

UWCI Volunteer Center Skills-Based Project Charter

The project definition and scope of a volunteer project is intended to gather information that will help the volunteer and the nonprofit organization to clarify and articulate the assignment's purposes, givens, constraints, assumptions, scope (who is included and time frame), and potential additional resource requirements.

Project Title: HandsOn Connect Modifications

Project Team Members:

Entity Name	Team Member	Phone	Email	Responsibilities*
<i>Non-Profit: UWCI Volunteer Center</i>	Becky Fox & Wendy Johnson	317-921-1385 & 317-921-1203	Becky.fox@uwci.org Wendy.johnson@uwci.org	Liaisons for HOC projects
<i>Business/Team: Butler EPICS</i>	James Martin		jrmarti1@butler.edu	Team liaison
UWCI	Rachael Candee	317-921-1303	Rachael.candee@uwci.org	Project support manager

*Designate entity/person responsible for maintaining charter statement and team lead.

Departments Involved:

Volunteer Center and Marketing

Volunteer Skills Needed (*Technical, Interpersonal, Specific/Skills, Experience, Talent*):

Strong communication (written and verbal), website design, knowledge of Volunteer Connect/HandsOn Connect (cloud-based, volunteer management system used by Volunteer Center's across the US), experience in effective brand utilization and knowledge of marketing best-practices

Estimated Project Timeline: General timeline of the project. Start date, end date, and interim milestones, if desired. Consider key deliverables and volunteer availability.

Project to start mid-March and continue to end of current semester, a status update report will be required if the project is not completed by the end of the school year. If there is a timeline set forth by your course, please provide it to us ASAP.

Project Budget Needs: Include amount budgeted for the project, and who is responsible for each expense.

No costs foreseen at this time

Project Goals: Itemize specific and measurable success factors the project team will track.

- Goal 1: Develop a more user-friendly and engaging design to the home page and front-end of Volunteer Connect/HandsOn Connect site through researching other users and determine some best practices related to content.
- Goal 2: Develop video tutorials for users related to the main FAQs the Volunteer Center identifies and make these easily available for users.
- Goal 3: Develop rotating content to be used over at least a three month period by connecting to UWCI Marketing Department and Volunteer Center to determine appropriate images, videos and features.

Detailed Description: Clearly define the purpose and scope of the project. What is the project intended to accomplish? How will you define success? Why is the project needed? Include the justification for consideration of this project.

The Volunteer Center staff imagines this project to have four main components:

- 1) Research the Volunteer Centers options for developing a more engaging site by reviewing websites from other HandsOn Connect users. We would like to have some speciality features that other sites are using now, and need a list of recommendations based on what others in the field are using. The Volunteer Center staff may be able to provide a list of sites to research.
- 2) Develop video demonstrations for the most commonly asked questions, including "How to register", "How to sign-up for an opportunity" and "How to retrieve a forgotten password". Other videos may need to be developed as needed, and all videos must be easy to understand and simple to access on the site.

- 3) Create three months worth of rotating content for the main page of the site. This content will be developed in collaboration with Volunteer Center and Marketing Department staff. UWCI uses a Flickr that will be very helpful in determining the best images. Ideally, we would also like to feature a video from the April Day of Caring volunteer event.
- 4) Review the existing “duplication” map/list that has been developed by the Marketing Department and review the UWCI site to ensure that all appropriate duplication is documented between Volunteer Connect and the larger United Way site.

We define success in the usefulness and engaging content of the website. Right now it is in need of a serious overhaul to make it more user-friendly and welcoming to current volunteers, prospective volunteers and agencies.

Key Deliverables: Finished products (such as quantities of printed materials) or templates to be used by the organization to produce materials at their own cost?

Product	Deadline
Report from team on recommended changes based on research of other HOC sites/users	
Word documents with HTML code that can be used to update the site	
Video demonstrations for FAQs	
Duplication map/list for UWCI/HOC site	

Assumptions: What are key expectations that will occur as a result of the project? .

Due to restrictions in the number of licenses that we can distribute, we are unable to give the team administrator access to the site. Any updates that need to be made can be written/coded and provided to our team in a Word document and we can post into the site.

Please let us know what reporting requirements you are expected to provide to your instructor.

Benchmarks: Major activities and deadlines that support key deliverables.

Research report, video demonstrations, map/list of duplications, pictures of events

Resources: What resources (materials, budget, etc.) will each entity/person provide?

Business/Team:

N/A

Non-Profit Organization:

Wendy and Becky will provide access to the administrative side of HandsOn Connect, as needed and in-person at UWCI facilities (preferred).

Communication Plan: Who is involved in project status updates and reporting? How will you communicate the process, work, and outcomes to engage volunteers? Include escalation contacts for issues that cannot be resolved.

Team Member Responsible	Required Report	Deadline/Frequency	Who Receives
<i>Becky Fox</i>	Monthly Report	1st of month	<i>Rachael & agency rep</i>
<i>James Martin</i>	Monthly Report	1st of month	<i>Rachael & vols</i>

This contract may be amended only in writing with the mutual consent of the parties.

This contract may be terminated with 30 days notice by either party

United Way of Central Indiana

Print Name_____

Title_____

Signature_____

Date_____

Business/Team Lead

Print Name_____

Title_____

Signature_____

Date_____

Non-Profit Lead

Print Name_____

Title_____

Signature_____

Date_____