
EMGT 5220

Engineering Project Management

St. Mark Community Education Program (SMCEP)

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Justin Streicher
Katerina Tsakirellis
Joe Yang

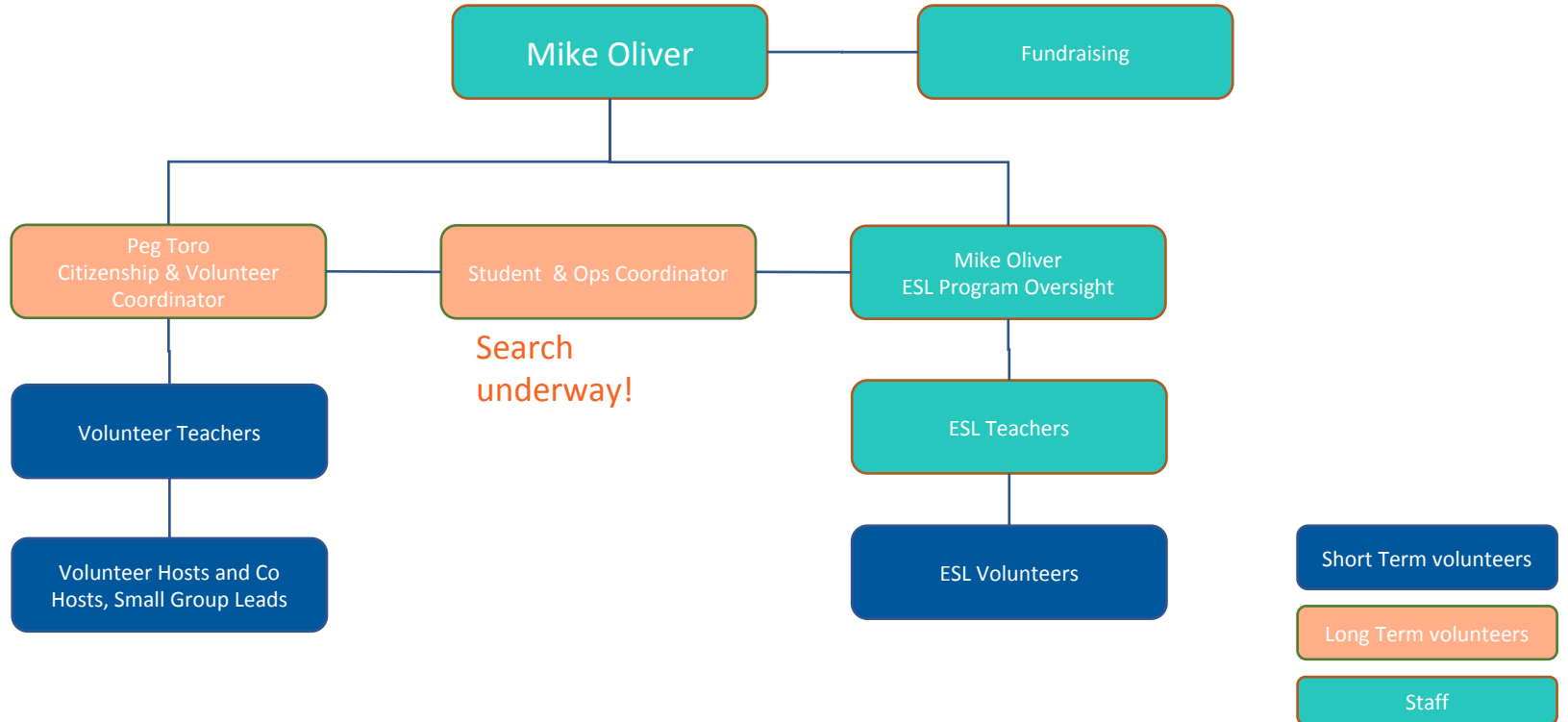
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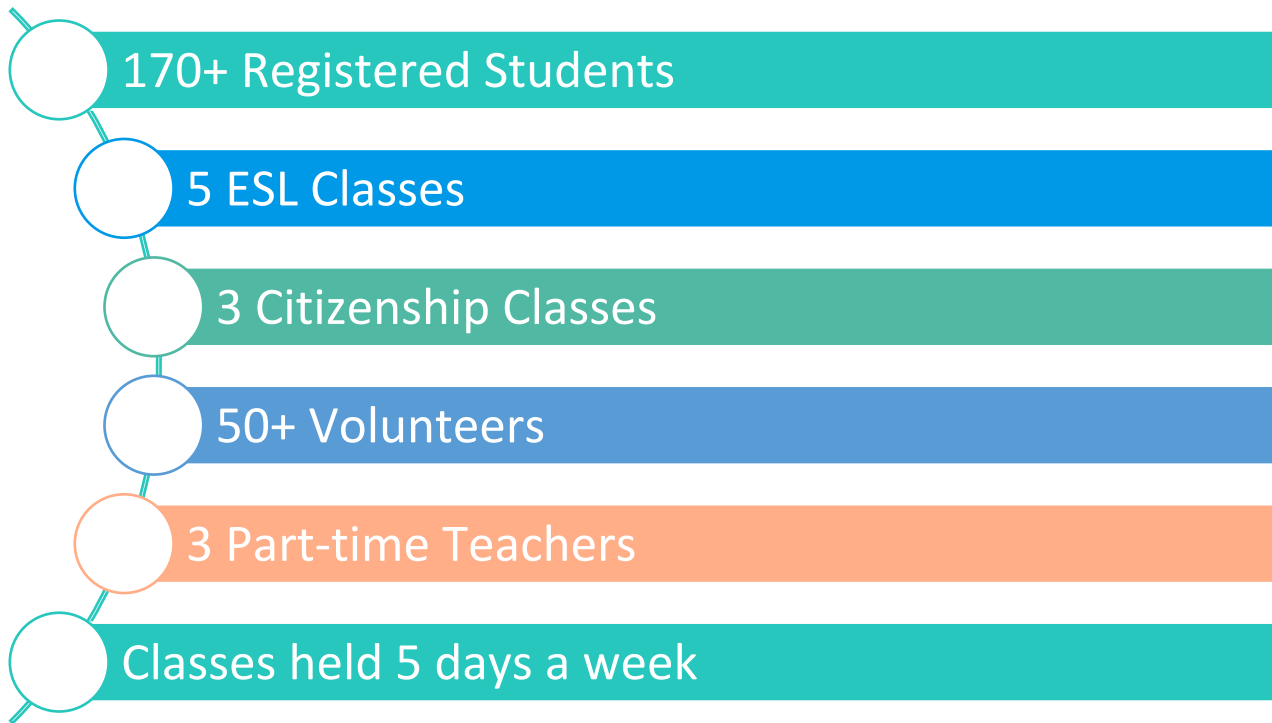
SMCEP Introduction



SMCEP Organization



SMCEP Summary (Sept. 2020)



Project Description

Deliverables:

- Create a centralized online platform that allows St. Mark's to move operations fully remote
- Train members on how to use online platform, and be able to train future team members on their own

Success Criteria:

- Website is more functional, current and user friendly than the previous website in use
- Project is put into use by St. Marks

List of Stakeholders

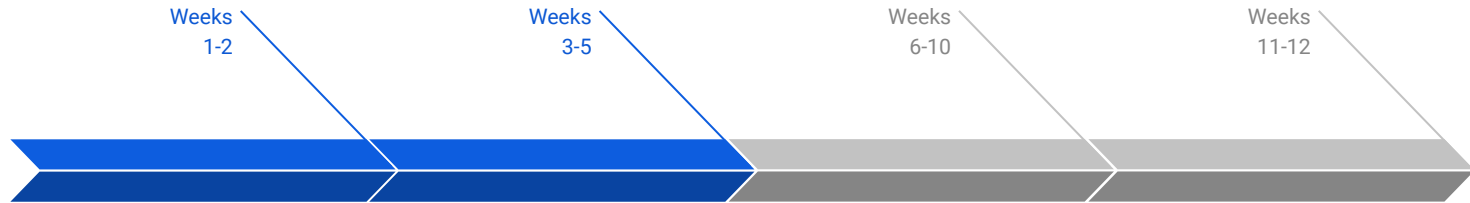
1. SMCEP CHAPTER
 - a. Mike Oliver
 - b. Beth Beagan
 - c. Matias Infante
 - d. Peg Toro
2. Northeastern University
 - a. John Bleakney
 - b. Mia St. Angelo
 - c. Aakash Bolisetty
 - d. Dawon Kang
 - e. Dilara Sever
 - f. Justin Streicher
 - g. Katerina Tsakirellis
 - h. Joe Yang
3. Volunteers and Students

Power Interest Grid

High		<ul style="list-style-type: none">● John Bleakney● Mia St. Angelo● SMCEP staff
<u>Power</u>	<ul style="list-style-type: none">● SMCEP volunteers	<ul style="list-style-type: none">● NEU S-L Team● ESOL/Citizenship students
Low		High

Interest

Overview of the Schedule



Planning and Orientation

- Obtain list of requirements
- Obtain a list of wishlists from the client
- Estimate the timelines / deliverables

Data Collection

- Data from old website and photos
- List of classes and timings, forms to be shared
- Ways to donate to organization

Operation Phase

- Looked at best platform to create new website
- Choosing Wix plan
- One stop platform-WIX

Closing Phase

- Got inputs from the client
- Hands off to the client
- Internal audit process amongst the team to check success of the project

RACI Matrix

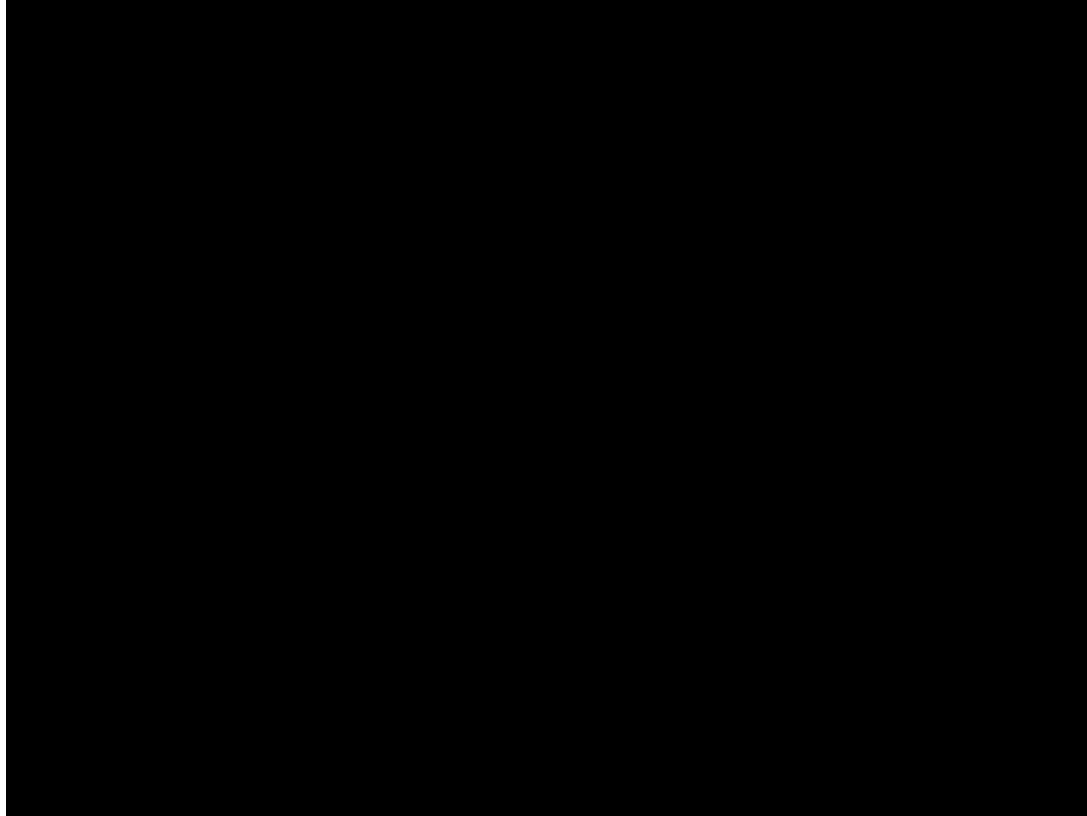
RACI MATRIX										
	SMCEP Chapter	John Bleakney	Mia St. Angelo	Aakash Bolisetty	Dawon Kang	Dilara Sever	Justin Streicher	Katerina Tsakirellis	Joe Yang	
1.1	Defining Initial Project Phase									
1.1.1	Hold project kick off meeting	C	I	I	R	R	R	R	R	A
1.1.2	Determine purpose and scope of the project	C	I	I	R	R	R	R	R	A
2.1	Requirement Identification									
2.1.1	Choose the best platform to create new website	A	I	I	R	R	R	R	R	R
2.1.2	Choose the best Wix plan	A	I	I	R	R	R	R	R	R
2.1.3	Collect data from the old website (photos, words, design templete, etc.)	C	I	I	R	R	R	A	R	R
2.1.4	Determine the list of classes and forms to be shared	C	I	I	R	R	A	R	R	R
2.1.5	Determine way to donate to organization	A	I	I	R	R	R	R	R	R
2.1.6	Database requirements	A	I	I	R	R	R	R	R	R
2.1.7	Booking features	A	I	I	R	R	R	R	R	R
2.2	Collect Financial Data									
2.2.1	Determine the capital cost	A	I	I	R	R	R	R	R	R
2.2.2	Determine the operating cost for Wix	A	I	I	R	R	R	R	R	R
3.1	Determine Deliverables									
3.1.1	Hold weekly project meetings	R	I	I	R	R	R	R	R	A
3.2	Analysis									
3.2.1	Provide economic decisions based on the different Wix plans and function	A	I	I	R	R	R	R	R	R
3.2.2	Explain the reason for the performed analysis	A	I	I	R	R	R	R	R	R
4.1	Closing Project									
4.1.1	Final Presentation	I	I	I	A	R	R	R	R	R
4.1.2	Official hand off to the client	A	I	I	R	R	R	R	R	R
R	Responsible	Assigned to complete the task or deliverable.								
A	Accountable	Has final decision-making authority and accountability for completion. Only 1 per task.								
C	Consulted	An adviser, stakeholder, or subject matter expert who is consulted before a decision or action.								
I	Informed	Must be informed after a decision or action.								

Project Outcome

Original Requests vs What Was Delivered

- ✓ Fully Functional Website Using a Simple and Learnable Platform
- ✓ Donation Button on Website Homepage
- ✓ Implementation of Amazon Smiles on Homepage
- ✓ Website Training for Staff
- ✓ Launching of Live Site and Handoff to St. Marks by December
- Mailchimp Integration on Website
- Customer Relationship Management Database Feature
- Wix Booking feature

Our Deliverable



SWOT Analysis of New Website

Strengths

- Easy of building a website
- Easy to learn how to use
- Everything at one place (domain name, social campaign etc.)
- Good side speed
- Add-on features
- Live chat support

Weaknesses

- Specific templates leads to lower customizability
- Extra features are to be purchased (some form features, mass-email etc.)
- Website not transferable
- Paid subscription required if old website url wanted to be used on Wix.com
- Only one person can make updates on the website

Opportunities

- Wix database helps with easy tracking (no need to use excel sheets)
- Less time needed to develop a website
- More time for product development

Threats

- Restrictions based on the plans being used
- Lots of competitive websites (squarespace, weebly etc.)

Project Impact

Quotes from the St. Mark's Team:

- SMCEP considered this project a “game-changer” in helping build their virtual presence.
- They felt as though this website “made them look even bigger than they are”.
- Our team’s best trait was our “commitment to ensuring the success of the project”.
- We have “taken a small organization and given them the opportunity to grow”.
- In summary: This project allowed for a full redesign and launch of their website with far more functionality and capabilities that will help SMCEP reach new heights and strengthen their virtual presence.

Project Future and Next Steps

There are several components to the project our team would have liked to add if we were able to continue this project into next semester.

- **Customer Relationship Management (CRM) platform**
 - This would allow St. Marks to gather more information regarding volunteers, customers, and staff members.
- **Email/Contact Database**
 - Currently using google drive, but would like a better system in the future.
- **Mass Marketing and Email Campaigning**
 - Better advertise the company through mass emailing current and potential customers.
- **Internal Workflow**
 - Have more information on where each student is in the process as well as any special accommodations they may need.

Lessons Learned

- Project Management Skills:
 - Project planning
 - Meeting facilitation
 - Time management
 - Task prioritization
 - Teamwork
- Technical Skills:
 - Build a website on Wix
 - Train others on how to edit Wix web pages

Client Remarks - Mike Oliver

- Mike Oliver, the executive director of St. Mark's Community Education Program, volunteered to say some closing remarks about the project.



Thank you!
Questions?



<https://www.stmarksesol.org/>
