



Today's Presenters



Robert Horton
Associate Deputy
Director, IMLS



Sarah Fuller
Program Specialist,
IMLS

Today's Moderator



Sharon Streams
Senior Program Manager,
Community Relations,
OCLC



COALITION TO
ADVANCE LEARNING
IN ARCHIVES, LIBRARIES AND MUSEUMS

BILL & MELINDA
GATES *foundation*



INSTITUTE of
Museum and Library
SERVICES

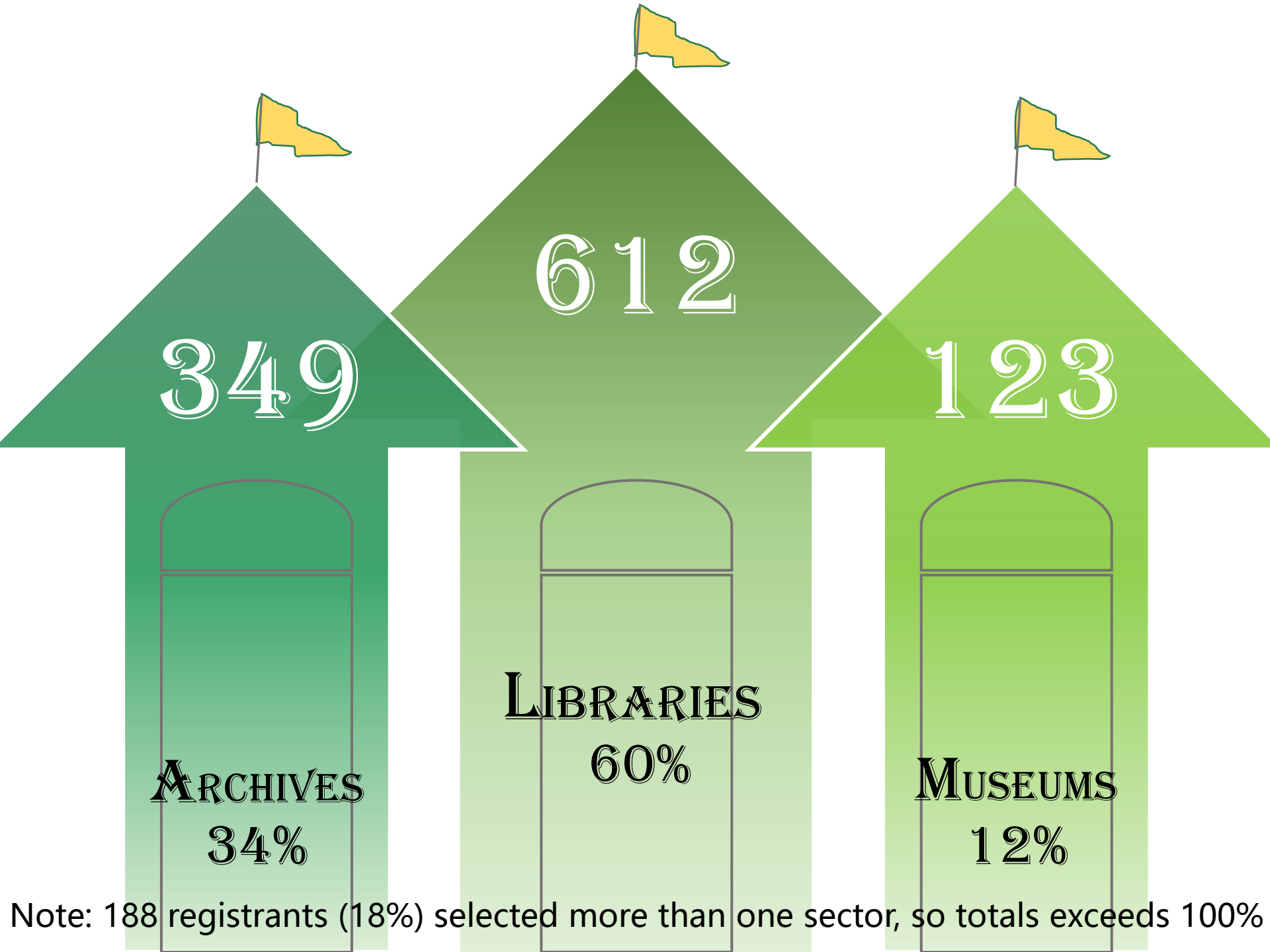
coalitiontoadvancelearning.org

@LAMcoalition



Background on Coalition

- Support from IMLS and Bill & Melinda Gates Foundation
- OCLC project sponsor (and webinar host)
- **Members:** AAM, AASLH, ACM, ACRL, ALISE, ARL, ASTC, Califa, CoSA, COSLA, DPM, Educopia, Heritage Preservation, Lyrasis, PLA, OCLC, RAAC, SAA, SLA, ULC, VA Assoc. of Museums, YALSA
- **Webinar team:** Linda Crowe, Mary Ellen Davis, Sarah Fuller, Bob Horton



349

ARCHIVES
34%

612

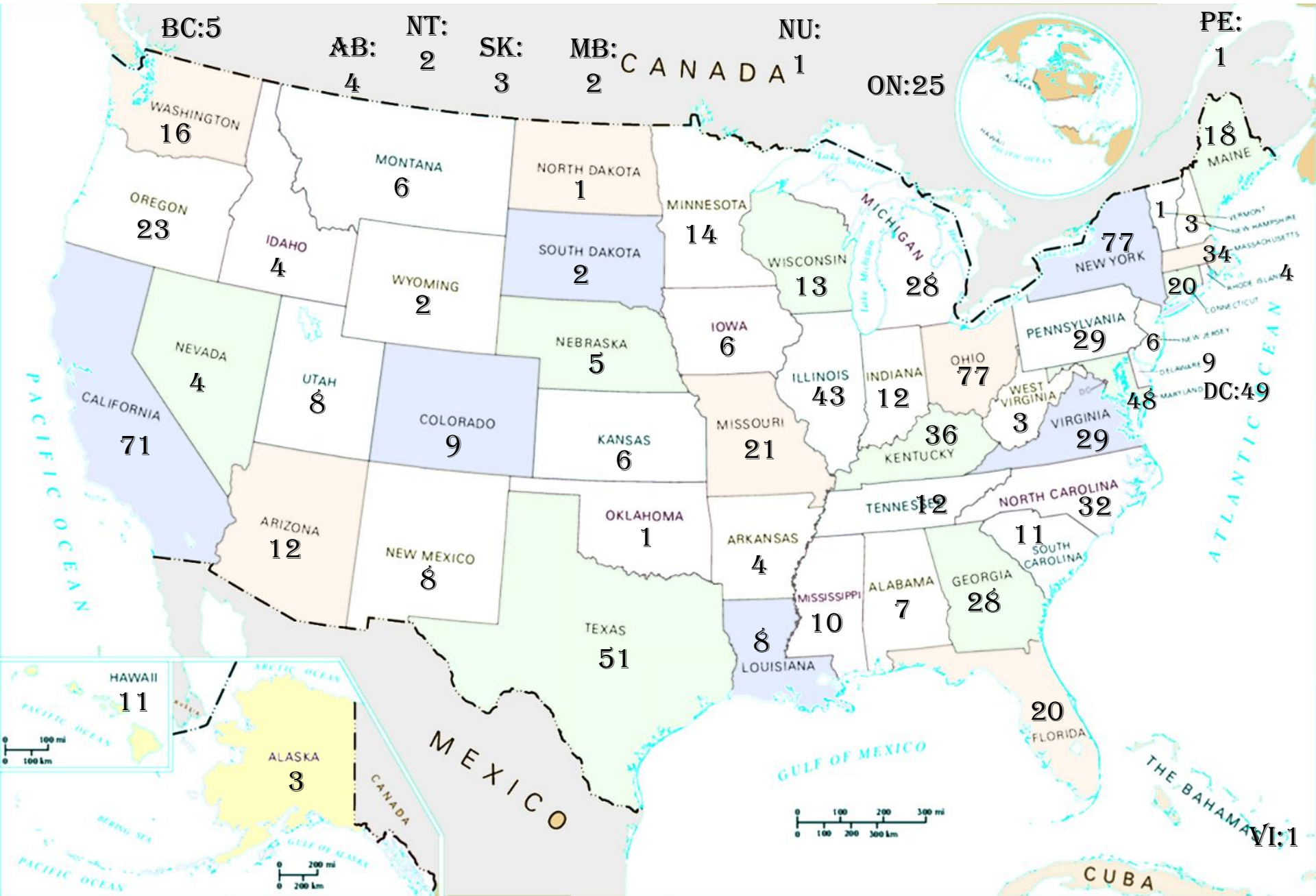
LIBRARIES
60%

123

MUSEUMS
12%

Note: 188 registrants (18%) selected more than one sector, so totals exceeds 100%

Where you're from!



PROJECT MANAGEMENT 101: KEY ELEMENTS OF A PROJECT PLAN



COALITION TO ADVANCE LEARNING IN
ARCHIVES, LIBRARIES AND MUSEUMS

5 FEBRUARY 2015

#LAMCOALITION

Encourage cross sector collaboration

Test prototype of course content

**Explore delivery through different entities
and means**

**Enlist your engagement, participation and
feedback**

WHY PROJECT MANAGEMENT?

Moving from program based to project based budgets and work plans

Writing grants

Managing dynamic technologies

Working with partners

Measuring performance

Delivering outcomes

LEARNING OBJECTIVES

Introduction to project planning

Iterative and agile

What you know and what you need to learn

Focus on planning – preparation for a project

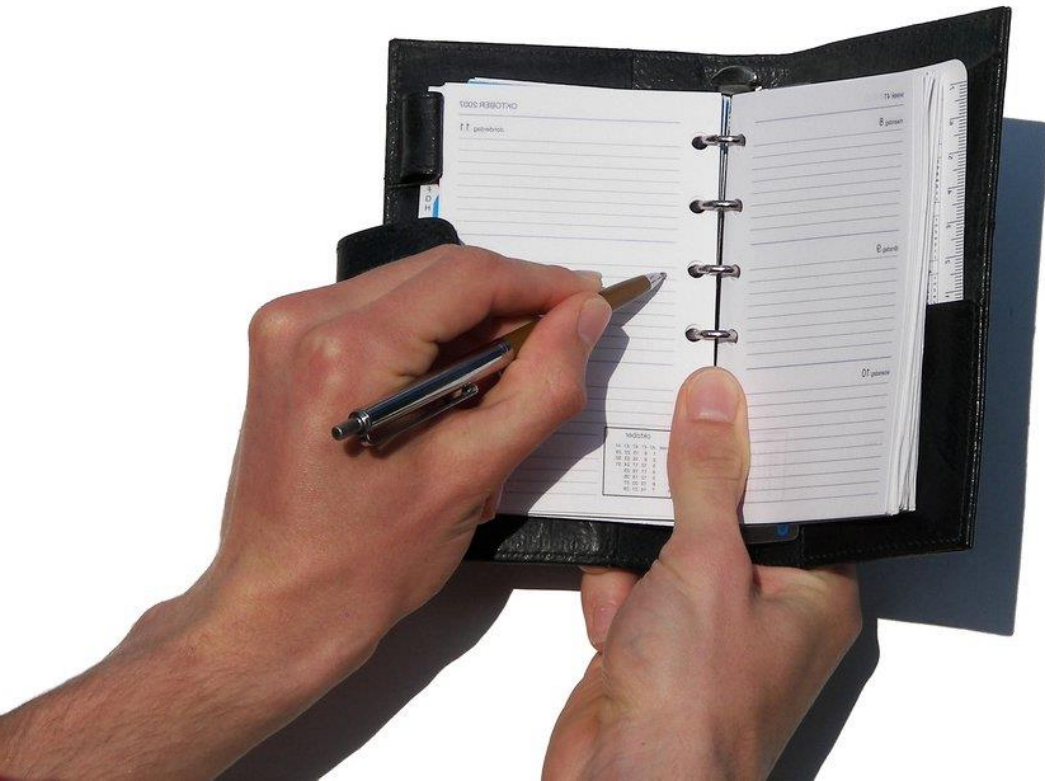
AGENDA

Today's webinar

**Complete worksheets (on your own
or in small groups)**

Worksheet review by webinar team

**Second webinar: case studies,
reports, Q&A, your
feedback**



COMMUNICATION: ARTICULATING AN IDEA

Persuasive, articulate, compelling

What is the purpose of the project? Does it solve a problem? Meet an institutional need? Address an interest? Put existing resources to new use?

What will be the impact of your idea? How will it advance your audience, institution, your profession, the public?

What are the products?

**Standards, mandates,
best practices?**





[Applicant] (in collaboration with four regional museums) will create and implement software to enable museums to contribute digital image collections for open public access.

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VALUE: DEFINING AN AUDIENCE

The “general public” is not an audience:

Who will participate in, use, and/or benefit from the project?

What are the technical abilities, constraints, and resources of potential project audiences?

What relationship do my audiences have with our institution(s)? Do we need to build bridges and relationships?

The two core public audiences for this effort are first- and second-generation immigrants and the Millennial generation. The notion that engaging these populations with the city's past can deepen their civic connections in the present is inspired by findings that "Building community histories that encourage community attachment" is an area where libraries can provide effective leadership.

**E
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CONTEXT: ENVIRONMENTAL SCAN



You're probably not the first to try this
Learn from and build on others' work
Models (good? bad?)
Standards (appropriate? cost effective?)
Technology (open source? proprietary?
customized?)
Do you have the capacity
to do this?



RESOURCES: FUNDING

Institutional capacity

Mix of funding sources

Scope and scale

Costs and budgets



SKILLS: PEOPLE AND PARTNERSHIPS

**Nobody has all the necessary
skills**

**Training, hiring, contracting,
collaborating**

**Technology: in house,
partners, contractors**

Quid pro quo



@gavinkeech

SCOPE: PRACTICAL WORK PLAN

Putting it all together

Prep: contracts, agreements, hiring?

**Technology: iterative, modular, testing,
improvements**

Communication, outreach, marketing

Products, deliverables

Critical path

OUTCOMES: EVALUATION

Don't wait

Outside evaluation

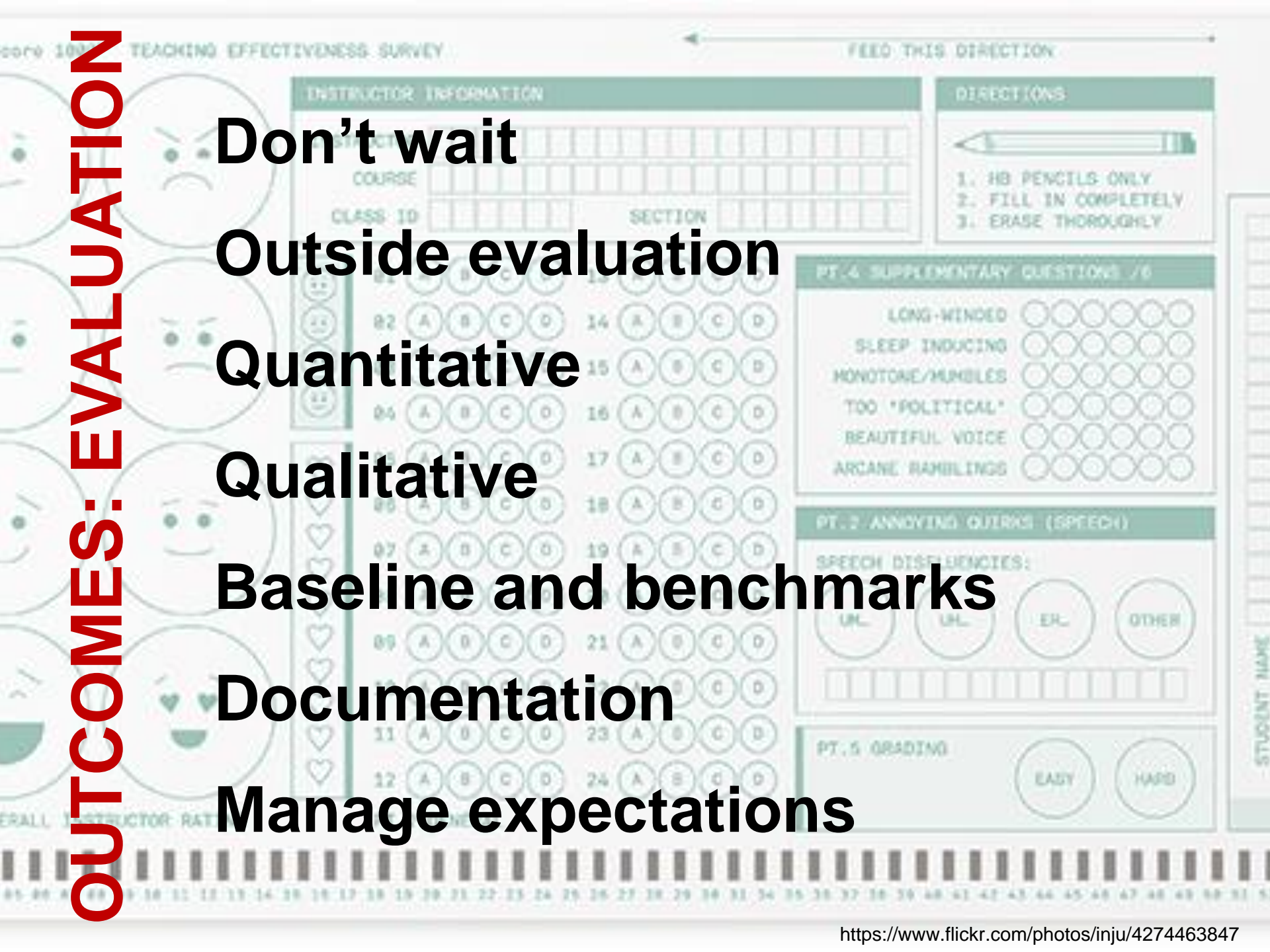
Quantitative

Qualitative

Baseline and benchmarks

Documentation

Manage expectations



SUSTAINABILITY: WHAT COMES NEXT

Program support

Technology maintenance and
upgrades

Further development: more
content?

Audience engagement

Social media

Digital preservation



ASSIGNMENT

**Work on your own or form small groups: colleagues? Neighbors?
Twitter (#LAMcoalition)?**

Use worksheets to develop an idea and define an audience

Send to webinar team for review at LAM@imls.gov

Tune in on the 19th for discussion



WORKSHEETS

1. **Articulating the idea:**
 - a) **Blue sky, but succinct**
 - b) **Describe purpose and impact**
 - c) **Define products**
2. **Identifying audiences and constituencies**
 - a) **Who are they? Why would they want this?**
 - b) **Do they need any resources or capacity to be engaged?**
 - c) **Why would they want to work with you?**

CONTACTS AND RESOURCES

Submit worksheets

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Bob Horton

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Website

- coalitiontoadvancelearning.org

Twitter

- [#LAMcoalition](https://twitter.com/LAMcoalition)



HOUSEKEEPING

- Thank you for taking the Survey you'll be sent to as you leave. Your feedback is important!
- If you are not registered for the February 19 session, be sure to do so.
- Contact Jennifer Peterson with registration questions petersoj@oclc.org

