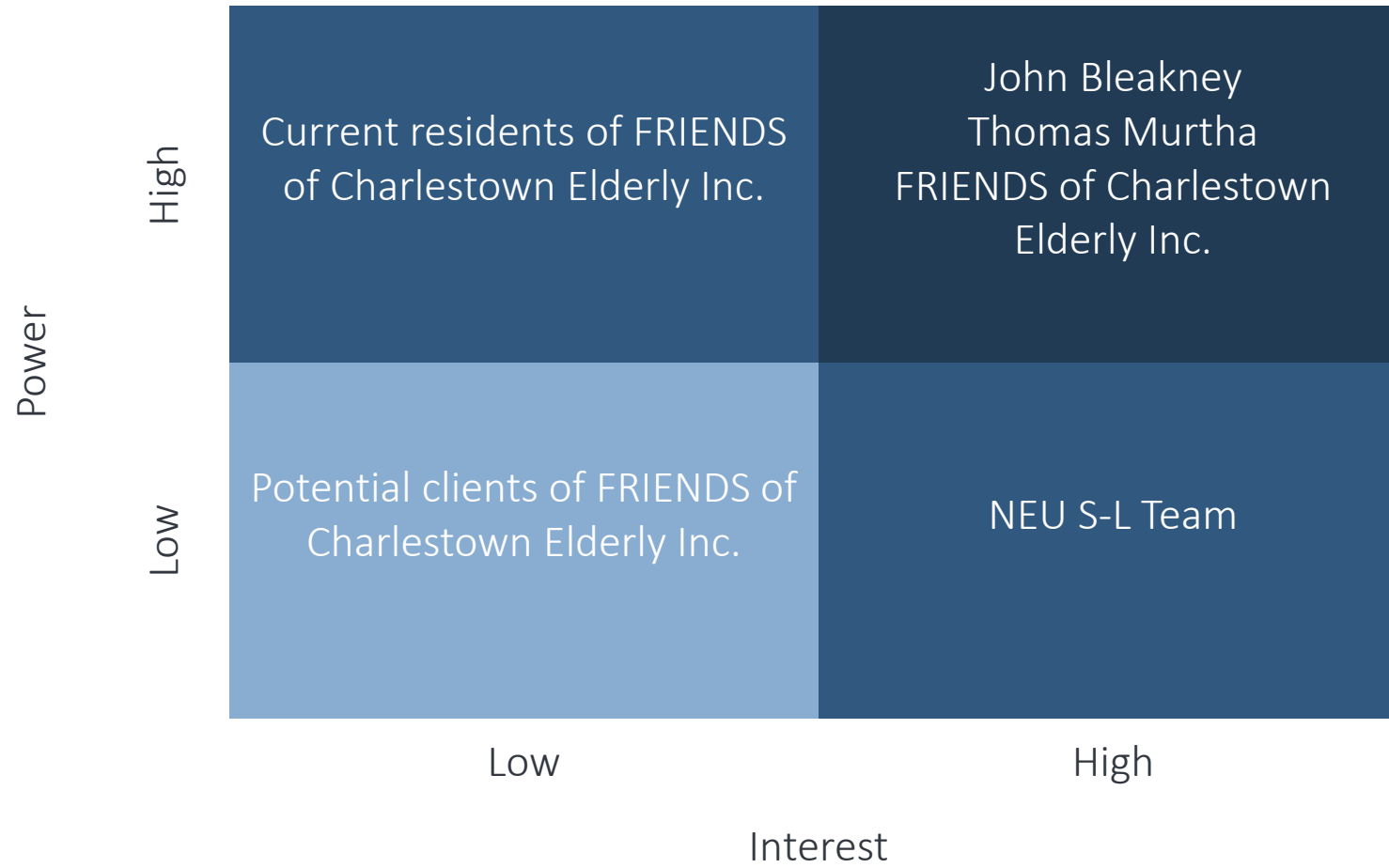Reduce client engagement cost by migrating to virtual communication

Secure potential future grants using social media content

Aid in informing community of future events

Power Interest Grid

	Low Interest	High Interest
High Power	Current residents of FRIENDS of Charlestown Elderly Inc.	John Bleakney Thomas Murtha FRIENDS of Charlestown Elderly Inc.
Low Power	Potential clients of FRIENDS of Charlestown Elderly Inc.	NEU S-L Team

Power

Interest

Low   High

Implementation Plan

Planning

Research

Preparation

Deployment

Document

Work Breakdown Structure

Project Planning Phase
- Project Kickoff
- Scope
- Project Charter
- Task Allocation

Research
- Facebook Security
- Database
- Schema
- Contact Collection Solutions
- Photo Watermarking

Preparation
- Access to FCE Facebook account
- Access to email accounts
- Create database admin account

Deployment
- Offline/Online Contact Information Collection
- Facebook page redesign
- Increase social media security with watermarking

Document
- Documentation of watermarking software
- Documentation of updating database
- Documentation of Facebook
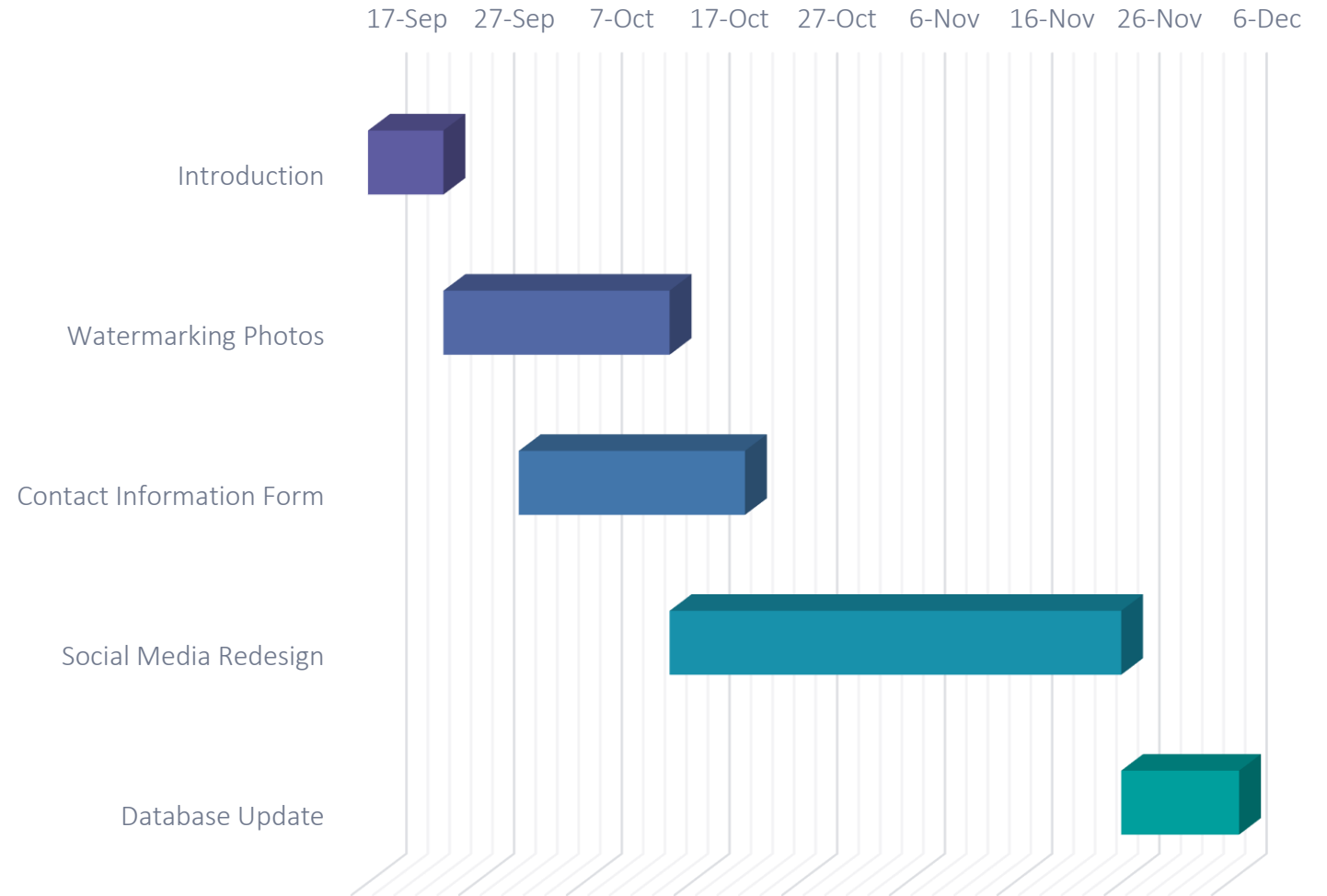
# Gantt Chart

Why use a Gantt Chart
- Establish the initial project schedule
- Allocate Resources
- Make project Adjustments
- Monitor and report progress
- Control and communicate the schedule

17-Sep 27-Sep 7-Oct 17-Oct 27-Oct 6-Nov 16-Nov 26-Nov 6-Dec

Introduction

Watermarking Photos

Contact Information Form

Social Media Redesign

Database Update

Stakeholder Contact Matrix

STAKEHOLDERS	CONTACT INFO	IMPACT TO PROJECT	CONTRIBUTION TO PROJECT	STRATEGY TO ENGAGE
Aishwarya Raorane	raorane.a@northeastern.edu	High	Marketing and Social Media	Weekly Meetings
Andrew Meyer	meyer.an@northeastern.edu	High	Database and Documentation	Weekly Meetings
Gaurav Manicketh	manicketh.g@northeastern.edu	High	SPOC and Documentation	Weekly Meetings
Mitali Pevekar	pevekar.m@northeastern.edu	High	Marketing and Social Media	Weekly Meetings
Sai Ikshith Indugu	indugu.s@northeastern.edu	High	Marketing and Social Media	Weekly Meetings
Sudeep Lekurwale	lekurwale.s@northeastern.edu	High	Audit and Statistical Analyst	Weekly Meetings
Thomas Murtha	murtha.t@northeastern.edu	High	Assistant Project Manager	Weekly Meetings
John Bleakney	j.bleakney@northeastern.edu	High	Project Manager	Weekly Meetings
EHDOC Team	charlestownfriendsoftheelderly@gmail.com	High	Client	Weekly Meetings
EHDOC Community		Low	Client	Through EHDOC team

Fishbone Diagram and Risk Matrix
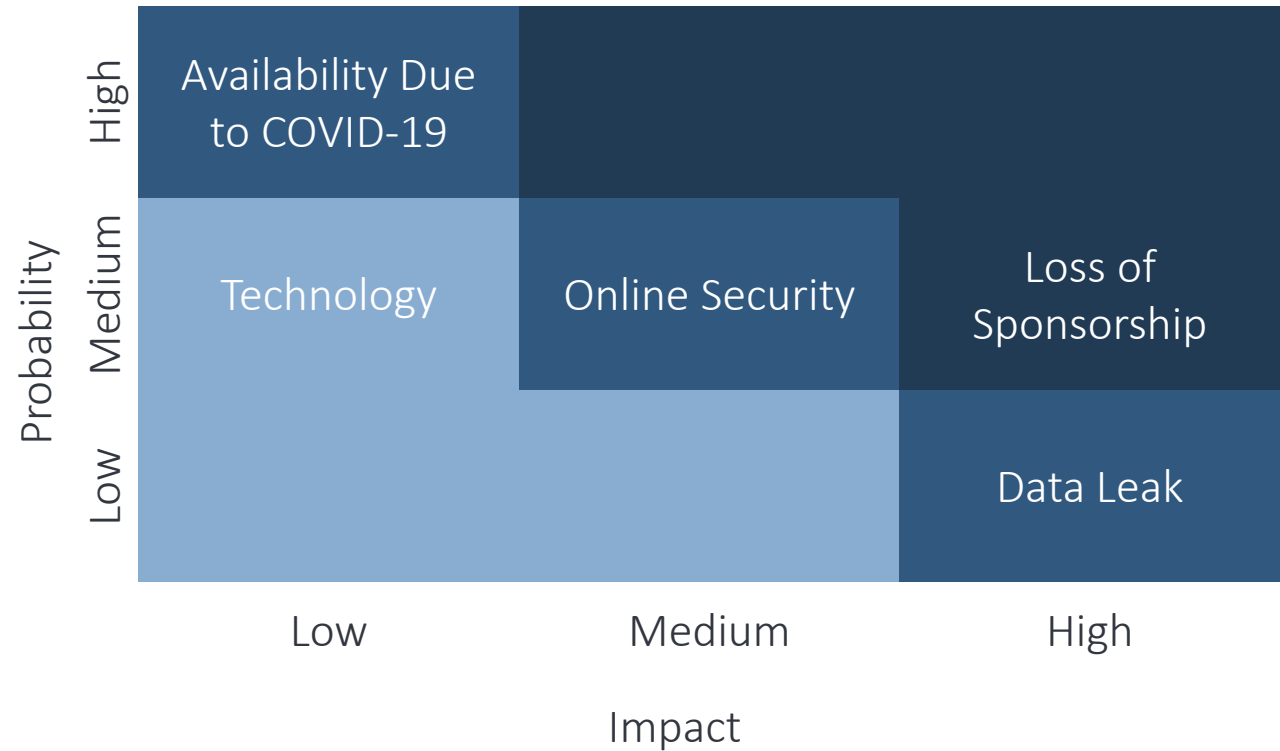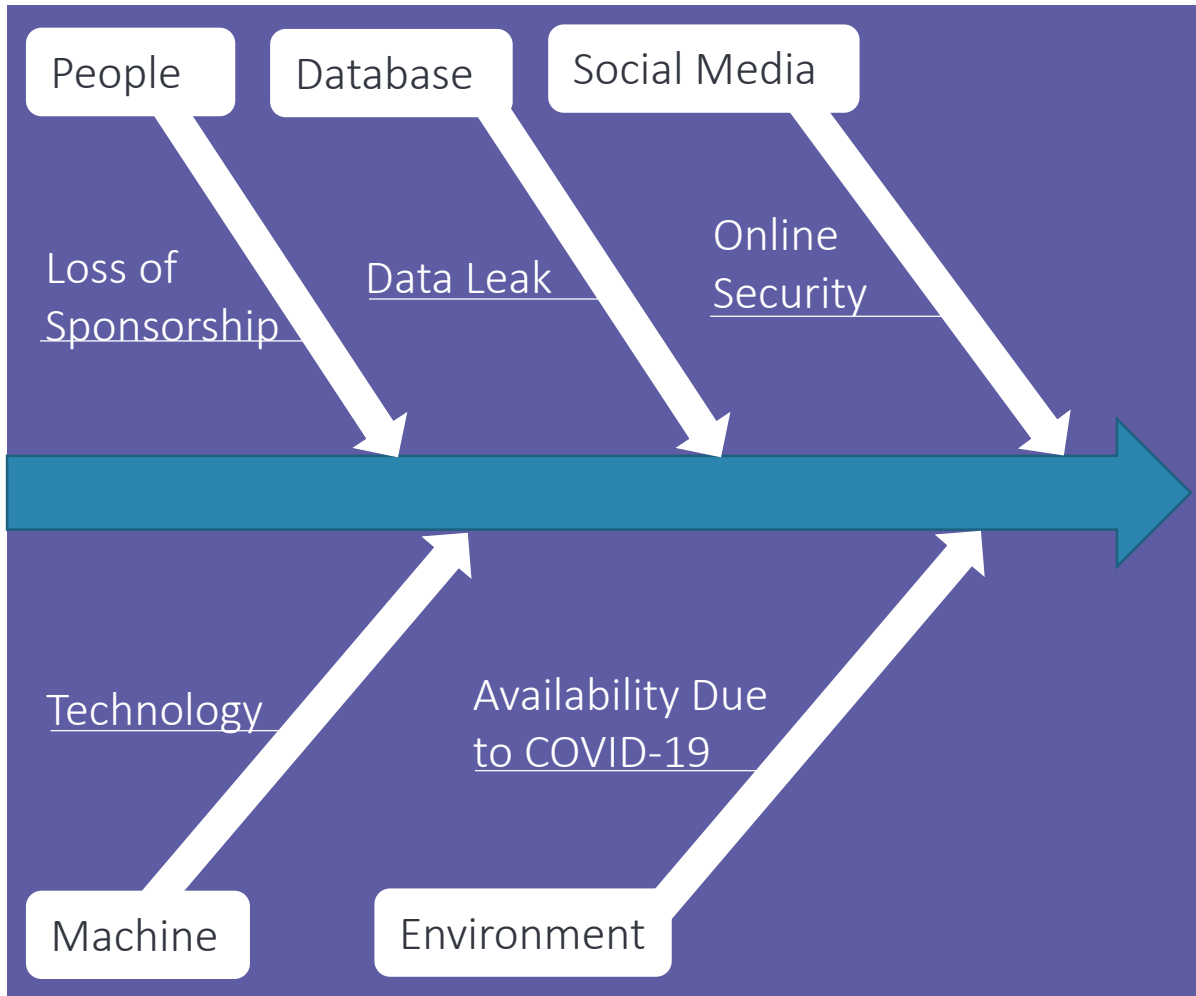
Risk Mitigation Plan

Loss of Sponsorship
- Ensure no new photos are uploaded to an online platform before security measures have been achieved

Data Leak
- Restrict administrative access to the Senior Space database to FCE administrators and NEU S-L team personnel only

Online Security
- Collected information will be stored on a single Google Drive account linked to the Facebook administrative account ensuring data collection consistency

Availability due to COVID-19
- Follow the University's Social Distancing Guidelines and Testing Protocols to ensure team members stay healthy

Communication Technology
- NEU S-L Team setup weekly meetings on video conferencing tools with backup plan ready to use in case of technical issues

Next Steps

Populate the database using information collected by the online and physical Contact Cards

Fix audit reports on the LPI database to track data quality on the database efficiently

Using the new Facebook account to increase sponsorship, funding and awareness for events

Future scope of moving to newer social media platforms like Instagram to widen the target demographics for funding in a cost-efficient way

Community

What we accomplished

- Increased social media presence allowing the FRIENDS of the Charlestown Elderly to reach out to more individuals

- Created a process to gather and update contact information – mainly emails – to reduce the cost of sending monthly emails