**Student Club Website Development**

OPM 380: Advanced Project Management

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Course: OPM 380 – College of Business

**Project Charter**

Overview

The Student Club Website Development Project aims to design a professional and easy-to-use website for a university student club. The club currently relies on fragmented communication channels such as paper notices, WhatsApp groups, and email chains that limit outreach and efficiency. The website, as conceived, will be the first contact point and source of information for current and prospective members. The website will feature a core set of features to improve user experience and club operations. These include an interactive events calendar, a recent news and announcements section, an online membership application form, a contact form for inquiries, and a responsive design for access on different devices. The project will be developed using low-cost tools and hosted on a free platform to accommodate the limited budget of student organizations.

Objectives

The key objectives of the project are:

* Design a visually appealing and responsive website that aligns with the branding and function of the club.
* Incorporate digital features such as online membership sign-up, event alerts, and posting of news.
* Multi-device accessibility with seamless performance across desktop, tablet, and mobile devices.

Project Scope

The project scope determines what is included and not included in the existing undertaking.

| **In Scope** | **Out of Scope** |
| --- | --- |
| Website planning and design | Paid advertising or promotions |
| Content creation and editing | Integration with paid social media management tools |
| Front-end and back-end development | E-commerce functionalities or online payment integrations |
| User testing, debugging, and deployment | Advanced analytics or SEO tools beyond basic free features |
| Deployment on a free hosting platform (e.g., GitHub Pages, WordPress.com) | Development of a mobile app |

Key Stakeholders

The project will be executed in collaboration with listed stakeholders, whose unique roles will be invaluable:

| **Stakeholder** | **Role** |
| --- | --- |
| **Project Sponsor** | Club President – Provides vision, guidance, and approvals |
| **Project Manager** | Responsible for planning, execution, and monitoring |
| **Developer/Designer** | Student volunteer or freelance contributor – Handles the technical development and UI/UX design |
| **End-Users** | Current and prospective club members – Primary users of the website |

Major Milestones

The project will run for approximately eight weeks. The following are the scheduled milestones and their respective target timelines:

| **Milestone** | **Target Week** |
| --- | --- |
| Project Requirements Finalized | Week 2 |
| Design Approval and Wireframe Confirmation | Week 3 |
| Development Completion (Alpha Version) | Week 6 |
| Testing and Stakeholder Review | Week 7 |
| Final Website Launch | Week 8 |

Each milestone will be preceded by stakeholder feedback to ensure the project is on track and as per expectations.

High-Level Risks

An initial risk analysis has identified the following high-level risks that may affect the project schedule or quality:

* Delayed delivery of content by the communication or marketing team of the club may delay the process of content integration.
* Technical limitations of free hosting websites may restrict some additional functionality.
* Availability of project team members may be limited by time constraints imposed by academic work and exams, leading to delayed timelines.
* A risk mitigation strategy will be developed for all the above to minimize their impact on project delivery.

**Business Case**

Executive Summary

The Student Club Website Development Project is a strategic initiative to overcome the shortcomings of the club's current communication and outreach efforts. The existing utilization of printed posters, WhatsApp group messages, and email threads has been discovered to be inefficient, non-scalable, and unable to meet the digital expectations of the student community in today's era. This project proposes the creation of a centralized, professionally managed website that will serve as the club's core communication and outreach platform. The proposed solution is cost-effective, relying primarily on student-developed and free web-hosting locations. It is expected to generate qualitative benefits of substance like enhanced working effectiveness, increased stakeholder engagement, and greater visibility of clubs to the university community.

Strategic Need

The student club is now confronted with:

* Fragmented communication: Information is lost or communicated irregularly through several different channels.
* Manual member management: Sign-up is through paper forms or ad hoc Google Forms, and data management is time-consuming.
* Poor visibility: New or potential members have no single source of information to learn about the club, events, or membership benefits.

A club website provides a centralized, reliable, and current solution to all these problems by consolidating communications, simplifying processes, and professionally publicizing the club's activities.

Project Objectives and Alignment

This project specifically serves the club's mission to develop an active, educated, and inclusive student body. The primary objectives are:

* Streamlining member registration and communication
* Establishing a digital platform to advertise events, news, and announcements
* Enhancing the club's online presence and accessibility

This project contributes to broader university efforts of digital innovation and student-driven innovation by demonstrating how clubs can leverage technology for self-contained development and enhancement.

Cost Estimates

Although the project has a low budget, the value of student effort and time has been estimated for planning and justification purposes within the club. The break-up is as follows:

| **Cost Item** | **Details** | **Estimated Value** |
| --- | --- | --- |
| Design and Development Effort | 60 hours @ $5/hour (student value) | $300 |
| Hosting | GitHub Pages / WordPress.com (Free) | $0 |
| Miscellaneous | Free resources, royalty-free images | $0 |
| **Total Estimated Cost** |  | **$300** |

Note: No actual funds are required for implementation; the cost valuation is employed for estimating the resource commitment and potential opportunity cost.

Expected Benefits

Although the project does not yield direct financial returns, the non-financial returns are significant and long-term:

| **Benefit** | **Description** |
| --- | --- |
| Reduced Administrative Workload | Online registration and updates streamline back-office tasks |
| Increased Member Engagement | Timely updates and an accessible platform help maintain member interest |
| Improved Outreach and Visibility | A public-facing website enhances the club’s image and attracts new members |
| Historical Record of Activities | Archived events, galleries, and newsletters serve as a historical digital archive |

Risk and Feasibility Considerations

Given the utilization of student skills and open-source software, the project is low-cost in terms of financial risk. The most important challenges are:

* Academic course time constraints
* Stakeholder contributions delay, e.g., content or approval
* Technical limitations of free hosting platforms

However, these risks can be avoided through early planning, stakeholder alignment, and careful use of tools and templates. The project is feasible in terms of available internal capacity and the availability of free, reliable platforms. It is recommended that the club pursue the Student Club Website Development Project as a high-impact, low-cost digital transformation project. The project meets both student and organizational goals, and the return on investment greatly outweighs the low expense of the project.

3. Systems Alignment Assessment

A systems approach considers an organization as a complex set of interacting and dependent elements operating towards a common goal. This perspective in project management will see that each project does not stand alone but is aligned with strategic and operational goals on a greater scale. The Student Club Website Development Project exemplifies this by fulfilling both the short-term functional needs as well as the long-term strategic needs of the student club and the university. Strategically, the project directly benefits the student club's objective of establishing its digital presence and engagement capability.

Through providing a central platform for communication, event promotion, and membership interaction, the website helps the club expand its visibility, brand identity, and recruitment capability. Besides, the project is also aligned with the overall strategy of the university to build digital literacy, foster student-led innovation, and integrate technology into campus culture.

Operational Alignment

Operationally, the project addresses several endemic inefficiencies in the day-to-day operations of the club:

* Fragmented communication aids (like WhatsApp, posters, and email) are replaced by a single easy-to-access channel of communication.
* Digital membership processes are replaced by automated online registration and tracking forms.
* Advertising events is more convenient, faster, and more consistent with a consistent announcements section.

These improvements enable the club to save time, reduce errors, and improve responsiveness to member needs. The site will be a virtual operations center, integrating smoothly with existing processes and replacing legacy tools.

System Integration and Stakeholder Involvement

The project also fits well with systems theory by recognizing and involving multiple interdependent stakeholders who contribute to shaping or are affected by the system:

| **Stakeholder** | **Role in the System** |
| --- | --- |
| Club President | Provides vision, strategic oversight, and content approval |
| Project Manager (You) | Ensures coordination across different system elements |
| Developer/Designer | Builds the technical framework that supports the system’s operations |
| Members and New Recruits | Serve as users and feedback providers for ongoing system improvement |
| University IT Advisors | May offer technical support or guidance, aligning with institutional policies |

All stakeholders make contributions to system equilibrium, and hence the technical, social, and procedural aspects of the project harmonize as an integrated entity.

Contribution to the Larger Institutional System

The project is not isolated, it is a part of the broader student services and engagement environment. Its deliverables can be made compatible with other initiatives like university-wide calendars, student services directories, and learning management systems. Following this systems approach, the project enhances the interoperability of student resources, encourages cross-functional coordination, and enhances the institution's commitment to empowering students through technology.

The Student Club Website Development Project is an exemplary system of successful alignment. It is not a standalone electronic program but a part of an evolving system of student communication and engagement. In strategically aligning with the club's vision and operationally with the requirements of day-to-day operations, and in involving stakeholders across various functional areas, the project embodies the basic principles of a systems approach. This alignment increases the project's relevance, sustainability, and institutional support, eventually contributing to ultimate success.

**Goals, Objectives, Strategies, CSFs, and KPIs**

The general goal of the Student Club Website Development Project is to improve the club's communication and outreach capability by developing, creating, and launching a professional, easy-to-use website. This goal aligns with the club's strategic agenda of building an active, well-educated, and networked student population. Through creating one platform for information exchange and member interaction, the club aims to update its engagement method and increase its popularity on campus. To achieve the above purpose, the below specific and measurable goal has been defined: "Launch a full website in 8 weeks with key features such as event listings, membership sign-up, news announcements, and contact forms."

The goal provides a clear timeline and feature-based scope, which can be used as a metric for measuring progress and completion. The goal is designed to be SMART:

* Specific: Focused on website development.
* Measurable: Completion of detailed features.
* Achievable: Possible within 8 weeks.
* Relevant: Aligns with the communication purpose.
* Time-bound: To be accomplished within 8 weeks.

To allow for timely and adaptive development, the project will adhere to an Agile development process with a focus on weekly sprints that develop and advance the site iteratively. Some highlights of the approach include:

* Breaking the project into weekly milestones (e.g., UI design, back-end setup, form integration).
* Having short review sessions with stakeholders (e.g., club president or test users) at the end of each sprint.
* Incorporating feedback on an ongoing basis, so that features meet actual user needs.
* Testing and deployment are integrated into the development process to detect and solve issues early.

This iterative process will allow the team to remain sensitive to change while on track to deliver on schedule.

Critical Success Factor (CSF)

A Critical Success Factor (CSF) is a field that must go correctly for the project to succeed. For this project, the CSF is: "Completion of the website on time with high user satisfaction." What that means is not only putting the site up but, more importantly, getting the site operational, user-friendly, and appealing to end users (club members and prospective students). User satisfaction will be measured by surveys and user feedback during test cycles and subsequent usage once it has been launched.

To measure the success of the project, the following Key Performance Indicators (KPIs) have been defined:

| **KPI** | **Target Value** | **Purpose** |
| --- | --- | --- |
| Unique Visitors | ≥ 50 unique visits per month (first 3 months) | Measures visibility, outreach, and user interest |
| Website Uptime | ≥ 99% availability | Indicates reliability and technical stability |

**Project Organizational Structure**

For the Student Club Website Development Project, the best organizational structure for the project is a projectized one. A projectized structure is extremely useful for focused projects of short duration, where the final aim is to deliver a specific product or service, a working website for the student club in this case.

Rationale for Selecting a Projectized Structure

A projectized structure concentrates power and resources into the project. In contrast to functional or matrix structures, where team members can be pulled in different directions by conflicting obligations, the projectized structure places the project manager fully in charge of planning, execution, and delivery. This is especially beneficial for student projects, where time horizons are short, budgets are tight, and rapid decision-making capability is paramount. Because the web development project has clear beginning and end dates, a single-purpose organization, and a highly focused purpose, a projectized model makes efficient delivery possible without the latencies that typically result from functional organization or cross-departmental approval. The small size of the team, typically the project sponsor (club president), the project manager (student lead), and the developer or designer, makes communication straightforward and implementation agile.

Better Coordination and Responsiveness

In this setup, the project manager is the hub of coordination and talks directly with the developer and the project sponsor. This suppresses middle communication layers and bureaucrats. With access to decision makers, the team can fix things faster, implement scope or timing changes more efficiently, and integrate feedback in real time. This is particularly the case in the student environment, where volunteer schedules, club meetings, and academic class schedules are incredibly diverse. The projectized form provides the flexibility required to accommodate these changing conditions, but stays in charge of scope and quality.

Autonomy and Accountability

The other advantage of the projectized structure is that it creates high degrees of ownership and responsibility. Since the team is dedicated solely to the project, there is little chance of competing priorities. The project manager has the authority to make decisions and to allocate resources effectively, which is necessary in projects heavily dependent on scarce human effort and voluntary contribution. In addition, the organization mimics the entrepreneurial spirit of student-initiated projects. It enables freedom, self-expression, and leadership skills development in those in command and contributing to the project. Generally, the projectized organizational structure is the most suitable for the Student Club Website Development Project since it emphasizes autonomy, quickness, and ease. It provides the perfect structure for guaranteeing the completion of the project within its objectives and on time and of the highest standard, and for complementing the limitations and possibilities of a university setting.

**Weighted Selection Model – Choosing the Project Manager**

The selection of an appropriate project manager (PM) is critical to the success of the Student Club Website Development Project. Since the project is short-duration, skill-intensive, and resource-scarce, the project manager will require a combination of technical competence, leadership qualities, availability, and sound communication skills to be in a position to handle the development team, communicate with stakeholders, and deliver within the scheduled time. To validate a rational and impartial decision-making process, the weighted scoring model was employed to evaluate two potential candidates for the job. The method enables a structured comparison with pre-determined criteria and their relative importance.

Selection Criteria and Weighting

Four key factors were determined as the basis of evaluation:

* Project Management Experience (30%): Tests previous experience working on or aiding projects of this type.
* Technical Skills (30%): Tests prior experience in working with website construction, development applications, or project management of developers.
* Communication Ability (20%): Tests idea explanation clarity, quick response, and stakeholder handling.
* Availability (20%): Tests the number of hours the applicant can reasonably invest in the project within its 8-week course.

The weights were assigned to depict how important each criterion is to the project requirements. Due to the consideration that this project is about technical supervision and independent management, technical ability and experience were given the highest ranking. Each candidate was rated on a scale of 1 to 5 for each criterion. Their ratings were then multiplied by the allocated weights to calculate a weighted score, as shown below:

| **Criteria** | **Weight** | **Candidate A** | **Weighted Score (A)** | **Candidate B** | **Weighted Score (B)** |
| --- | --- | --- | --- | --- | --- |
| PM Experience | 30% | 4 | 1.2 | 2 | 0.6 |
| Technical Skills | 30% | 5 | 1.5 | 3 | 0.9 |
| Communication Skills | 20% | 4 | 0.8 | 5 | 1.0 |
| Availability | 20% | 5 | 1.0 | 4 | 0.8 |
| **Total Score** |  |  | **4.5** |  | **3.3** |

In line with the weighted selection model, Candidate A best fit for the role of project manager, had a score of 4.5, against the score of Candidate B as 3.3. Candidate B may have good communication skills, but Candidate A showed obvious strengths in the heavier-weighted dimensions, technical skills, experience in projects, and availability. These are important to a project wherein fast execution, hands-on handling, and technical competence are determinative. Therefore, Candidate A is selected as the project manager to lead the Student Club Website Development Project.

**Pairwise Selection Model – Choosing a Supplier**

In selecting a suitable developer to design the student club website, two options were under consideration: a freelance developer and a student developer. Comparison was made using a pairwise comparison model, which facilitates decision-making through pairwise comparison of alternatives against defined criteria. The three main criteria for comparison were cost, availability, and experience in related work. Pairwise compared, the student developer emerged as the best option in all categories. In terms of availability, the student was more easily available and flexible with appointments since he was on campus and part of the club culture. In terms of cost, the student developer offered services for free as part of a goodwill gesture, while the freelancer needed to be compensated. Finally, regarding experience, the student developer had previously worked on similar university-level or club projects, thereby obtaining contextual experience that the freelancer lacked.

**NPV Evaluation**

To assess the cost-effectiveness of the Student Club Website Development Project, an NPV calculation was performed. The project will yield monthly benefits of $100 because of time savings and improved operational efficiency, spread over 12 months. The development cost at the initial stage is estimated to be $300, and a discount rate of 5% was applied to account for the time value of money. Using the simple NPV formula, the present value of the total benefits throughout the year is calculated and compared with the initial cost. The positive NPV of $649.62 that is achieved shows that not only does the project pay back its investment, but it is also of quantifiable financial value.

| **Parameter** | **Value** |
| --- | --- |
| Monthly Benefit | $100 |
| Project Duration | 12 months |
| Discount Rate | 5% |
| Initial Cost | $300 |
| Total Present Value (PV) | $949.62 |
| **Net Present Value (NPV)** | **$649.62** |

**Cause-and-Effect Diagram: Website Loading Speed Issue**

One of the potential quality problems identified at the initial planning stage was slow website page loading time, which could have an impact on user experience and interaction. To analyze the causes, a cause-and-effect (Ishikawa or fishbone) diagram was utilized, categorizing potential factors under broader domains. In Material, uncompressed or large images were listed. In Method, inefficient or repetitive HTML, CSS, or JavaScript code could hinder performance. The Manpower factor suggested that the developer was inexperienced, potentially leading to ineffective implementation practices. Finally, the Machine category suggested constraints of using free hosting services with possibly limited bandwidth or server space. This conversation cautioned the project team to be proactive by utilizing compression techniques, coding effectively, and cross-testing to ensure the optimal load time could be attained in development.

**Earned Value Management (EVM)**

During the second week of the Student Club Website Development Project, Earned Value Management (EVM) was used to compare project performance on cost and schedule. Planned and actual progress comparison is done in relation to standard EVM metrics. As per the results, the project is under budget but ahead of schedule, which provides evidence that resources were utilized effectively and the plan was successful.

| **Metric** | **Value** | **Interpretation** |
| --- | --- | --- |
| Planned Value (PV) | $300 | Budgeted cost for work scheduled |
| Earned Value (EV) | $350 | Budgeted cost for work actually performed |
| Actual Cost (AC) | $280 | Actual cost incurred |
| Schedule Variance (SV) | $50 (EV - PV) | Ahead of schedule |
| Cost Variance (CV) | $70 (EV - AC) | Under budget |
| Schedule Performance Index (SPI) | 1.17 (EV / PV) | Efficient progress rate |
| Cost Performance Index (CPI) | 1.25 (EV / AC) | Strong cost efficiency |
| Estimate at Completion (EAC) | $672 (BAC / CPI) | Estimated final cost below budget |
| Estimate to Complete (ETC) | $392 (EAC - AC) | Remaining expected cost |
| Variance at Completion (VAC) | $128 (BAC - EAC) | Expected savings |

*Assumed Budget at Completion (BAC): $800*

As of the close of Week 3, the Student Club Website Development Project is progressing steadily. The project team was able to complete the requirements gathering and initial design activities with stakeholder consensus in effect. Development work has officially commenced, and the top-level organization of the website has been completed. A delay in content delivery by the marketing team, however, has impacted the entire content integration schedule. This issue has been brought up, and follow-ups are underway to enable timely resolution. The team is focused and dedicated to maintaining momentum despite this minor hiccup.

Important risks have been identified, namely the dependency of the project on third-party creators and the limited availability of developers for the next test cycle. These risks are being mitigated by adjusting priorities and provisioning buffer time where possible. The subsequent activities will be to finish the homepage and events part of the site. Initial user testing for usability feedback will be initiated. Received content integration will be initiated. Vigilant watch on progress will be maintained to ensure schedule and quality requirements are met.

**Contracting Model – External Developer**

For this project, the Time and Materials (T&M) model was selected to recruit an outside developer. The T&M model offers a degree of flexibility in an academic environment where project specifications may shift throughout the development cycle. With the T&M method, payment is based on actual hours worked and materials used rather than a lump sum or fixed scope. This allows the team to adapt to shifts in function, design criticism, and shifting academic priorities without being hindered by a rigid contract. With the fluid demands and schedule of the student club, the T&M format allows for flexibility while being accountable for work produced.

**Lessons Learned**

Several key things have been learned through the initial stages of the Student Club Website Development Project. The first is that early planning and stakeholder engagement were underlined by content delivery delays, with the need to involve contributors earlier in the process. Establishing the project scope early was useful for preventing scope creep and keeping the team focused on key objectives. Moreover, the use of teamwork tools like Trello and Google Docs enhanced communication and task tracking among team members significantly. Finally, weekly checks on progress assisted in the recognition of likely issues early enough that course correction was done on time. These lessons will inform not only the remainder of this project but also future project work in academics and professional life.

**Project Closure**

After finalizing the Student Club Website Development Project, several closure activities were carried out successfully for effective handover and closure. The last production version of the site was reviewed, approved, and deployed onto the selected host platform. The major stakeholders, like the club president, testified to their satisfaction with the outcome of the project. A closure meeting with the project team was formally organized for review of results and solicitation of feedback. Lessons learned throughout the project were documented for future reference, and all project files, including reports, designs, and code, were archived safely. The project was completed with a formal sign-off by the sponsor, closing it formally.