

TELL Teachers for English Language Learners

Website Development Project Management Plan

Project Management: Go Dog Go Management
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Project Overview

Document Purpose

This project management plan outlines the processes and procedures necessary to manage the redesign and further development of a website for TELL, Teachers of English Language Learners.

Introduction

Dr. Betsey Rymes, an Assistant Professor in UGA's Language Education department has received a grant for TELL. The TELL Scholarship Program offers competitive scholarships for bilingual paraprofessionals, parent-liaisons, non-certified support staff, and other individuals committed to becoming elementary or foreign language teachers in the Clarke County School System and the Gainesville City School System. The vital purpose of the proposed website project is to facilitate recruitment and retention of a diversified pool of teachers and teacher education students in the state of Georgia so that they may enter into mutually satisfying careers as teachers, advocates, and educators in Georgia public schools.

General Description

The work needed is to further develop a website previously created that presents information to bilingual foreign born adults interested in making a career change from a para-educator position to a certified teacher position in Georgia. The information to be presented to the website visitors is intended to guide site users through the requirements and decision processes of becoming a certified teacher and should include: a) a decision making component for the processes of becoming a teacher in Georgia, b) resources, and c) organizational tools.

Project Scope

Product Description

Implementing this project plan will result in the development and completion of the website for Dr. Rymes's TELL project. This website is an interactive tutorial that allows potential teachers to explore the available resources and processes useful to pursuing a teaching credential. In addition, the site offers an interactive self-evaluation tool to orient and guide the user towards those areas of personal interest within teaching.

Requirements

The developed product should:

- Be accessible at low bandwidths to accommodate all potential users.
- Address a bilingual audience, primarily Spanish speakers.
- Provide text content for University of Georgia's M.Ed. programs.
- Provide text content for the TELL scholarship program.
- Provide links to the TELL scholarship program's partners.
- Contain interactive content for the decision making process.

Constraints

The constraints are understood to be the following:

1. There is one person designing and developing this project, Reena Lederman Gerard. There is one person available as the client contact, Rachel Pinnow.
2. There is no funding as the project is being developed as part of an academic requirement.
3. The project must meet COE OIT standards for content and function on the COE server..
4. The project must be completed by the end of April 2003, but is preferred to be completed by the beginning of April 2003.

Assumptions

The assumptions under which this project will be completed are the following:

1. Content and contacts provided by Rachel Pinnow are accurate and current.
2. New photographs are required with model release forms completed.
3. All necessary learner contact information will be provided by Rachel Pinnow.
4. Initial implementation will be provided by Reena Lederman Gerard.
5. Continuing maintenance will be the client's responsibility.

Deliverables

- Storyboards
- Beta Product
- Final Product

The critical deliverable for this project is the final product, an interactive website. The graphic user interface will be an intuitive design and consist of a map delineating the path to becoming a teacher and will include the following:

Web Pages	PDF pages	Interactions
Introduction (mission) Program Eligibility Application Areas Certification Partnerships Contact	Application List of Resources Progress/To Do List	Eligibility Evaluation Area of Interest Evaluation Contact Form

Stakeholders

Dr. Betsy Rymes, Teachers for English Language Learners
 Rachel Pinnow, Graduate Assistant, Teachers for English Language Learners
 Reena Lederman Gerard, Project Manager & Designer, EDIT 6200, EDIT 7550

Cost Estimates

Task	Rate/Hour	Hours	Total
Style Guide	\$17.80	6	\$106.80
Analysis/Planning	\$17.80	12	\$213.60
Design	\$17.80	18	\$320.40
Web Development HTML Template PDF Forms Assessment Interactions	\$17.80	75	\$1,335.00
Photography/Production	\$17.80	13	\$231.40
Graphics	\$17.80	6	\$106.80
Evaluation	\$17.80	4	\$71.20
Implementation	\$17.80	4	\$71.20
Total			\$2,456.40

As an academic requirement and a courtesy to Dr. Betsy Rymes and UGA College of Education, all fees will be waived.

Project Staff

While this project as contracted provides only for the project manager/designer and relies upon the client for content and some minor assistance with project tasks, if possible the following staff would greatly enhance the success of this project:

- **Graphic Artist:** Responsible for the design and production of the TELL project website's overall feel and the appropriate graphics. Anticipated needs include: an introductory web page background, an inner web page background, a main menu web page background bullets, a logo, and text in the form of a graphic. This individual should be highly skilled in color theory, design elements, and the fundamentals of designing for the web. Computer software requirements include: Photoshop and Fireworks. This project has a budget of six hours for graphics. The graphic artist is expected to work efficiently to meet the budget.
- **Programmer:** Responsible for the back-end programming that drives the interactive portion of the TELL website. There will be three interactive sections with corresponding deliverables: Eligibility Evaluation, Area of Interest Evaluation, and Contact Form. This individual should be skilled in creating data-driven websites using ASP VBscript, coding HTML, and running MySQL. It is estimated that these interactions will require about 55 hours.
- **Photographer:** Responsible for the creation and post-production of all images (jpgs). Anticipated needs include: eight photographs prepared for webpage use. Images should include: children in classroom setting, current TELL project scholars, and adults in a learning environment. This individual should be skilled in digital photography and Photoshop. It is estimated that the photographic requirements are 13 hours.

Risk Management Plan

Project Risks Identified

Because this is a small project with only two people assigned to complete the project the following risks have been identified:

Content

Because there is only one person assigned to the task of providing content, if she is unable to provide the content when needed this may cause a delay in completion of the project.

Staff

Again, as this is a small project, any illness or other concerns involving either Reena or Rachel will likely affect the project's time constraints or project standards.

Photographic Material

The client has requested photographs of people who have participated in the TELL Program to be included. However, this has not been discussed with those participants. It is possible some may not wish to have their images/stories associated with the project website and the site will therefore lack the requested photographs.

Project Risk Contingency Plans

Content

Plan for a backup source of content. Build into plan sufficient leeway to meet deadlines.

Staff

Ask for potential replacement for graduate assistant, Rachel Pinnow, if other projects require her attention.

Photographic Material

Plan for photographs early by obtaining permissions. This will allow for changes in the site layout and content if permissions are not available.

Subsidiary Management Plans

Scope

It is anticipated that the scope of this project will be fairly stable. The designer has produced similar websites and has experience with the development process. The scope may change during the proto-typing cycles if an additional request for interactivity is made, once the client sees an example.

The previously created website provides an outline of the scope for this project, however, based on client/designer discussions it is estimated that the new site requires at least 40% more work to create the interactions.

When changes in the scope are identified as estimate of the time and quality impact on the project will be prepared. This information will be presented to Rachel Pinnow so that she may approve or disapprove the changes or resolve the scope issues in another manner.

Schedule

The project schedule will be managed at the task level as planned by the designer. MS Project will be a tool used to plan tasks. A baseline plan will be provided to the client and revised as negotiated.

Cost

Cost is not a factor in this plan.

Quality

When developing each new iteration of the website, the Project Manager/Designer should maintain a copy of each previous version to track changes in the production process that arise from the trouble-shooting process, technical revisions, and changes in educational pedagogy. These changes should then be documented in a Development Log, which can be used as a basis to ensure the consistency of quality control. The Project Manager/Designer should present all changes to the development process to the stakeholders for review and recommendations.

Regular client meetings should include a review of the current version of the website. With each iteration it is expected that all stakeholders will provide appropriate and constructive feedback as part of the on-going evaluation. Upon completion of the website, the client. The purpose of this formal evaluation is to ascertain the usability, educational effectiveness and technical functionality of the website. These results should be communicated to the stakeholders in a final review session.

Staffing

Management of the staff is not a concern other than managing the risks associated with having only two people assigned to this project.

Communications

Communications are the responsibility of both client and instructional designer. Email will be used as the primary format for communication. While Rachel Pinnow is the contact, Dr. Rymes, as the client, will be copied on all communications.

Risk Response

Additional risks other than those identified previously will be a shared responsibility of all stakeholders.