

Project charter for English school

Project Charter: Ingles Practico

Project Title:

6-Week Summer English Program

Project Purpose:

To deliver a comprehensive English learning program for children and adults in Cd. Juarez, focusing on academic, professional, and practical English skills to meet the needs of diverse audiences.

Objectives:

1. Equip students with language skills tailored to their goals (academic, professional, or social).
2. Provide high-quality instruction through engaging and interactive methods.
3. Ensure smooth program execution by managing logistics, communication, and resources effectively.

Scope:

- Target audiences: Students & Young Adults (16–25), Professionals & Job Seekers (25–40), and Immigrants & Travelers (18+).
- Program duration: 6 weeks.
- Deliverables: Classroom instruction, exam prep workshops, business English sessions, and practical language activities.

Key Stakeholders:

- Project Coordinator
- Marketing Team
- Education Team (Instructors)
- Operations Team
- Vendors (classroom materials, promotional content)

Milestones:

1. Program planning and setup: January 2025
2. Marketing and enrollment: February 2025
3. Program launch: March 2025

Budget:

Allocated funds for instructor salaries, materials, marketing, and venue costs.