

BUSINESS CASE

Helping Science, Technology, Engineering, and Math (STEM) Students Excel, Inc. or HSSE is an organization dedicated to the continued professional development of secondary and post-secondary STEM focused students. This business case outlines the HSSE Professional Development Conference and will address current project concerns, the benefits of the project, project recommendations, and justification of the project. This business case will also discuss detailed project goals, performance measures, assumptions, constraints, and alternative options.

Anticipated Outcomes

The HSSE Professional Development Conference will provide STEM focused students with access to experienced STEM professionals, STEM focused institutions of higher learning, corporations that recruit STEM disciplines, and professional and student STEM Associations and Organizations. We anticipate:

- approximately 300 secondary and post-secondary students will be in attendance and will take advantage of the professional development workshops, seminars, and the employment and/or internship opportunities,
- institutions of higher learning will have a pool of secondary and two-year students to recruit,
- corporations will have a pool of potential employees to interview,
- and associations and organizations will be able to improve their memberships.

Additionally, HSSE will:

- gain business partners and sponsors for future conferences,
- provide a long term, collaborative response to the STEM pipeline deficiency dilemma, and
- increase its capacity to generate additional income

Upon completion of the HSSE Professional Development Conference, all expenses will be addressed and any surplus will go into planning and executing the next annual STEM professional development conference.

Stakeholders

The following individuals comprise the HSSE stakeholders team. They are responsible for the research, planning, coordination, and implementation of the Helping STEM Student Excel Professional Development Conference.

Role	Person
Project Sponsor	Alexa Bridges
Project Manager	Anuja Gadde
Marketing Manager	Allen Osei
Conference Coordinator	Peter Grayson
	Customer
	Business Participants

Project Scope

The purpose of the HSSE, Inc. Professional Development Conference is to connect secondary and post secondary STEM focused students with organizations, professionals, and institutions that promote STEM careers and provide information on the best practices in the STEM disciplines. The project's inception began on June 13, 2022 and is projected to end on December 1, 2022.

In scope activities are:

- A four-Day Conference Including professional development workshop, seminars, and a career fair
- Planning, scheduling, execution, marketing, and web development activities directly supporting the conference.

Out of scope:

The HSSE Professional Development Conference is a major supporter of diversity and inclusivity. For the purpose of this conference and maximizing the desired outcomes, seminars and workshops will not focus on non-STEM disciplines and pre-secondary students will not be marketed for attendance.

EXECUTIVE SUMMARY

Project Description

The HSSE Professional Development Conference is designed to connect secondary and post-secondary STEM focused students with organizations, professionals, and institutions that promote STEM careers and provide information on the best practices in the STEM disciplines. The Initiation phase, or Phase 1, will commence on June 13, 2022. Phase 1 entails the majority of the strategic planning that will affect all other phases of the project. Phase 2 will focus on venue procurement and various resources that will be needed during the conference activities. Phase 3 will be devoted to procuring speakers for the workshops and seminars while ensuring proper hotel and transportation booking arrangements are secured. Marketing will be the primary focus of phase 4. It will include the creation of a marketing plan that addresses budgeting, correspondence protocols, and special needs provisions. Final preparation will be initiated during Phase 5. The conference agenda will be confirmed and submitted for print, the online registration platform will be implemented, and a fiscal review will be conducted. HSSE's conference activities will begin in Stage 6. This 4-day conference will focus on STEM education pathways, networking opportunities, and career options for STEM focused students from secondary and higher education institutions. The final stage, or Phase 7, of the HSSE Professional Development Conference will concentrate on project closure activities such as feedback, financial reconciliations, and overall project assessment.

Goals and Objectives

The objective of the HSSE, Inc. Professional Development Conference is to bring exposure to various STEM careers and educational pathways by which STEM focused students can obtain STEM Degrees while simultaneously networking with both peers and professionals for future collaboration and potentially gainful employment. Addressing these objectives will be executed in the form of a four-day conference bonanza that will deliver professional development workshops given by local STEM companies; educational seminars, dialog sessions with professional STEM associations, a career fair for attendees to connect with businesses in STEM fields; and collaboration with other STEM focused students and various STEM student organizations.

Project Performance

The project progress, budget expenditures, and any relevant risks to project's success of each phase of the HSSE Professional Development Conference will be included in the weekly project team meetings and biweekly stakeholder updates. These meetings entail measures of quality assurance and business etiquette to ensure that procurement of resources, the execution of processes, and relevant services are conducted according to HSSE stipulations.

Project Assumptions

This section lists the preliminary assumptions for the proposed project. As the project is selected and moves into detailed project planning, the list of assumptions will most likely grow as the project plan is developed. However, for the business case there should be at least a preliminary list from which to build.

The following assumptions apply to the HSSE Professional Development Conference Project. As project planning commences and more assumptions are recognized, they will be added accordingly.

- Weekly project team update meeting, lasting one hour
- Biweekly stakeholders update meeting, discussing project progress, budget expenditure, and any relevant risks to project success

Project Constraints

The following constraints apply to the HSSE Professional Development Conference Project. As project planning commences and more constraints are recognized, they will be added accordingly. The major constraints of this project are quality, time, cost, and scope.

Major Project Milestones

The subsequent chart below are the major project milestones identified at this time. As the project planning advances and the schedule is developed, the milestones and their target completion dates will be revised, adjusted, and finalized as necessary to establish the baseline schedule.

- Phase 1 Completed: August 5, 2022
- Phase 2 Completed: September 7, 2022
- Phase 3 Completed: September 19, 2022
- Phase 4 Completed: October 12, 2022
- Phase 5 Completed: October 11, 2022
- Phase 6 Completed: October 27, 2022
- Phase 7 Completed: December 1, 2022

RECOMMENDATION

Various options and alternatives were investigated to determine the best way to provide STEM centered resources to a vast number of students in a singular event to maximize time and capital. The methods described herein allows us to meet our corporate objectives of bringing exposure to various STEM careers and educational pathways by which STEM focused students can obtain

STEM Degrees while simultaneously networking with both peers and professionals for future collaboration and potentially gainful employment.

At the completion of this project, the two major success criteria below will be evaluated:

1. 20 or more represented business entities will attend the career fair. That will allow participants to expand their knowledge of STEM careers and potentially obtain internships and/or employment.
2. The conference aims to attract at least 300 student attendees.

We have surmised that the overall projects risks to achieving success are:

1. Low attendance which could result in a low or negative ROI, and potential damage to the reputation of the organization with attendant professional organizations and businesses.
2. Failure to secure high quality business/professional organizations to attend the event which could result in reputational damage to the organization, and risk attendance at future conferences.
3. Failure to conduct the conference on schedule (as described within the project plan and in promotional materials) which could pose a financial and reputational risk to the organization.

EVALUATION

The following measurements will be considered when identifying the benefits that the HSSE Professional Development Conference delivers with following scales:

Students Impacted (Below Expectations, Met Expectations, Exceeded Expectations)

Cost of Project (Under Budget, Met Budget, Over Budget)

Duration (Ahead of Schedule, Met Schedule, Behind Schedule)

Resource Hours Needed for Project (More hours needed than planned, met hours planned, fewer hours needed than planned)