A picture containing drawing

Description automatically generated

**Business Case**

**The Virtual Job Fair**

**Nova Scotia Community College**

**Prepared By**

**Ashraf Mamun (W0425052)**

**OCTOBER 02, 2020**

Table of Contents

[1. Executive Summary 3](#_Toc52531302)

[1.1. Issue 3](#_Toc52531303)

[1.2. Anticipated Outcomes 3](#_Toc52531304)

[1.3. Recommendation 3](#_Toc52531305)

[1.4. Justification 4](#_Toc52531306)

[2. Problem Definition 5](#_Toc52531307)

[2.1. Problem Statement 5](#_Toc52531308)

[2.2. Organizational Impact 5](#_Toc52531309)

[3. Project Overview 6](#_Toc52531310)

[3.1. Project Description 6](#_Toc52531311)

[3.2. Goals and Objectives 6](#_Toc52531312)

[3.3. Project Performance 7](#_Toc52531313)

[3.4. Project Assumptions 7](#_Toc52531314)

[3.5. Project Constraints 8](#_Toc52531315)

[3.6. Major Project Milestones 8](#_Toc52531316)

[4. Alternatives Analysis 9](#_Toc52531317)

[5. Approvals 9](#_Toc52531318)

[6. References 10](#_Toc52531319)

# Executive Summary

This business case outlines how the Virtual Job Fair (VJF) Project will address current concerns of Nova Scotia Community College (NSCC) to host a job fair, the benefits, and recommendations and justification of the project. The business case also discusses detailed project goals, assumptions, constraints, and alternative options.

## Issue

NSCC organizes the largest college-wide information technology career event every year where more than 250 students and over 30 organizations and companies attend. This event provides immense opportunities for students to meet with potential employers and develop networks. During this pandemic, when a large gathering is not allowed and social distancing needs to be maintained, the only possible way to conduct a job fair is virtual. A virtual job fair needs a web-based application where companies and organizations can interact with students.

## Anticipated Outcomes

The virtual job fair app not only allows companies to communicate with students in different locations but also can interview candidates. It makes communication faster as students can choose any of the 3 options, text messages, live chat, or video streaming to communicate with employers. Employers also encourage on-line fair as they don’t need to join the fair in-person for the entire day and as a result, more companies are interested to attend. Nowadays, many organizations in Halifax are hosting a virtual job fair, some of them are Axis Capital, Govt of Nova Scotia, Job Junction, IBM, and so on which save them time and money.

## Recommendation

Some alternatives were analyzed to determine the best way to host a job fair virtually which will imitate the in-person job fair organized by NSCC every year. The proposed project will allow to utilize NSCC’s resources, that is, the app will be developed by the existing students who will work voluntarily. Rather than contracting any vendor to develop the job fair platform. To develop the app in-house by using the existing resources will cost much less. Moreover, NSCC will own the product and the team of students who are volunteering for the project will get a chance to work on a real-time industry project. The job fair app is compatible with NSCC’s IT system and will improve timely and faster communication between companies and students. The web-based app will be developed in such a way that it will also meet the future demand, that is, an increase number of participants can communicate to each other. The platform

will achieve its desires results are:

* The app hosts virtual job fair and conferences, engage participants with companies over live chat, text message and video without making the app download.
* Allow communicating through text messages, through the Whatsapp, emojis, zoom integration.
* Enable to schedule an online meeting/interview.

## Justification

NSCC offers a variety of career resources including several platforms to connect students to a vast network, building professional community, and Nova Scotian’s workforce. During the pandemic, the only possible way to host such an event is virtual. To provide the students and recent graduates a platform to meet with employers and explore their career opportunities, NSCC will have an online job fair in 2021. The virtual job fair app needs to be developed which will allow the participant organizations and companies not only to communicate with students in different locations, but also can interview candidates.

While other alternatives were analyzed, the proposed project was selected for proposal in this business case because it provides the best opportunity to utilize the existing resources while allowing NSCC to own the product and allowing students to work in a real industry project. Other alternatives cost more, assumed greater risk and provide fewer benefits. The project ensures timely and faster communication and enables:

* The app hosts virtual job fair and conferences, engage participants with companies over live chat, text message and video without making the app download.
* Allow scheduling an online meeting/interview.

# Problem Definition

## Problem Statement

NSCC has been hosting a job fair since 2015 primarily for IT graduates and students, and the event has quickly grown to become one of the premier IT recruitment events in the province of Nova Scotia. The event opens a platform to industry recruiters, conference presenters, students, and alumni to discover opportunities and network with potential future employers, professional associations, and programs. The year 2021 is different in many aspects, especially for the global pandemic and during this time NSCC can not host a traditional in-person fair. During this pandemic, a large gathering is not allowed and social distancing needs to be maintained in all aspects.

## Organizational Impact

NSCC is committed to provide a variety of career resources to students and job fair is one of the most important among them and successful events. The VJF project upholds NSCC’s commitment to its students and to the potential employers. The VJF project will replace the in-person job fair organized each year. The students are already familiar with various IT tools and employers in the IT industry know various on-line software, therefore no training will be required.

The virtual job fair will be held once in a year where all the attendees will be located remotely and will communicate with each other through the app. The virtual job fair will not occupy any physical space in the school. No job booths, help desk, conference hall need to be setup.

Marc Scarfone organizes this event with the help of NSCC faculties and members and some students are also volunteer to make the fair successful. The roles and responsibilities will be the same for all the members except all communication will be online instead of in-person.

No additional hardware/software, licenses will be required. The app will be hosted on the website.

# Project Overview

## Project Description

During this pandemic when a large gathering is not allowed, the VJF project will enable NSCC to host the job fair virtually. The VJF project will analyze the existing in-person job fair features and will implement various ways of communication. The onsite meeting, discussions with stakeholders, feedback from students, feedback from companies will be collected and analyzed to make the system usable and friendly. The team consists of NSCC IT students, who will volunteer to develop the project. They will work for requirements gathering and analysis, design, development, testing, and deployment. Each member of the team is committed to working at least 10 hours per week for at least 5 months. For this project, 3 faculty members agreed to advise the team to make the project a success. Once the project is completed, NSCC will own the web-based app to host a virtual job fair and can organize the job fair virtually afterward.

## Goals and Objectives

The VJF project supports the NSCC’s objectives to offer a variety of career resources. The project will provide:

| **Goal/Objective** | **Description** |
| --- | --- |
| Provide career resources | Web-based app will enable students to communicate with potential employers real-time and explore career opportunities. |
| Improve communication and accessibility | Graduates and students can communicate with companies via video, live chat, or even text message. They don’t need to wait in a queue to contact any employer for a long time. Students from different campuses can attend the fair. |
| Utilize resources | The VJF will be developed by existing students, students will get experience to work in a real industry project. |
| Reduce costs | No physical space is required, entertainment, logistics, food costs will reduce. |

## Project Performance

The following table lists the key services and their anticipated business outcomes in measuring the performance of the project. These performance measures will be quantified and further defined in the detailed project plan.

| **Key Service** | **Performance Measure** |
| --- | --- |
| Communication with various ways | * The app hosts virtual job fair and conferences, engage participants with companies over live chat, text message and video without making the app download. * Enable to interact with 50 companies with 50 students over video streaming at a time. * Enable to communicate 100 companies with 200 students over live chat at a time. * Allow communicating through text messages, through the Whatsapp, emojis, zoom integration. |
| Scheduling | Allow scheduling an online meeting/interview |

## 

## Project Assumptions

The following assumptions apply to the VJF project. As project planning begins and more assumptions are identified, they will be added accordingly.

* Students and participant organizations and companies do not need any special training to use the web-based app.
* Funds are available to implement the project.
* Students are committed to work voluntarily, 10 hours per week for at least 5 months.
* All respected departments of NSCC will provide necessary supports for successful project completion.

## Project Constraints

The following constraints apply to the VJF project. As project planning begins and more constraints are identified, they will be added accordingly.

* The project will be implemented during the regular semesters, students who will be volunteered to develop the app might be under extra pressure.
* There are a limited number of commercial off-the-shelf (COTS) products which cost a huge amount of money.
* As the project will be developed in-house there will be limited support from third party service provider.
* The student volunteers will be working in this project, they don’t have prior experience to develop such web-based app.

## Major Project Milestones

The following are the major project milestones identified at this time. As the project planning moves forward and the schedule is developed, the milestones and their target completion dates will be modified, adjusted, and finalized as necessary to establish the baseline schedule.

| **Milestones/Deliverables** | **Target Date** |
| --- | --- |
| Project Charter | 10/03/2020 |
| Project Kickoff | 10/06/2020 |
| Requirements gathering completed | 10/19/2020 |
| Requirements analysis and final requirements | 10/27/2020 |
| Test Plan | 11/20/2020 |
| Integration design of text, live chat, and video features to the app | 11/23/2020 |
| Final integration design | 12/01/2020 |
| Integration completed | 01/14/2021 |
| Refactoring of code development | 01/26/2021 |
| Load testing | 09/02/2021 |
| Initial deployment | 02/17/2021 |
| Final deployment | 02/23/2021 |

# Alternatives Analysis

The following alternative options have been considered to conduct NSCC’s virtual job fair. These alternatives were not selected for a number of reasons which are also explained below.

| **No Project** | **Reasons For Not Selecting Alternative** |
| --- | --- |
| No job fair will be held in 2021. | * Students will not get an opportunity to explore career opportunities and develop a network * Shows lack adaptability to adjust to the current pandemic situation. |
| **Alternative Option** | **Reasons For Not Selecting Alternative** |
| Use MS Team software tool to conduct the fair | * Lack of features * Waiting time will be high * Quality issues to accommodate so many attendees |
| **Alternative Option** | **Reasons For Not Selecting Alternative** |
| Use a third-party’s web-based app | * Significant cost associated to purchase the solution. * To customize any feature will cost much more. * Additional training might be required. |

# Approvals

By signing this document, you indicate that you approve of the proposed project outlined in this business case and that the next steps may be taken to create a formal project in accordance with the details outlined herein.

|  |  |  |  |
| --- | --- | --- | --- |
| **Approver Name** | **Title** | **Signature** | **Date** |
| Jamie Hartling | Academic Chair |  |  |

# References

*Business Case Template* [DOC]. (n.d.). Project Management Docs. Retrieved From: <https://www.projectmanagementdocs.com/template/project-initiation/business-case/#axzz6Ziu97zwH>