



Student Technology Ambassadors Program

Increasing Social Media Marketability for CyberGirlz

Created by: 

Version History

Date	Version	Author	Description
April 30, 2016	1	Anthony, Samanvitha, Stephen, Mario, Max	Completed initial draft
May 7, 2016	2	Anthony, Samanvitha, Stephen, Mario, Max	Specified scope and objectives
May 10, 2016	3	Anthony, Samanvitha, Stephen, Mario, Max	Proofread, Changes in Appendix

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1. Document Overview

1.1. Purpose of this document

The purpose of this document is to understand the effects of social media on organization growth and to utilize this research to help expand CyberGirلز. The main activity of this pilot project is to research what effects social media has on organizational growth. The first two sprints were dedicated to research and understanding the client’s problem. The last two sprints were dedicated to providing options for a manageable solution. The resource required are internet availability and time. The cost will be minimal or none depending on the client’s choice of enterprise solution.

(by Max)

1.2. Terms and Abbreviations

Term/Abbreviation	Meaning
CIO	Chief Information Officer
Sr. Director	Sr. Director, Collaboration and Academic Technology Integration
SM	Scrum Master
UICT	The University Information and Communications Technology committee
PoC	Proof of Concept
LTOG	Learning Technologies Operation Group
UCS	Use Case Study

1.3. References

Document	Document Title
‘Key questions to answer about the pilot’ guidelines	Enterprise Solution on Managing Social Media

2. Pilot Scope

The features or services to be included are:

- The importance of social media: We will include why CyberGirlz should update their website, and most importantly, we will include how to automate their accounts.
- We believe that sole updating of websites will not work as this does not indicate sustainability due to the need to update continuously. If there is a way to automate, the updating will not be a tiresome process.
- Tools: We will include tools to use for automation. This way, our client need not research the tools and weigh the advantages and disadvantages.

After the pilot is complete, we hope to give the client the next steps to proceed. This will include ideas of an app with functional specifications.

The pilot will be complete when we find a way to make communication amongst CyberGirlz students easier as well as make communication between interested audience and CyberGirlz organization effective.

(By Samanvitha Basole)

3. Pilot Student Technology Ambassadors Objectives

- Ensure that the enterprise solution adds value to social media of CyberGirlz
- Ensure that it also adds value to communication between the CyberGirlz students
- Ensure that the idea works well in the long-run and is sustainable
- Ensure that the organization knows how to use the tools for automation
- Ensure that they also know the level of contribution of social media in the growth of a business or brand
- Teach CyberGirlz how to use certain tools and platforms
- Watch them use the tools
- Ensure the practices suggested such as social media automation and updating are feasible and can be performed on a continuous basis by CyberGirlz coordinators

(By Samanvitha Basole)

4. Pilot Resources

4.1 Pilot Reference Group

Resource	Role
<ul style="list-style-type: none">● SM● Stem Center/Cyber Girlz● Lead Instructor	<ul style="list-style-type: none">● Supervised scrum team and helped resolve problems● Program that promotes and guides girls in middle school to take a deeper look into Computer Science● Set goal of learning fundamentals of Computer Science and Cybersecurity

Responsibilities: Cyber Girlz primary goal is to guide young women in middle school into the fundamentals of Computer Science

(by Mario Figueroa)

4.2 Pilot Staff or Faculty Participants

Resource	Role
<ul style="list-style-type: none">● Virgina● Jose● Mentors	<ul style="list-style-type: none">● Director, Jay Pinson STEM Education Program● Guide the girls in middle school and teach them programming

Responsibilities: Virginia is the Director of Jay Pinson STEM program. And all the Mentors are the ones needed for Cyber Girlz to teach the younger girls the fundamentals of Computer Science

(by Mario Figueroa)

4.3 Pilot Ambassador Team

Resource	Role
Adobe Slate tutorials	Gave basics on how to create visual presentations with examples
Buffer website	Gave information on the tool and how to use it
HootSuite	Included registration and info on usage
Google Drive Suite	Used for creating graphs and charts of statistics
Girls Who Code Website	Gathered statistics and learned how a popular club works by leveraging social media and website

(By Samanvitha Basole)

5. Pilot Costs

Time spent:

Breakdown of time: Time spent overall:
28 hours + 30 hours + 30 hours + 30 hours + 30 hours
Spent an average of 30 hours per week

All free tools used, all free (but verified) websites used for research

Hardware: personal laptops used.

Costs if not covered by SJSU:

Microsoft Office Suite - \$128
Adobe Suite - \$1999

(By Samanvitha Basole)

6. Pilot Schedule

Key Pilot Activities

Activities	Completed or Expected Completion Date	Responsible
Request information from solutions' vendors as per solutions identified at the pre-feasibility study stage	N/A	N/A
Hold vendor demonstrations of solutions identified at the pre-feasibility study stage	N/A	N/A
Evaluate solutions and select the one(s) to be piloted	N/A	N/A
Produce Test Cases	N/A	N/A
Purchase software solution license for trial and any hardware and additional software required for testing (procurement)	Completed	Buffer
Set up infrastructure & network, as per software architecture details	N/A	N/A
Deploy and configure software solution to be piloted	Completed	Buffer and Application
Configure university applications that will interface with the software solution to be piloted	Completed	Buffer and Application
Prepare data to be used for the software test	Completed	Social media
Load data to be used for software test	Completed	Social media
Give permissions to participants to access the software to be piloted and any other access needed for pilot testing	Completed	Buffer/ social media and Buffer
Training on software for pilot testing	Completed	Buffer
Commence pilot testing	N/A	N/A
End pilot testing	N/A	N/A
Back-up pilot information if applicable	N/A	N/A
Send test case execution results to business analyst	N/A	N/A
Complete survey for Pilot Evaluation	N/A	N/A
Hold Lessons Learned Session	N/A	N/A
Put together Use Case Study Report	N/A	N/A

(By Mario Figueroa)

7. Success Criteria and Metrics

- System performance: i.e.

Category	Measurement description	Target metric	Acceptable range of values
System Performance	Manage concurrent users	No of concurrent users	[10000 – 26000 concurrent users]

Other measurement descriptions are: security, scalability, load, and impact on standard operating environment & University computer standards.

- Operations cost: i.e.

Category	Measurement description	Target metric	Acceptable range of values
Operations cost	Reduction in support cost	Hrs spent on communication through webex & messenger	[2hr per week – 4hrs per week]

- Stability –down time: i.e.

Category	Measurement description	Target metric	Acceptable range of values
Stability – down time	Minimal down time per sprint (2wks)	hrs.	[4hrs – 6hrs]

Other measurement descriptions are: reliability, sustainability

- User performance: i.e.

Category	Measurement description	Target metric	Acceptable range of values
User performance	Reduction of time to complete a task using the enterprise solution software	Time to complete a task Completion of documentation and Adobe Slate	[2Hr - 4Hr a week]

- User satisfaction: i.e.

Category	Measurement description	Target metric	Acceptable range of values
User satisfaction	Satisfaction with the software piloted	Agree/Disagree	[100% of participants agree]

- Business goals: i.e.

Category	Measurement description	Target metric	Acceptable range of values
Business goals	Assist staff in learning enterprise solution: Buffer	Agree/Disagree	[90% - 100% of academic]

			participants agree]
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(by Max Li)

8. Pilot Evaluation

Studies done assessing the effectiveness of social media had a time cost of 5/10. The time cost was a 4/10 as not much time was needed to use Buffer and the benefit was a 8/10 in usefulness.

The results of the pilot came in the form of the user group feedback. The user group feedback of our proposed web app, Buffer, was done through a follow up meeting. The increase in students joining CyberGirly could not be recorded as there wasn't enough data to form a relevant result. The proposal of conducting a survey to assess the usefulness of the creation of a CyberGirly dedicated app is still under review for deployment by the user group. This will most likely be conducted by asking students to obtain their parents', as well as their own, response to the development of such an app.

Data Collection Tools: Follow Up Meetings, scholar.google.com

(By Anthony Vo)

9. Pilot Risks

Ref #	Risk	Likelihood	Consequence	Risk Rating (High/Medium/Low)	Control
1	Untrustable sources / management of the enterprise solution	Not very	Social media will not update properly	Low	If it occurs, Look towards other solutions
2	Social media does not reach the targeted audience	Somewhat	Inadequate use of funding if the client decides to use the premium version of the enterprise	Low - the cost is minimal and can be unsubscribed	Return to R&D stage

Despite these risks the project would appear to be viable at this stage, and it would appear that each of these risks would be able to be effectively mitigated

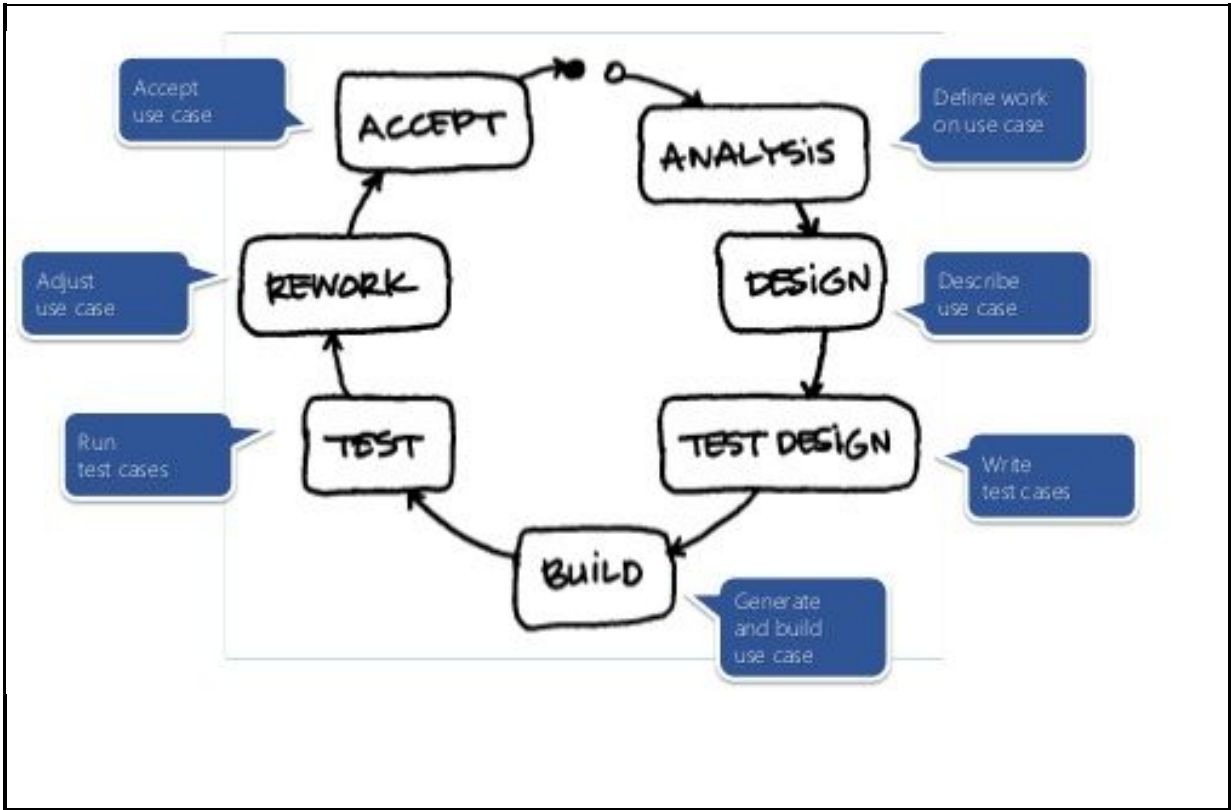
(By Max Li)

Appendix A – Requirements Definition

USE CASE:

Use Case ID:			
Use Case Name:	Increasing Social Media Marketability for CyberGirlz		
Created By:	Agile Pigs	Last Updated By:	Agile Pigs
Date Created:	04-30-2016	Date Last Updated:	05-10-2016

Participants:	Anthony Vo, Samanvitha Basole, Stephen Fung, Max Li, Mario Figueroa
Description:	The goal is to research how social media plays a part in spreading awareness and providing a solution to utilize the research in order to make CyberGirlz more well-known.
Preconditions:	CyberGirlz is a successful club but with less popularity.
Post conditions:	Cybergirlz will be successful in targeting more students as well as CyberGirlz will be able to become popular via social media..
Normal Course:	CyberGirlz currently do not update their website/social media accounts.
Alternative Courses:	In the past, CyberGirlz had an updated profile as it was newly started. But as time passed, the data, events, dates, and news became outdated.
Exceptions:	There are no exceptions since the organization was recently founded
Includes:	-
Priority:	M
Frequency of Use:	We hope CyberGirlz update their website as needed
Business Rules	General rules followed by all after-school clubs and organizations geared towards middle-schoolers
Special Requirements:	-
Assumptions:	-



Requirements

ID #	Requirement	Use case number/ Business Process	Related to Project objectives	Priority (M/S/C)
	Business Requirements	S2.1	No	M
	Reporting Requirements	S3.1	No	M
	User Access/Security requirements	S3.2	Yes	C
	Service Level/Performance Requirements	S5.1	Yes	C
	Scalability Requirements	S4.1	Yes	M
	Support & Maintenance Requirements	S3.2	No	C
	Data Migration	S2.2	No	S

	Records Management	S4.1	Yes	S
	Interfaces	S5.1	Yes	M

(By Samanvitha Basole)

Appendix B – Enterprise solution evaluation and selection results

The solutions that were evaluated include:

Updating social media for CyberGirlz: We realized this is not a good solution, and thus we are going with automating social media instead. We will teach them how to use the tools as well as watch them use those tools. This is because if we update their social media accounts, all their accounts will be up-to-date until a month or two, but what about after this semester? Their accounts will be outdated, and we don't want this to happen. We want our client to be independent of us.

Updating their website: Initially, we thought of updating it for them, but we realized that this is not a good solution as it won't last long. CyberGirlz organization might not keep updating it. Instead, our solution is to teach them how to and convince them to update their website. We selected this solution due to its sustainable nature.

Using Buffer to automate: We researched several tools weighing the pros and cons of each as well as matching the need of our client with the benefits that the tools offer. We came to a conclusion that Buffer will be the best because of the tool's simplicity of usage.

(By Samanvitha Basole)

Appendix C – Training Plan

Trainer(s):

All included from the program; the director, lead instructors, instructors, and all the mentors

Training description:

Fundamentals of Computer Science and to encourage more female students to involve themselves in the field as well as Cybersecurity

Training session dates:

N/A

Training participants:

Training middle school girls to learn about the basics of programming and Cybersecurity

Training materials (including responsible) -i.e.: Manuals, FAQ:

Knowledge of programming and Cybersecurity

Training rooms:

Program spans across multiple colleges within San Jose State University and San Jose State University

Training equipment requirements (identify responsible for providing equipment):

A computer, an IDE, and eager to learn!

(by Mario Figueroa)

Appendix D – Supportability Matrix

Name	Contact Details	Role	Responsibility (i.e.: first point of contact when raising issues, environment support, software defects, resolution)
Jose Mendoza	Jose.Mendoza@sjsu.edu	Girls STEM Network Coordinator	Support and expand collaborative initiatives offered by San Jose State University's Jay Pinson STEM Education Program
Lisa Lorentzon	Lisa.Lorentzon@sjsu.edu	Communication Coordinator	In charge of social media accounts for the SJSU STEM Center

(by Stephen)

Appendix E - Communication Strategy

Audience	Information to be communicated	Responsible Party	Objective(s)	Medium	When?
User Group	-Pilot planning activities -Pilot execution progress -Pilot findings	Client	Learn to use Buffer app to simplify updating multiple social media accounts. Conduct survey to see if the creation of a dedicated CyberGirلز app would be beneficial.	WebEx, Email	April 31 4:30 -4:50 PM April 21 12:30 - 12:50PM April 12 12:30 - 12:50PM
Pilot participants	- What will be piloted, pilot objectives, how the pilot will be conducted, who are the points of contact for support, timeframe, training dates, and tools to be used during testing	Team	Inform the pilot participants of the pilot activities they will take part in. Additionally, inform them about how their findings will be evaluated for possible solution rollout within the University of Adelaide	Facebook, Email, WebEx	Feb. 16 - May 10 Tuesdays 10:30 - 11:45AM 5:30 - 5:45PM Thursdays 10:30 - 11:45AM
Ambassador Technical Team	- What will be piloted, pilot objectives, solution characteristics, technical tasks before, during and after pilot is completed	Team	Find sustainable enterprise solution for marketing CyberGirلز as well as improving their internal communication	Facebook, Email, WebEx	Feb. 16 - May 10 Tuesdays 10:30 - 11:45AM 5:30 - 5:45PM Thursdays 10:30 - 11:45AM
Requester	Status of request	Client	Keep the requester updated on the status of request	WebEx, Email	April 31 4:30 -4:50 PM April 21 12:30 - 12:50PM April 12

					12:30 12:50PM	-
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(By Anthony Vo)

Appendix F – Key Questions to Answer About the Use Case

● Are more people going to join in helping with social media, or is it only Lisa who will handle social media in the future too?
● If there are new people joining, how will training take place? Can we assume that the new staff will know/learn the importance of social media?
● Who will carry out the next steps?

(By Samanvitha Basole)