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

- Archives: 34%
- Libraries: 60%
- Museums: 12%
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

https://www.flickr.com/photos/agirregabiria/3499503013/
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.
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.
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?

http://www.loc.gov/pictures/item/fsa1998019168/PP/
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
SCOPE: PRACTICAL WORK PLAN

Putting it all together

Prep: contracts, agreements, hiring?

Technology: iterative, modular, testing, improvements

Communication, outreach, marketing

Products, deliverables

Critical path
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
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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- sfuller@imls.gov

Bob Horton
- rhorton@imls.gov

Website
- coalitiontoadvancelearning.org

Twitter
- #LAMcoalition

http://www.loc.gov/pictures/item/2010640166/
• 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