



HUSKY UNITED: STUDENT-ALUMNI ENGAGEMENT

Week: 5 - Group Assignment; Term Presentation - Including
ADKAR integration

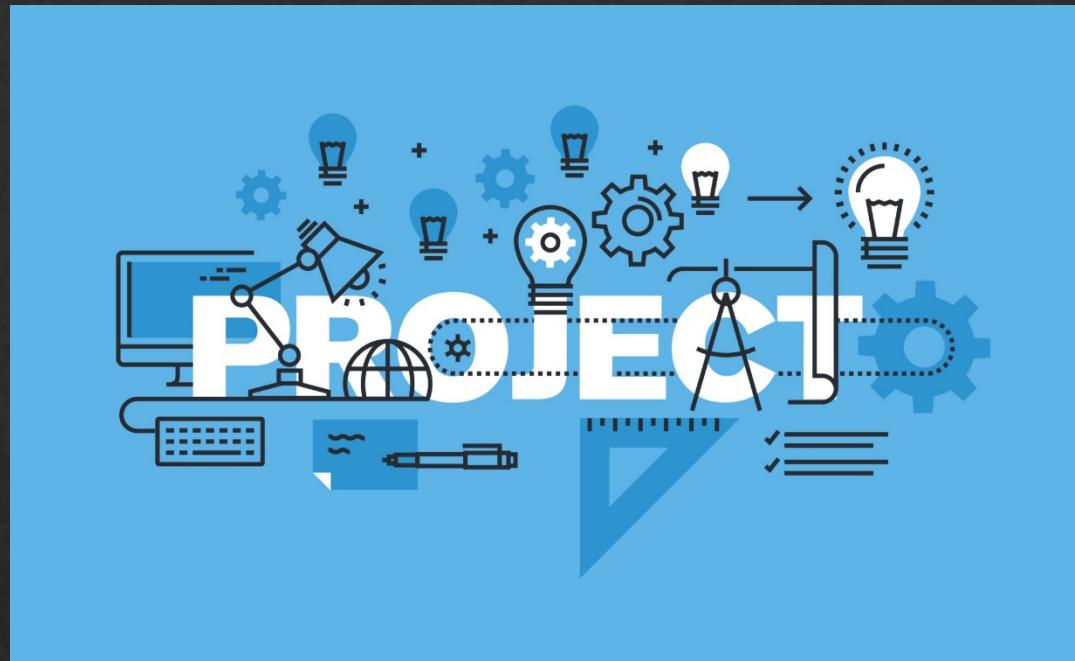
PJM 6610 – Foundations of Project Business Analysis

Prof. Johan Roos

May 15, 2022

- PRESENTED BY:
 - Aabhas Maru
 - Hitarth Joshi
 - Jia hui ni
 - Rashmi Kulkarni
 - Rashi Vora





INTRODUCTION

- Developing a student alumni engagement portal
- Expanding the alumni network by 30%
- The scheduled budget is \$50,000 and the scheduled time is December 2022
- Adopting Agile Methodology during the project lifecycle



Opportunity Overview

Key Features

The slide features three circular icons representing key features:

- AI HELP ASSISTANCE**: An icon of a white robot head with large blue eyes and a speech bubble saying "can I HELP YOU".
- End user Feedbacks**: An icon showing three emoji faces (sad, neutral, happy) with the text "OUR FEEDBACK" above them.
- Alumni Video Conferencing**: An icon of a woman in a blue jacket on a video call, surrounded by video camera and microphone icons.

- 01** 5 phases of project life cycle
- 02** Developing a portal for student engagement
- 03** Introducing new features
- 04** Using an iterative approach
- 05** Performing need assessment, change management and solution evaluation plan



Needs Assessment with Recommendation



Gap Analysis

1. Identify the current situation
2. Setting S.M.A.R.T goals
3. Analyze gaps
4. Establish a plan to close gaps



NEEDS
ASSESSMENT

Application of Gap Analysis

External Benchmarking

Improving or Enhancing Processes Profit

Percentage Analysis



Business Case Highlights

Alumni who are still working in their field mentor current students and assist them in finding jobs.

Alumni can also help colleges accomplish financial goals for scholarships and other campus activities by collaborating with them.

They'll be able to create a profile that includes their general background, resume, and, if requested, a video resume. They will be able to communicate via video conferencing in an environmentally friendly setting.



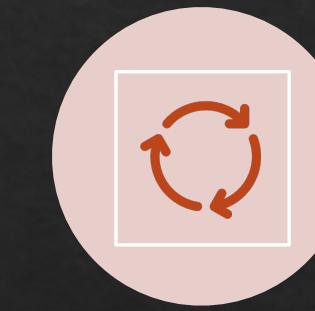
Complexity Analysis and Recommendations for Integration



Linkage Gap
Complexity
Various
Stakeholders



Changing Project
Requirements



Using un-developed
technology. The
ambiguity of Project
Features, resources,
phases, etc.





Business Analysis Work Plan

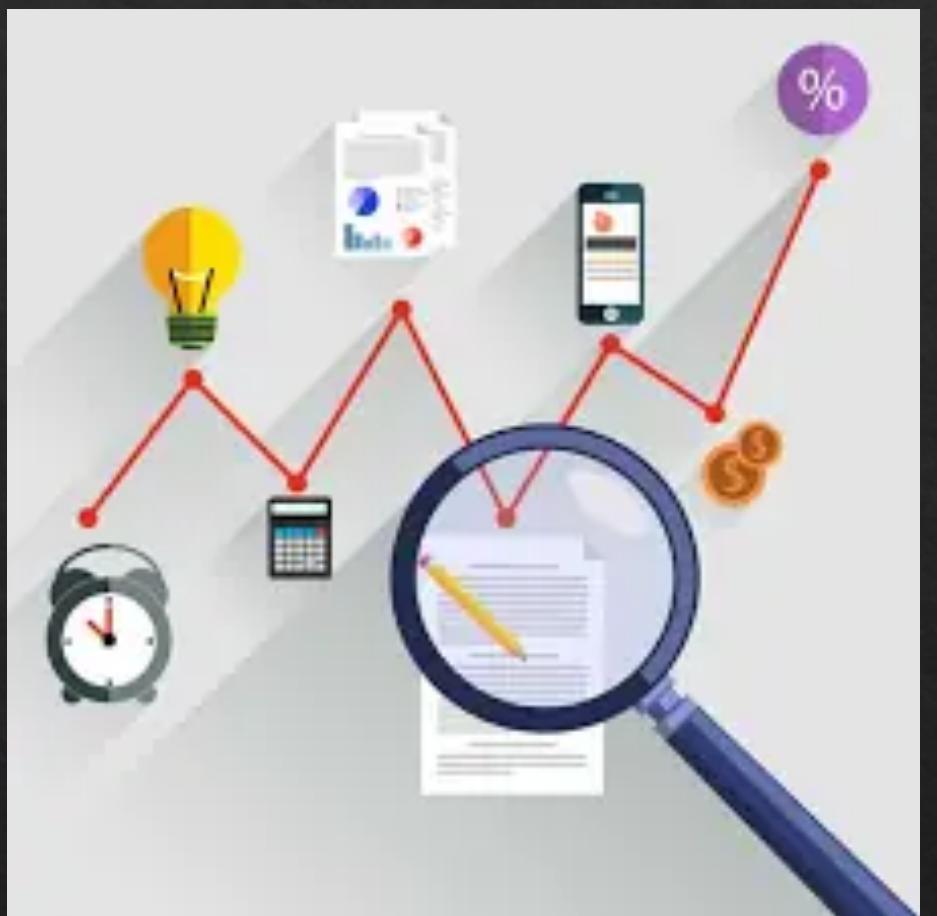


- Perform problem and need assessment.
- Interview customers to understand their needs and pain points.
- Perform requirements elicitation.
- Provide design prototyping and solution evaluation. Monitor project execution for to maintain under KPIs and metrics.



Solution Evaluation Plan

- Measure Solution Performance.
- Analyze the actual performance with planned performance.
- Assess performance and provide output such as stakeholder impact analysis, risk register and test results with user feedback.
- Recommend actions for output and evaluated solutions.





Benefits of Transition Plan

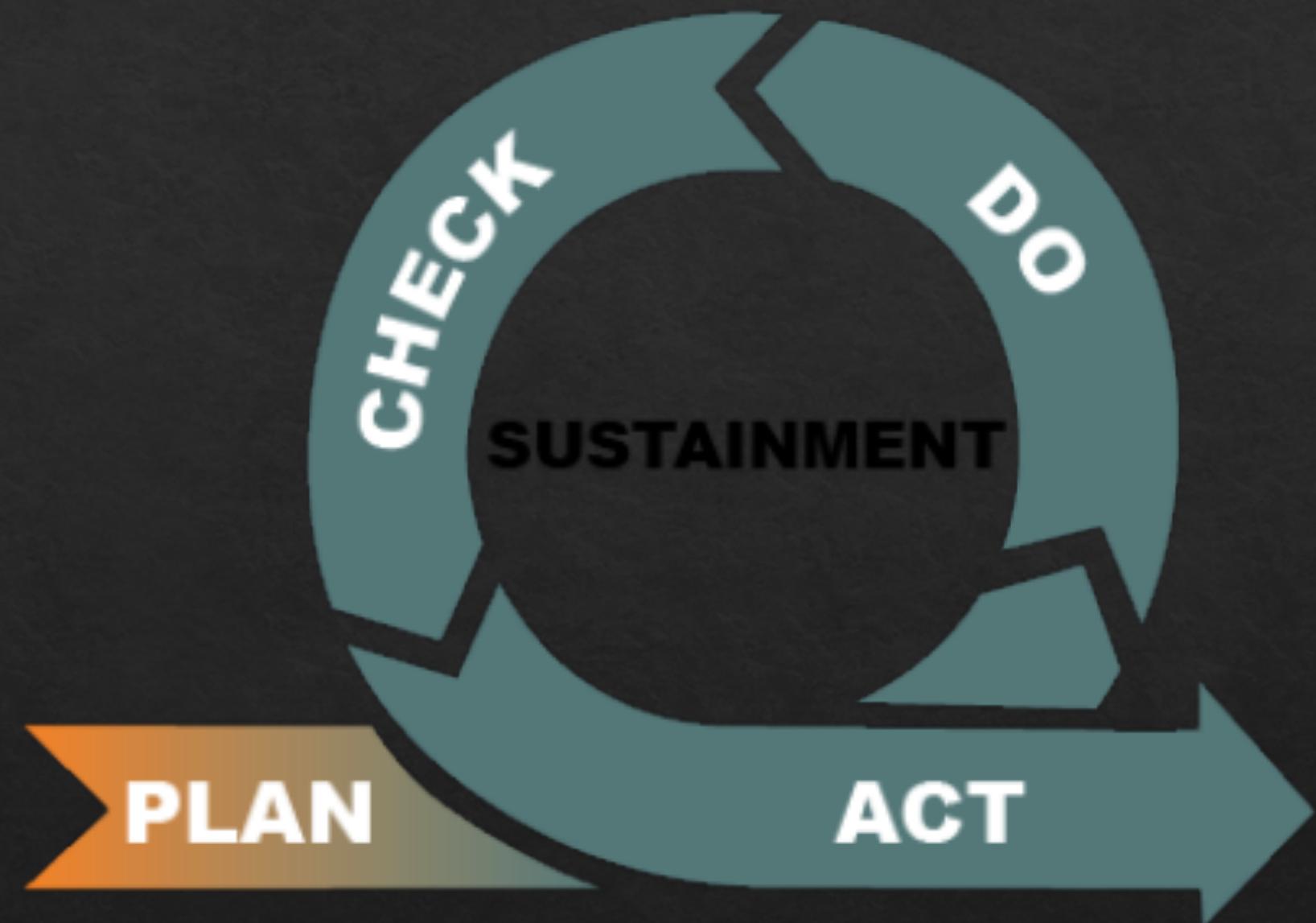


- Assign Roles and responsibilities.
- Identifies team responsible for successful transition.
- Defines tools, techniques and methodology required during the project.
- Provides plan to mitigate risk.



Benefits of Sustainment Plan

- Ensures work is maintained after the project closes.
- Provides a list of errors in advance and plan to deal with those errors.
- Identifies processes metrics and tools.



Change Management Plan

- ❖ Monitoring & Implementing changes as per the feedback.
- ❖ Providing career guidance, co-op opportunities & project experience by Alumni.
- ❖ Direct link to portal via student hub.
- ❖ Guidance to operate the portal.
- ❖ In-person & virtual workshops for defining portal benefits.
- ❖ LinkedIn recognition.
- ❖ Some feature will be forbidden if questionnaires and feedback not submitted.

HUSKY UNITED: ADKAR Analysis

Brief Description of the Change		
<p>Notes: Developing a new portal named Husky United to expand the student alumni reachability from the current state with an increase of 30%. using the ADKAR change model</p>		
<ul style="list-style-type: none">• Awareness:• Monitoring the usage of the portal <p>Implementing changes as per the feedback of the end users</p>	Score 3	<ul style="list-style-type: none">• Knowledge <ul style="list-style-type: none">• Providing a feature on the student hub which would <u>directly link</u> to the husky united portal.• Emailing students about the launch of the portal with all the benefits• Conducting speaker series conferences with an advantage of Free food to the students attending the seminars.• Posting it on Northeastern University's official website and on social media platforms like Instagram, twitter, LinkedIn, and Facebook.• Printing pamphlets and banners and posting around the university for awareness.
<ul style="list-style-type: none">• Desire• Career guidance by professionals working in the desired field to hone their resumes.• Providing co-op/internship referrals to the students who match the job description.• Opportunity of gaining in-hand experience of the projects on which the alumni are currently working on.	Score 5	Score 5

<p>Ability</p> <ul style="list-style-type: none"> • Providing step-by-step guidance to navigate the portal and explain all the features to <u>new users</u> as soon as they log in • Feature of in-built AI help assistance for issues and queries. • conduct in person and virtual workshops where students can understand the usage and acquire help in navigation as per their convenience 	<p>Score 5</p>
<ul style="list-style-type: none"> • Reinforcement • Providing Goodies and free food for in-person conferences • Providing recognitions on the LinkedIn profile if gained references which would lead to awareness of student's profile • No access to few features if the portal is not accessed for a certain amount of time and if the <u>feedbacks</u> are not completed. 	<p>Score 5</p>

Conclusion



- ❖ WBS integration for timely delivery of project.
- ❖ Monitoring the desired KPI's.
- ❖ Working rigorously on student & alumni feedbacks.
- ❖ Focusing on increasing crowd on the portal.
- ❖ Getting feedbacks from the stakeholders.

REFERENCES

- ❖ “Using the ADKAR Model for Change Management.” *Using the ADKAR Model for Change Management | Lucidchart Blog*, 11 Oct. 2019, <https://www.lucidchart.com/blog/using-the-adkar-model-for-change-management>.
- ❖ About the Author Beth Williams President and Owner Beth Williams brings 25+ years of sales. “7 Strategies for Overcoming Resistance to Change in the Workplace.” *Forward Focus*, 29 Mar. 2020, <https://www.forwardfocusinc.com/inspire-leaders/7-strategies-for-overcoming-resistance-to-change-in-the-workplace/>.