

Del-York Creative Academy

Project 500 Team Deliverables & Task List.

If you are reading this, you are part of the DCA 2018 project 500 planning team.

The goal of this document is to help put everything in perspective and ensure that together as a team, we are working towards a shared vision.

WHY DCA PROJECT 500 AND WHY NOW?

Nigeria at the moment is plagued with so many challenges waiting to be solved, from poverty, corruption, bad governance, weak institutions, poor health care facilities and infrastructure etc. There is a massive brain drain, professionals are leaving the country in droves. It seems everyone has given up on Nigeria.

As an organization, we have two options, we can join those who continue to complain about the issues or take action and do something.

Project 500 is Del-York's way of doing something about these issues using the SDGs as a vehicle to coordinate action, She also intends to seize the opportunity of the forthcoming elections as a catalyst to push her agenda.

WHAT IS DCA PROJECT 500?

Project 500 is Del-York's plan to recruit and train 500 of the most talented young people from Nigeria and the diaspora. They will work on campaigns, productions and build technology products funded and powered by Del-York and her partners. These projects are targeted at solving some of the biggest problems facing Nigeria today.

Phase 1 – THE BOOT CAMP

The project will start with a one-month boot camp targeted at training over 500 aspiring and established Media and Technology innovators/creators passionate about contributing their quota to Nigeria's development. This training will be conducted by DCA seasoned international and local partners.

The boot camp will take place in Lagos and will host a broad but very dynamic course range that cuts across media and technology. The goal of the boot camp is to churn out talents ready for action.

Potential Courses include but not limited to;

The Usual DCA Courses

- Acting ,
- Broadcast Journalism,
- Cinematography,
- Coloring And Grading,
- Computer Graphics And Vfx,
- Costume Design,
- Directing,
- Drones / Editing,
- Intro To Theater Production ,
- Makeup And Effects,
- Music Video Production,
- Producing And The Business Of Filmmaking,
- Production And Set Design,
- Sound Design
- Scoring For Film
- Screenwriting

New Courses to be introduced include:

- Behavioral Change & Developmental Communications.
- Political communications.
- Investigative Journalism
- Graphic Design & Branding.
- UI & UX Design.
- Influencing in the Digital Age.

Phase 2 – The Campaigns, projects and Opportunities.

At the end of the training, 500 students will be inducted as DCA fellows. They will work on projects and Campaigns for DCA and her partners.

Some of these students will be given scholarship opportunities in and outside Nigeria, Grants to power their ideas and deploy mini-campaigns.

Phase 3 – Consolidation > The Academy

By January 2019, it is expected that Del-York Creative Academy will break away from the 1-month boot camp format and start running an all year program that will continue to churn out new talents. The Academy will continue to support the project 500 fellows to deliver on their mandate.

Phase 4 – Consolidation > The Convergence.

In 2019 DCA will be holding The Convergence 2019, A conference organized by Del-York. It will take place between the 24th and 29th of September 2019 and will be hosted in the city of Abuja and Lagos simultaneously. It will be a melting point of ideas, experiences, research and Innovation from across industries.

We will be unveiling the work of the 500 Fellows to the world.

The Theme of the conference will be "Exploring the intersection between Media, Technology and Nation Building". We will be exploring how new technologies, platforms, media, & trends are shaping the Nigerian Nation.

It's an event for Creators, Leaders, Disruptors and stakeholders in Media, Politics, Technology, Health, Banking, Tourism, Advocacy, Marketing and Manufacturing etc.

The conference will have.

- 10 pro sessions.
- 5 Training Workshops.
- 2 Hackathons.
- 20 renowned keynote speakers culled from Africa and the Diaspora.
- 1 Exhibition & 2 Screenings.

Attendees can customized their Experience based on their location and their interests.

EVENT CLIMAX

The Climax of the event is a one-day invite-only event, over 1,000 disruptors will be hosted and 20 keynote speeches delivered by seasoned guests culled from all over the world, Jack Ma is going to headline the event.

WHAT WE NEED TO DO NOW TO DELIVER ON THIS PROJECT?

- The fact is we are already behind schedule for a training boot camp billed to start this September. To succeed and achieve our goals for this project the following teams will have to execute the following briefs.

- **COMMUNICATIONS TEAM**

Team Brief: Craft and execute a branding and marketing campaign that clearly communicates our mission for this project, our track record, and competence to our target audience of sponsors, partners, prospective applicants, and Nigerians. Generate excitement and re-introduce the Del-York brand as a market leader in capacity development across the media and technology space.

Suggested immediate deliverables:

- DCA Website.
- DCA Brand guide.
- DCA Brochure.

PROJECT 500

- Brand guide
- Website
- Brochure
- Comprehensive Communications / Promotional Strategy and Budget
- Script and Copy content for promotional(s).
- Promotional graphics.

Useful tips:

- Focus on selling the why of the project.
- Our track record and competence.
- The quality of the program.
- The competitiveness of the program.
- See the communication activities as a mini advocacy campaign designed to inspire people to take action.
- Tap into the alumni network to get them involved in the awareness creation.

- Output from the communications team must meet world-class standards.
- Target Nigerians in Diaspora as well, we want them to be a part of the training.

Deadline for this first set of deliverables
May 31st, 2018.

Team lead – BOLAJI

▪ REGISTRATION, RECRUITMENT / DATA MANAGEMENT TEAM

Team Brief: Ensure we screen and recruit 500 of the best of the best across Media and Technology. People with the right drive, talent, and attitude. Manage how they interact with DCA.

Suggested immediate deliverables :

- DCA project 500 registration portal
- Guidelines for Screening.
- Framework for assigning Quotas and slots that fit into the goals of the project.

Useful tips:

To recruit the best, this team will need to ensure that we factor in.

- A system to gauge the existing skill level of applicants, their passion, and drive, how they fit into the overall picture of the projects and campaigns we intend to run and most importantly how they fit into our fundraising plan.
- Work closely with the sponsorship and project team.
- Make it easy to access profiles of fellows for use.

Deadline for this first set of deliverables
May 31st, 2018.

Team lead - HENRY

▪ SPECIAL PROJECTS AND CAMPAIGNS TEAM

Team Brief: Come up with clear briefs for the campaigns and projects we want as outputs from the 500 fellows and work with the fellows after the training to execute and deliver on campaigns and projects positioned to change things and cause a nationwide impact.

Suggested immediate deliverables:

- Projects and Campaign Briefs: Work with the Sponsorship team to flesh out briefs on the various possible campaigns and projects that the 500 fellows will deliver on mapping them to sponsorship opportunities and deadlines.
- Build Talent list and profiles: Build a list of talents needed to drive the campaigns and projects and create a framework to work with the Registration team to recruit those talents.

Useful tips:

- Build the projects and campaigns around the SDGS and the problems facing Nigeria.
- Think critically about
 - a) Our sponsors and what projects they would find attractive to support, pay critical attention to their track record.
 - b) How do we achieve more impact with fewer resources?
 - c) How will these projects really change things and impact the nation?

Deadline for this first set of deliverables
May 31st, 2018.

Team lead

- KILLIAN AND MOSES

■ CURRICULUM & TRAINING TEAM

Team Brief: Build a comprehensive curriculum and deliver on a training program designed to specifically empower these 500 fellows with the skills they need to deliver on the type of projects and campaigns we want them to deploy after the boot camp.

Suggested immediate deliverables:

- A Dynamic curriculum that factors in the skill set of the attendees.
- Training and equipment budget.
- List of Lecturers, trainees and resources persons.
- List of partners needed to host a successful training.

Useful tips :

- Factor in the type of projects that the students will be working on after the training.
- The short duration they will be spending with us.
- The dual location of the training Abuja and Lagos.
- See the list of suggested course.

- Understand that DCA is evolving from a strictly media academy to a media and technology academy.
- Understand that DCA is evolving from the boot camp model to start full operations next year.

Deadline for this first set of deliverables
May 31st, 2018.

Team lead
- GRANT & EMMANUEL

■ INVESTOR RELATIONS AND SPONSORSHIP TEAM

Team Brief: Get DCA sponsors and partners to take on the cost of training these students and funding the projects and campaigns we want them to embark on.

Suggested immediate deliverables:

- Build a comprehensive list of sponsors and their addresses.
- Build sponsorship packages.
- Draft sample letters and pitch brochures.
- Build a business plan for DCA.

Useful tips:

- Leverage our relationship with past sponsors and look for new sponsors.
- Have a clear idea of what we are asking from them and what they will get in return.
- Make a business case as opposed to a philanthropic cause.

Deadline for this first set of deliverables
May 31st, 2018.

Team lead Africa - GEORGE

Team lead International- MICHAEL

■ ADMIN & LOGISTICS TEAM

Team Brief: Ensure the smooth movement of people and resources. Secure training facilities, trainers and student accommodation, vendors and every logistical item needed for the success of this campaign. Ensure records are kept and information is readily available to anyone as at when due.

Suggested immediate deliverables:

- Build a comprehensive list of Logistical items needed for the success of this project 500.
- Compile a comprehensive Budget for DCA 2018.
- Put in place structure to track and manage finances, taxes, and audit expenses.

Useful tips:

- This year's event will take place in dual locations Abuja and Lagos
- We need to make the experience this year better than previous years because of the calibre of people coming in are huge.
- Look at the possibility of securing an external accounting firm to help with our books. accountinghub.ng is an option.

**Deadline for this first set of deliverables
May 31st, 2018.**

Team leads- Logistics OBIEZE Admin: CHIOMA

■ TOGETHER AS A TEAM

Our goal will be to ensure that DCA 2018 is a resounding success by any means possible.

■ What's next

The teams will start working on each of the briefs for their department and try to deliver on the agreed deadlines If you have any questions and need direction / Information to

execute on tasks set out on your team or will like to recommend or make suggestions please write to the PROJECT OFFICE

On May 31st, 2018 there will be a physical meeting in Lagos where all project team members will be present to share progress report and build a common front forward.

We would also start making preparations to start publicity and aggressive sponsorships drive.

From the CEO's Office

A handwritten signature in black ink, appearing to be 'S. O. O.' followed by a long horizontal stroke.