**Preliminary Project Charter**

## **A.** **General Information**

| ***Project Title:*** | **Helping STEM Students Excel, Inc. (HSSE, Inc) Professional Development Conference** | | |
| --- | --- | --- | --- |
| ***Brief Project Description:*** | **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.** | | |
| ***Prepared By:*** | **Group 2** | | |
| ***Start Date:*** | **June 12, 2022** | ***End Date:*** | **September 9, 2022** |

**B. Project Objectives**

The objective of the HSSE 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. The conference will include 4 days of :

* 5 Professional Development Workshops given by local STEM companies;
* Educational seminars;
* General assembly keynote speakers;
* Engage with Professional STEM Associations;
* Collaborate with other STEM focused students and various STEM student organizations.

**C.** **Project Success Criteria**

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 300 student attendees.

**D.** **Overall Project Risk**

1. Low attendance 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 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) could pose a financial and reputational risk to the organization.

**E.** **Project Milestone Schedule**

| **Milestones** | **Deliverables** | **Date** |
| --- | --- | --- |
| Kick-Off Meeting |  | June 17, 2022 |
| Venue secured and scheduled | Venue options surveyed and costs evaluated, Venue booked | June 24, 2022 |
| Outreach to STEM Organizations | Create list of organizations to contact, Conference objectives and value prop for organization attendees, Send participation requests and book organizational participants | July 15, 2022 |
| Preliminary Event Schedules | Create conference schedule, obtain business attendee commitments to schedule | July 22, 2022 |
| Marketing and Sponsorship Finalized | Create marketing plan, finalize corporate sponsorship(s) | July 29, 2022 |
| Launch Event Enrollment | Ticketing platform selected, enrollment/ticket portal launched | August 8, 2022 |
| Conduct Conference | Conference events, business and attendee surveys sent and returned | August 29- September 1, 2022 |
| After Action Review | Review attendance and feedback, lessons learned | September 9, 2022 |

**F.** **Key Stakeholders**

| **Name** | **Position** | **Project Role** | **Contact Information** |
| --- | --- | --- | --- |
| Alexa Bridges | CEO | Executive Sponsor | abridges5167@hsse.org |
| Anuja Gadde | PMO Director | Project Manager | agadde@hsse.org |
| Frederic Darden | Senior Consultant | Team Member Lead | fdarden9951@hsse.org |
| Allen Osei | Marketing Director | Team Member | aosei@hsse.org |
| Desireé Sifuentes | Business Analyst | Business Advisor | dsifuentes@hsse.org |

**G.** **Project** **Roles and Responsibilities**

| **Key Stakeholder:** Works toward the deliverables of the project. Responsibilities include: understand the work to be completed; complete research, data gathering, analysis, and documentation as outlined in the project plan; inform the project manager of issues, scope changes, and risk and quality concerns; proactively communicate status; and manage expectations. | |
| --- | --- |
| **Sponsor:** Provides overall direction on the project. Responsibilities include: approve the project charter and plan; secure resources for the project; confirm the project’s goals and objectives; keep abreast of major project activities; make decisions on escalated issues; and assist in the resolution of roadblocks. | |
| **Project Manager:** Leads in the planning and development of the project; manages the project to scope. Responsibilities include: develop the project plan; identify project deliverables; identify risks and develop risk management plan; direct the project resources (team members); scope control and change management; oversee quality assurance of the project management process; maintain all documentation including the project plan; report and forecast project status; resolve conflicts within the project or between cross- functional teams; ensure that the project’s product meets the business objectives; and communicate project status to stakeholders. | |
| **Team Member:** Works toward the deliverables of the project. Responsibilities include: understand the work to be completed; complete research, data gathering, and documentation as outlined in the project plan; inform the project manager of issues, scope changes, and risk and quality concerns; proactively communicate status; and manage expectations. | |
| **Advisors:**  Conduct market analyses and create new models that support business decisions by working closely with financial reporting and IT teams to establish initiatives and strategies to improve products/services and to optimize costs.Provide budgeting and forecasting; variance Analysis, and reporting. | |

**H.** **Resources**

Identify the initial funding, personnel, and other resources committed to this project by the project sponsor.

| **Resource** | **Constraints** |
| --- | --- |
| Financial - Internal Budget/Corporate Sponsorship Solicitation/Individual Donors/ | Networking limitations |
| Personnel - Project Management Team/ volunteers/ IT Contractors | Time accessibility |
| Community Donations | Donor limitations |

**I.** **Signatures**

The signatures of the people below document approval of the formal Project Charter. The project manager is empowered by this charter to proceed with the project as outlined in the charter.

| **PROJECT SPONSORS:** |  |  |
| --- | --- | --- |
| **Name** | **Signature** | **Date** |
| Alexa Bridges | Alexa Bridges | 6/18/2022 |
| **PROJECT MANAGER:** |  |  |
| **Name** | **Signature** | **Date** |
| Anuja Gadde | Anuja Gadde | 6/18/2022 |
| **PROJECT TEAM MEMBER:** |  |  |
| **Name** | **Signature** | **Date** |
| Fred Darden | Fred Darden | 6/18/22 |
| **ADVISOR:** |  |  |
| **Name** | **Signature** | **Date** |
| Desireé Sifuentes | Desireé Sifuentes | 06/18/22 |
| **ADVISOR:** |  |  |
| **Name** | **Signature** | **Date** |
| Allen Osei | Allen Osei | 6/18/22 |