Business Case: Mirror Publishing Author Onboarding Course

Project Title:

Mirror Publishing Author Onboarding Course

Date:

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Executive Summary

Mirror Publishing seeks to develop an online onboarding course for debut authors, aimed at providing a comprehensive introduction to the company's mission, values, and submission process. The course will help potential authors understand how Mirror supports debut authors, its eco-friendly publishing practices, and how to take the first steps towards a successful partnership. The project is designed to streamline author onboarding, reduce staff workload, and reinforce Mirror's brand identity in the market.

Problem Statement

As a growing publishing company with a focus on sustainability, Mirror Publishing faces several challenges in its onboarding process for new authors:

- **Time-Consuming Manual Onboarding**: Staff members would spend significant time explaining the submission process, company values, and resources to potential authors, diverting attention from higher-priority tasks like manuscript reviews and marketing efforts.

- **Unclear Understanding for New Authors**: Many debut authors are unfamiliar with the intricacies of Mirror's eco-friendly initiatives and publishing support system, resulting in delays, miscommunication, or unnecessary queries.

- **Brand Differentiation**: Mirror Publishing needs to further differentiate itself in a competitive market by showcasing its unique value proposition through a structured, automated onboarding process, also showing its on the cutting edge of technology and new trends.

Objectives

The primary objectives of this project is to:

1. **Automate the Onboarding Process**: Develop a self-paced eLearning course that explains Mirror Publishing's mission, values, and submission guidelines in detail, saving time for both staff and authors.

2. **Educate Authors**: Ensure authors understand Mirror's eco-friendly practices, editorial support, and the steps involved in submitting a manuscript, leading to more streamlined communication and fewer delays.

3. **Reinforce Brand Identity**: Strengthen Mirror Publishing's position in the market by highlighting its focus on sustainability, debut author support, and community involvement.

4. **Improve Author Engagement and Retention**: Increase author satisfaction by providing a comprehensive and engaging introduction to the company, fostering long-term relationships with authors who share Mirror's values.

Scope

The scope of the project includes:

- **Course Content Development**: The course will include modules covering Mirror Publishing's mission and values, benefits of joining, publishing process, communication channels, and resources.

- **Course Design and Development**: The course will be developed using Articulate Storyline, including interactive elements such as quizzes, scenarios, and downloadable resources.

- **Hosting and Distribution**: The course will be hosted on Mirror Publishing's website(GitHub initially), accessible to all potential authors who express interest in submitting manuscripts.

Benefits

1. **Operational Efficiency**: By automating the onboarding process, staff will save significant time that can be redirected to core publishing activities like manuscript reviews, editing, and marketing.

2. **Improved Author Understanding**: Authors will have a clearer understanding of Mirror Publishing's eco-friendly practices, submission requirements, and support system, leading to more productive partnerships and smoother workflows.

3. **Stronger Brand Differentiation**: The onboarding course will help reinforce Mirror Publishing's commitment to sustainability, distinguishing it from other publishing houses.

4. **Increased Author Engagement**: A well-structured and informative onboarding experience will help Mirror Publishing attract and retain talented debut authors who are passionate about sustainability.

Risks and Mitigation

1. **Risk**: Potential technical issues with course deployment (e.g., compatibility across devices).

   o **Mitigation**: Conduct thorough testing across multiple devices (desktop, tablet, mobile) before launch to ensure a seamless experience.

2. **Risk**: Authors may not fully engage with the course or skip important information.

   o **Mitigation**: Include engaging interactive elements (quizzes, scenarios) to encourage participation, and track progress to ensure completion.

3. **Risk**: Lack of immediate ROI in terms of increased manuscript submissions.

   o **Mitigation**: Promote the course across all communication channels (social media, email newsletters) to ensure maximum reach.

Cost and Resources

- **Course Development**: Requires investment in content development, design, and interactivity (Articulate Storyline, graphics, multimedia).

- **Internal Resources**: Team members will need to provide input on course content (e.g., submission guidelines, company mission) and conduct final reviews.

- **Ongoing Maintenance**: Periodic updates may be required to reflect changes in the publishing process or additional resources.

Timeline

- **Content Development**: 2 weeks

- **Design and Build**: 3 weeks

- **Testing and Review**: 1 week

- **Total Duration**: 6 weeks

Key Stakeholders

- **Project Manager**: Carli

- **Course Developer**: Carli

- **Creative Lead**: Carli

- **Operations Lead**: Ruby

- **Community Manager**: Srijani

Conclusion

The Mirror Publishing Author Onboarding Course is a strategic initiative designed to improve operational efficiency, enhance author engagement, and reinforce the company's eco-friendly brand identity. By investing in this course, Mirror Publishing will be able to attract more debut authors, streamline the submission process, and build lasting relationships with authors who share the company's values.