Project Charter

ASTD Sacramento Chapter

DemoFest Event

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DemoFest Event

Program Development

VERSION: 1.0 REVISION DATE: 2/14/11

Approval of the Project Charter indicates an understanding of the purpose and content described in this document. By signing this document, each individual agrees work should be initiated on this project and necessary resources should be committed as described herein.

Approver Name	Title	Signature	Date
Bruce Winner	President		
Mike Hodge	**Past-President – Event Chair**		
Tyler Wade	President-Elect		
Jeanette Monahan	Programs Co-Director		
Deirdre French	Programs Co-Director		
Heather Rico	Finance Director		
Lisa Tuter	Marketing Director		
Trudy Currier	Special Events Coordinator		
Debbie George	eLearning SIG Representative		

Contents

Introduction – Executive Summary

Statement of Purpose

Sacramento ASTD will put on a one-time special event (may become annual event depending upon success and interest). Designed to attract 100 - 200 attendees and cover event costs plus 10%.

Business Goals

This event will align with ASTD's mission and goals as follows:

Align with ASTD Mission: *Empower professionals to develop knowledge and skills successfully.*

- Offer access to knowledge and resources to enable people to implement technology-enhanced learning in their organizations.

Advance Chapter President's 2011 eLearning theme

- Provide new learning opportunities for people to take advantage of the current interest in elearning

Involve ASTD Sacrament Chapter members

- Offer different ways for members to get involved in Chapter activities

Increase visibility of ASTD Sacramento Chapter in community

- Utilize social media to market this event

Provide revenue stream to Chapter

- Attract attendees, both members and non-members, from Sacramento region to increase total event fees collected course

  o Cover event costs with event fees

- Solicit limited number of vendor sponsors

  o Recover variable costs with vendor kiosk fees

Section 1. Project Overview

1.1   Opportunity Statement

> ⇒ To take advantage of the current interest in applying new technologies to training and organizational performance, ASTD Sacramento needs to advance its mission--to empower professionals to develop knowledge and skills--by delivering programs that provide practical instruction on design and delivery of technology-enhanced learning.

1.2   Project Description

The DemoFest Event project will develop and deliver a half-day program to offer members an and interested professionals an opportunity to showcase their latest eLearning design and development efforts while receiving feedback from peers. Attendees will have the opportunity to see a wide variety of solutions to common eLearning challenges we all face, and sharing information about the tools, technologies and processes they used to build them.

Definition

A Demo-Fest provides e-learning demonstrations and enables us to tap into the vast wealth of resources, knowledge and information of our members and provides networking opportunities to professionals of the Sacramento region.

Background

eLearning is a multibillion dollar industry that combines the allure of technology, the appeal of just-in-time training and the power of simulation. The benefits of elearning are strongly advocated by consultants and vendors at conferences and in the literature of human performance improvement. Many organizations are now looking to start or to improve their eLearning initiatives. However, training budgets are tight and the uncertainty surrounding strategies, tools, technologies, services and best practices for successful e-learning can stall even the bravest among us.

eLearning vendors showcase examples of their professionally developed eLearning courses. Unfortunately for many of us, these examples are outside our skill level or budget. Not all eLearning designers have big budgets or production teams – many work by themselves and struggle to create good courses with limited time and resources. The good news is that we don't need to blaze our own trail, start from scratch, or reinvent the wheel.

Audience

This program is targeted to professionals who are involved in the DESIGN, DEVELOPMENT, DELIVERY or MANAGEMENT of e-Learning in any way.

Anyone looking for new tools, technologies, strategies, processes, and practices to enhance their

knowledge and expertise of eLearning.

1.3   Project Objectives

- Engage the talents and services of a number of members and interested professionals as demonstrators for the event.

- Provide an educational program that incorporates principles of adult learning:
  a. Capitalize on the experience of participants.
  b. Provide as much choice as possible in the availability and organization of learning
  c. Make content relevant to work or other responsibilities of attendees
  d. Offer practical information that attendees can use on the job

- Keep costs at a minimum

1.4   Project Scope

This project will be planned and executed by volunteers of the Sacramento Chapter.

1.5   Critical Success Factors

▪ Recruitment and commitment of Demonstrators both chapter members and interested professionals. If sufficient numbers of chapter members are interested, no outside presenters will be solicited.

▪ Securing Event sponsors (e.g., selling vendor booths)

1.6   Understandings

- DemoFest is a one-time event as currently envisioned. Success and interest may permit the event to reoccur every one to three years as interest dictates.
- Demonstrators preference is given to be members of ASTD Sacramento
- Demonstrators are responsible for providing their own hardware and software (except internet access) and handouts.
- DemoFest and ASTD does not endorse any products, companies, or organizations

1.7   Constraints

Business
- Project budget – Rental of the Rancho Cordova facility, lunch and break refreshments

Resources

Logistics
- Participation and attendance limited by room size, location

Technical

- Participation limited by availability of technical resources (e.g., internet access, electrical outlets)

Human

- The project is dependent on volunteers
- E-Learning sig members will assist with the planning and execution of the event.
  a) Persons with required knowledge, skills and abilities exist in ASTD Sacramento membership, but are not available due to conflicting priorities
  b) Persons with required knowledge, skills and abilities may not exist

Schedules

- Sponsor imposes an Fall 2011 delivery date – suggested September 16, 2011

Section 2. Project Authority and Milestones

2.1 Funding Authority

The funding of the DemoFest Event project is authorized with the approval and signing this document.

Continued funding authorization:

- Chapter President (Bruce Winner)
- Finance Director (Heather Rico)

2.2 Project Oversight Authority

Managerial Oversight (Mike Hodge, Past President – Demo-Fest Chair)

- Alignment with business goals; executive expectations
- Budget
- Scope, Schedule Changes
- Design "look and feel"

Project Oversight (Project Manager)

- Issues tracking to closure
- Task status (schedule, scope, milestones)
- Internal communications (team meetings, information sharing, etc.)
- External communications (reporting to various stakeholders)
- Approvals/signoffs
- Executive Updates

Demonstrator Oversight (Project Coordinator)

- Review and guidance of demonstrators and their projects

Status Reviews (Project Team)

Project team is responsible for compliance to ASTD event guidelines and standards, including documentation, implementation and deployment.

2.3   Major Project Milestones

Milestone/Deliverable	Planned Completion Date
Official project start (authorization/assignment of resources)	March 2011
Event	Fall 2011

Section 3. Project Organization

3.1   Project Structure

TBD

3.2   Roles and Responsibilities

Role	Responsibility
Executive Sponsor	• Champion the effort • High level oversight, direction, and support • Ensure project meets goals • Address any significant budget issues • Approve any major scope changes involving additional funding • Provide resources, if needed • Approve project initiation and conclusion • Meet as needed throughout effort • Approve the project charter
Program Manager	• Ensure objectives are being met • Oversee budget • Assign project volunteers • Approve resource allocations • Oversee project deliverables and schedule • Champion the effort. • Provide high-level updates to executive groups. • Approve or recommend scope changes. • Review and approve at key junctures of the project • Meet regularly with key project team members

Project Manager	• Responsible for the overall success of the project.
	• Manage and lead the project team.
	• Recruit project team members
	• Manage coordination of the partners and working groups engaged in project work.
	• Facilitate scope definition including functionality and technology.
	• Facilitate project plan development to set expectations for deliverables and schedule.
	• Detailed project planning and control including:
	   o Developing and maintaining a detailed project plan.
	   o Managing project deliverables in line with the project plan.
	   o Recording and managing project issues and escalating where

Role	Responsibility
	necessary. o Resolving cross-functional issues at project level. o Managing project scope and change control and escalating issues where necessary. o Monitoring project progress and performance. o Providing status reports to the project sponsor.
Project Coordinator	• Monitors schedule and costs • Communicates status to project team • Assists project manager as required
Marketing	• Publicize Event • Secure Sponsors
	•

3.3   Project Facilities and Resources

Resource Requirement	Responsibility
Event Venue	

Section 5. Glossary

elearning	Anything delivered, enabled, or mediated by electronic technology for the explicit purpose of learning. (ASTD definition quoted from: *The AMA Handbook of E-Learning*, p. 71)

Section 6. Revision History

Identify document changes.

Version	Date	Name	Description
1.0	2/14/2011	D. George	Baseline Document

Section 7. Appendices

Appendix A – Demonstrator Registration

Appendix B – Logistical Setup

Demonstrator Registration

Demonstrator Registration Form

Location Assignment	Assigned by Event Coordinator
Title	Descriptive Title of eLearning Project
Category	Type of elearning (e.g., sales, compliance, academic)
Presenter(s)	Name of person conducting the demonstration
Job Title:	Title of demonstrator (e.g., instructional designer)
Organization:	Name of company or organization represented
Why was this project needed? Describe why it was built?	narrative provided by demonstrator
What authoring tools, systems, or technologies did you use to create this project?	narrative provided by demonstrator
How many "learners" will benefit from this program/project?	narrative provided by demonstrator
How long did it take you to complete this project?	narrative provided by demonstrator
What problems or challenges did you have to overcome while creating this project?	narrative provided by demonstrator
What valuable insights, lessons learned, or results did you discover when working with these challenges?	narrative provided by demonstrator

_____

Demonstrator Registration Examples

Location Assignment	Table #31
Title	Annual Safety Training
Category	Compliance
Presenter(s)	Jo Smoe
Job Title:	Director of e-Learning
Organization:	AAA Service and Supply
Why was this project needed? Describe why it was built?	This project was needed to educate and reinforce safety guidelines, practices, and standards for all employees of the company
What authoring tools, systems, or technologies did you use to create this project?	Captivate 4, Flash.
How many "learners" will benefit from this program/project?	3,500
How long did it take you to complete this project?	Course production cycle was eight weeks long.
What problems or challenges did you have to overcome while creating this project?	Creating a non-linear compliance-training course.
What valuable insights, lessons learned, or results did you discover when working with these challenges?	We created similar content into different delivery styles based on Thiagi's Four Door model (we used a library, facilities tour, and posttest to test out).

| Location Assignment	Table #17
Title	At Work with the CEO
Category	Onboarding/Employee Orientation
Presenter(s)	Chuck Duck
Job Title:	Sr. eLearning Developer
Organization:	Aqua Services
Why was this project needed? Describe why it was built?	This e-Learning module was created to help employers and employees to see the benefits of going green at work and learn how to influence behavior within the organization, to create a roadmap for a green action plan including sections on transportation, waste, energy use, a healthy workplace, and water conservation, and to action green
What authoring tools, systems, or technologies did you use to create this project?	This course was created using the e-Learning authoring tool called SH!FT and Flash.
How many "learners" will benefit from this program/project?	Unknown. This project was placed for free on the company's public Website.
How long did it take you to complete this project?	Thirty development hours
What problems or challenges did you have to overcome while creating this project?	The main challenge we had to overcome was creating an avatar that looked just like the CEO. Also collecting and sorting the information so that it included only relevant content.
What valuable insights, lessons learned, or results	We learned that this topic is very important for people all over the world, and that the content we dismissed from this version

did you discover when working with these challenges?	should be included in a second version oriented to helping people reduce the amount of pollution they produce each day.

Logistical Setup

Conceptual Layout

buffet

Entrance

Registration

Demonstrator

Vendor

Seating
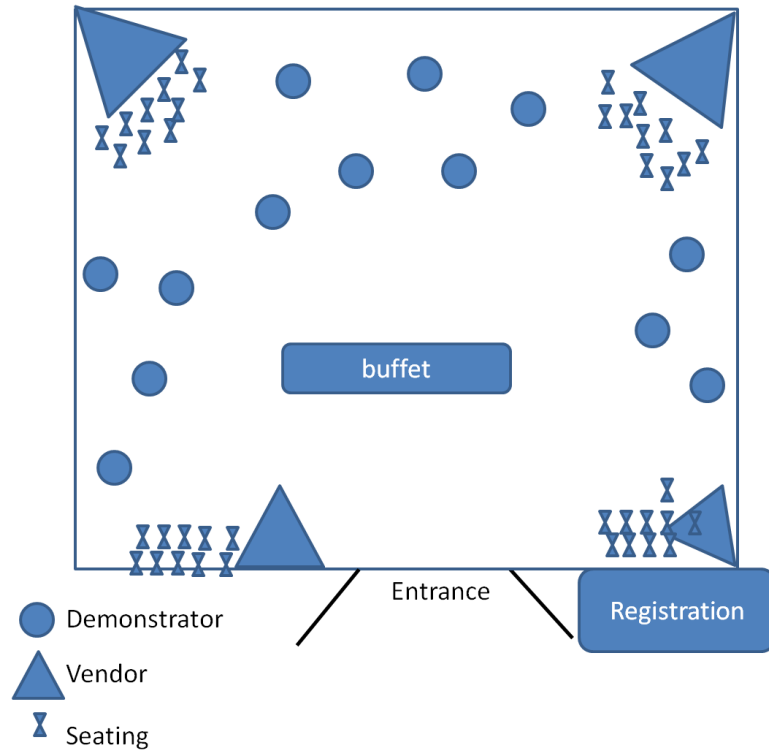
An Actual Layout Example

Golden Gate Hall