

Closing Project Report

1. Project Overview

- **Project Title/ID:** 2025 UMSL Women's Hackathon | Marketing Team
 - **Project Manager:** Damon Walker
 - **Solutions Owner:** Dellah Salem
-

2. Project Objectives & Goals

- **Summary:** Our primary objective when we set out to market for the UMSL Women's Hackathon event was to organize and execute a successful event. In order to accomplish this, we emphasized the importance of collaboration with the logistics and operations team. We had wished to attract 100 participants, with 5 sponsors, and 5-10 mentors. Within these goals, we wanted to deliver a high-quality event despite our limited budget restraints.
-

3. Project Scope and Deliverables

- **Scope:** Our original scope included some aspects that ended up being handled by the operations team, such as the event theme and concept development, however the rest of our scope was included and delivered upon.
 - **Deliverables:** Triton Connect registration page, Save-The-Date poster, Hackathon Announcement poster, Mentor/Sponsor/Judge guides, Gradient design for event, 'Thank You' Posts, Get The Word Out poster, T-Shirt design, Tote bag design, Event exit survey
-

4. Project Schedule/Timeline

- **Planned Start and End Dates:** February 27th, 2025 - April 17th, 2025
- **Actual Start and End Dates:** February 27th, 2025 - April 21st, 2025
- **Schedule Comparison:** Overall, we mostly stuck to the proposed schedule in our project charter, however there were some early weeks where we got delayed (mostly due to registration issues). If that issue had been solved earlier than we could have pushed harder in terms of campaigning for the event and creating materials to garner more exposure.

5. Resource Utilization

- **Tools/Technology Used:** Canva, Slack, Google Docs, Zoom, iMessage,
 - **Utilization Summary:** We used Canva for designing the flyers, merch and all the other marketing materials. We used Slack to communicate with other teams and the Professor and to get feedback. We used Google Docs as a to-do list, we used iMessage and Zoom to have a team meeting and talk about tasks we needed to accomplish.
-

6. Budget Overview and Analysis

- **Initial Budget Estimate:** \$1,000
 - **Actual Expenditure:** \$2,622
 - **Variance Analysis:** The Marketing team's initial budget estimate was \$1,000, based on the original overall budget of \$3,000. This left the Marketing team with an unfavorable variance of -\$1,622. However, with the addition of a \$10,000 sponsorship from RGA, the total budget was increased to \$13,000, and budget constraints were relieved.
-

7. Issues and Challenges

- **Issue 1:** We initially created a Google Form for registration but found out in class it had to be done through Triton Connect. To fix this, a group member quickly contacted the ITCC club, and they created the correct form for us.
 - **Issue 2:** We had an issue getting the T-shirts on time but resolved it by using our available funds to pay a rush shipping fee.
 - **Issue 3:** We had trouble collaborating on designs but solved it by using Canva, which made teamwork easier.
-

8. Risk Management Evaluation

- The risk management plan was effective in identifying and addressing key risks. Low participant turnout was mitigated through social media promotion, ensuring broad visibility. To manage the risk of sponsor withdrawal, we secured one major sponsor early on, which covered all necessary funding. As for potential tech issues, we didn't need a technical rehearsal since the event was BYOD (bring your own device), and participants were responsible for ensuring their own tech was ready. Overall, the plan was successful in managing risks, with proactive solutions implemented throughout the project.

9. Project Outcomes

- **Deliverables Quality:** Branding design used for social media, flyers, and hackathon event guides was well thought out and remained consistent across materials. Swag was high quality and delivered on time. We opted for Comfort Colors shirts, which are much higher quality than the other options we had.
- **Metrics for Success:** Branding consistency, Social Media outreach, Distribution volume of flyers (on campus), Cost & Quality of swag, On-time delivery of swag

10. Lessons Learned

- **Success:** Consistent use of branding design across social media posts, flyers, and event swag. Social media traction on promotional material, especially on LinkedIn. Collaboration with Operations team to implement event branding into hackathon guides.
- **Areas for Improvement:** Overall outreach could be improved, would be beneficial to go further than just our social media accounts to promote the event (e.g. reach out to other local universities). Time management, especially for ordering swag, could be improved to avoid paying a rush fee for on-time delivery.

11. Closure of Project Activities

- **Final Tasks Completed:** We successfully completed all key tasks, including the design and distribution of promotional materials (flyers, posters, and graphics), execution of social media campaigns, event mail outreach via the UMSL mailing list, creation of branding assets and slide templates, distribution of the post-event survey, and archiving of all the materials in the shared drive.
- **Outstanding Tasks:** We are currently compiling and visualizing post-event survey results, organizing and uploading event photos, preparing a post-event highlight and thank you post, and finalizing sponsor acknowledgement messages for publication.

12. Final Recommendations

- To enhance future event promotion, we recommend starting campaigns at least 3 months in advance, assigning a visual content lead to ensure consistency, and incorporating short videos or testimonials for greater engagement. Outreach should be tailored to specific student groups for better reach.

13. Acknowledgments

- **Team Members:**
 - **Dellah Salem** - I served as the Solutions Owner, worked on designing flyers, social media posts, merch, event guides, and the logo, and managed merch orders. I also communicated for our team and within other teams/the professor.
 - **Adam Arbin** - Managed social media accounts, creating some promotional materials & captions to use in posts. Assisted with t-shirt design and ordering.
 - **Mikai Voss** - Forged project plan & charter, created event gradient, and worked on the designing of all posters/flyers and physical merchandise.
 - **Kalyan Kumar Gudigandla** - I coordinated the creation of the event page on Triton Connect by reaching out to the ITCC President and Vice President to facilitate the registration setup. Additionally, I was responsible for distributing event flyers across the campus and developing the post-event survey using Qualtrics to gather participant feedback.
 - **Rishabh Rajesh** - I assisted with the designing of the guides and was in contact with the sponsors.
- **Stakeholders:** ITCC Club & RGA
- **Special Thanks To:** The Operations team, the Logistics team, and Professor Walker for helping us along the way and offering some much-needed advice.

14. Conclusion

- Overall, we would consider the event to be a success, although more so a learning experience. This was all of our first time working as marketers, not only for an event, but in general. The idea behind a women's hackathon event was important to all of us, and we wanted to do it all the justice we could. We are certain that we helped foster a safe STEM space, and we hope that came across in our materials posted on campus and online. There are some aspects that, if we were to do it again, we could improve on, but all of us are proud of the work that we put into the event and feel honored to be able to continue the legacy of UMSL's annual Women's Hackathon.

15. Appendices

- Project Plan & Charter: [Project Plan & Project Charter.docx](#)
 - Marketing Team To-Do List: [Marketing Links For UMSL Womens Hackathon](#)
-

16. Sign-Off

Dellah Salem

Adam Arbini

Mikai Voss

Kalyan Kumar Gudigandla

Rishabh Rajesh
