



## FINAL REPORT

The collaboration between Jennifer Martinez of Heartsters and the University of Colorado at Colorado Springs Innovation Team

Summer 2021

Elizabeth Gavino • egalvino@uccs.edu • 719.271.1157

Elizabeth Rangel • erangel@uccs.edu • 719.460.6829

Jasmine Barr • jbarr2@uccs.edu • 303.619.6474

Kaitlyn Neubaum • kneubaum@uccs.edu • 970.497.6297

Jessica Newman • jnewman@uccs.edu • 719.308.0512

<b>Message for the Client .....</b>	<b>2</b>
<b>Introduction and Bachelor of Innovation Overview .....</b>	<b>3</b>
<b>Executive Summary .....</b>	<b>4</b>
<b>Statement of Accomplishments .....</b>	<b>5</b>
<i>30-Day Social Media Calendar .....</i>	<i>5</i>
<b>Step by Step on becoming Non-Profit Organization .....</b>	<b>6</b>
<b>30-Day Heartsters Social Media Calendar .....</b>	<b>11-12</b>
<b>New Heartsters Website Design .....</b>	<b>1313-23</b>
<b>Cohesive Branding Strategy .....</b>	<b>254</b>
<b>Reccomendations and Innovation Discussion .....</b>	<b>25</b>
<b>Conclusion .....</b>	<b>25</b>
<b>Supporting Materials .....</b>	<b>26</b>
Project Charter .....	266
Purpose of the Project: .....	265-26
Objectives and Success Criteria: .....	266
High-level requirements: .....	276
Assumptions: .....	277
Constraints: .....	277
High-Level Risk: .....	288
Milestones: .....	288
<b>List of Key Contacts .....</b>	<b>288</b>
<b>List of Client-Team Meetings .....</b>	<b>288</b>
<b>BI Team Contact Information .....</b>	<b>28-29</b>
<b>Appendix .....</b>	<b>30-31</b>

## **Message for the Client**

Dear Jennifer Martinez,

The team is very grateful to have been chosen to work with you this semester. Although the semester was only 4 weeks long, the team was able to take on different aspects of Heartsters and really get to know what the organization is all about. We are so grateful for the guidance and understanding you provided for the team throughout the duration of the course. The team is hopeful that with the information we were able to provide, you will be able to gain new followers on your social media accounts as well as participants in any future events.

We have provided information on the Bachelor of Innovation program with a summary of what we have accomplished this semester. The team has also listed their contact information if you have any questions or concerns in the future. We hope that you are able to achieve what you set out to complete with the insight we have provided, and you are able to make them into a reality.

Sincerely,

UCCS Summer 2021 Bachelor of Innovation Team

## **Introduction and Bachelor of Innovation Overview**

The Bachelor of Innovation (BI) at the University of Colorado Colorado Springs (UCCS) is made up of the Innovative Core (IC) and six primary discipline courses. The IC teaches entrepreneurship skills and provides a foundation in business management while also introducing, establishing, and implementing them. While demonstrating the talents of a creative entrepreneur, the student studies one of six majors in a cross-discipline application. This structure allows students to broaden their capacity to use creative ways in their field of study, as well as to use a variety of abilities to solve problems for themselves and others.

In the innovation classes, individuals are provided with experiences that help them develop the abilities and mindset of an innovator, explore the creative effort required to build and create, gain information to concepts, and expand on the resources necessary to manage challenges. The BI program's purpose is to establish an atmosphere in which students may apply the concepts they have acquired in the innovation setting to several paths.

Students in the innovation courses collaborate with a wide range of clients, both outside and inside UCCS. To encourage collaboration and networking, four to five student teams are formed. By forcing students to apply their knowledge to turn concepts into actions, this setting will put the course's context to the test. The group will structure itself to analyze the client's intentions, appraise the current condition, and acquire the information needed to advance the project.

A team is comprised of a leader and members. The team leaders oversee the following tasks: planning, scheduling, communicating, organizing, conducting, networking, and allocating resources. They are also in charge of forming and sustaining a relationship with the client. The group members are other students in the same course, spanning in course levels. Each team member has a distinct set of qualities that they apply to each assignment. Both the University and the Bachelor of Innovations program's ideals should be embodied by the team.

The team's experience obtained because of the client-team collaboration is critical. It instills in entrepreneurs a valuable work ethic that can be applied to any activity they undertake. It provides a setting in which students are compelled to demonstrate their abilities while also learning about their weaknesses. Students receive new skills and knowledge that they can incorporate into their own portfolio. These are the tools they will need to be successful.

## **Executive Summary**

The major goal of our collaboration with the Heartsters team was to assess the organization's vision, mission, and future by providing information and suggestions. We hoped to assist with present projects and to open new prospects for the organization's visibility, marketability, and ultimate potential.

For the semester, our group set three objectives. The first was to provide a step-by-step guidance for converting the business into a non-profit. The second was to establish a 30-day social media calendar that keeps Heartsters fans up to date on current events, news, and new Heartsters characters. The calendar will provide the website a more accurate timeline. The third goal was to give the website a refresh by redesigning it. The team will offer thoughts and ideas for how the website's flow might be improved.

Our team was able to provide the client with a step-by-step instruction on how to establish a Non-Profit Organization, which was the first goal mentioned in the project charter. The team investigated the steps required for Heartsters to become a non-profit, which should result in more funding opportunities.

The second goal is for the month of August, to create a 30-day social media platform calendar that promotes Heartsters' monthly goals, events, and news. Personal experiences, community activities, and current events are all possibilities. If time permits, the team will construct a 60-day schedule for the month of September.

For the third goal, we created recommendations for a Heartsters online website that were appropriate for our target audience of 6–10-year-olds. The website must be updated and aligned with their vision, as well as have parental consent. We also discussed and envisioned several new features and functions for the website.

## **Statement of Accomplishments**

### *30-Day Social Media Calendar*

One of our teams' objectives is to create a 30-Day Social Media Calendar for Heartsters. The 30-day social media calendar will include relevant content such as a brief description about Heartsters, important news and events that will be happening in August, and it will be a good opportunity to share the new Heartsters characters and to promote their e-book. By creating the social media calendar, Heartsters will have the opportunity to schedule their post in advance and they will be able to upload content that is related to their brand.

### *Non-Profit Organization*

The goal was to include a step-by-step guide on how to become a non-profit organization in Florida, where Heartsters is based. The goal is to give the client the resources they need to apply for 501(c)(3) certification. This will increase the organization's chances of receiving funding in the future. Heartsters and the Heartsters community may benefit by becoming a non-profit organization. The team's process includes fees that a corporation can face while seeking for 501(c)(3) certification. This covers who they must submit documentation to and how they must do it.

### *Website*

We developed ideas for a Heartsters online website that were appropriate for our 6–10-year-old target demographic. The website must be updated and connected with their vision, and parental permission must be obtained. We also talked about and imagined a few new website features and capabilities. The website's flow and operation will be improved because of this. The Heartsters community will be able to connect with the organization and the community through the website. People interested in connecting with Heartsters can do so through their characters, their e-book, and community activities.

# Step by Step on becoming Non-Profit Organization

## 1. Naming Your Organization

The name of your company develops its brand and is also necessary for state incorporation. Your nonprofit corporation's legal name must not be identical to that of any other organization registered in the state. Check to see whether the name is available and if it complies with state regulations. You are also able to keep the original LLC name if that is what you decide.

## 2. Recruit Incorporators and Initial Directors

The incorporator is the individual who signs your nonprofit's Articles of Incorporation. You will need at least one, but you can have more. Directors are members of your nonprofit corporation's governing body and are invested in its mission and success. To meet IRS regulations, you will need to identify three unconnected persons. You should also be aware of any age or residence restrictions.

### **Florida director requirements:**

- Number: minimum 3
- Qualifications: Natural person 18 years of age or older. One director may be 15 years of age or older if permitted by board of directors or bylaws. No residency requirement. No membership requirement.
- Term: 1 year
- Quorum: Majority (Directors younger than 18 years of age may not be counted toward a quorum)
- Committee: Minimum of 2 directors

### **Florida officer requirements:**

- Defined in articles or bylaws. One officer prepares minutes of the directors' and members' meetings and authenticates records of the corporation.
- Elected by board
- Term: 1 year
- Two or more offices may be held by the same individual.

## 3. Appoint Registered Agent

On behalf of your organization, a registered agent is responsible for receiving legal notices. The appointed registered agent must be physically present in the state and keep an office open during

normal business hours. They are designed to receive your legal documents and enable secure access to such documents through your online account as a nationwide registered agent.

#### **4. Prepare and File Articles of Incorporation**

Your nonprofit's articles of incorporation are a legal document that establishes the existence of your organization. They record the location and date of the organization's founding, as well as any additional information needed to confirm its existence. While language requirements differ from state to state, the IRS will check for some essential provisions when you petition for 501(c)(3) exemption. It is critical to tailor the articles to your organization's needs while also adhering to state and IRS regulations. Following these guidelines from the beginning will help you avoid having to make changes later or risk having your 501(c)(3) application denied.

Agency: Florida Department of State – Division of Corporations

Form: Non-Profit Articles of Incorporation

Filing Method: Mail or Online

Agency Fee: \$35 filing fee + \$35 designation of registered agent fee = \$70 state fee

Law: 2013 Florida Statute – Chapters 617: Corporations not for profit

Notes: Provide the state – prescribed cover letter, the original, and a copy to file by mail

#### **5. Obtain an Employer Identification Number (EIN)**

The IRS assigns your nonprofit a unique nine-digit number to identify it. Nonprofits of all types, not only those that employ people, will seek for an EIN. Your EIN will be used to create a bank account, petition for 501(c)(3) status, and file IRS Form 990 returns.

#### **6. Store Non-Profit Records**

You will obtain a lot of official paperwork once your organization gets off the ground. Having all this paperwork in one location will save you time and trouble in the future. You will soon have a lot of



paperwork to maintain track of, including your EIN letter, bylaws, meeting minutes, and 501(c)(3) decision letter, among other things.

Agency: Internal Revenue Service (IRS)

Form: IRS Form SS-4

Filing Method: Mail, Fax, Phone or Online

Agency Fee: \$0

Law: 2013 Florida Statute – Chapters 617: Corporations not for profit

Notes: Print EIN

## **7. Establish Initial Governing Documents and Policies**

Your nonprofit's bylaws are the governing document. They serve as the operating manual for your organization and should be in accordance with your articles of incorporation and the law. When your Board of Directors meets for the first time, you will go over the bylaws and ratify them, and they will serve as a guide for future governance.

At the same time, you should develop and implement a conflict-of-interest policy. When someone in a prominent position in your nonprofit has competing interests, they may make decisions that benefit themselves at the expense of the organization. Personal interests should be put aside in favor of corporate goals. If a potential conflict of interest arises, it should be disclosed right away.

Both the bylaws and the conflict-of-interest policy must be authorized and implemented before you can apply to the IRS for 501(c)(3) status. Keep them securely in your Nonprofit Records Kit once they have been accepted.

## **8. Organizational Meeting of the Board of Directors**

Your Board of Directors' first organizational meeting will be quite beneficial. The bylaws will be approved, the conflict-of-interest policy will be established, directors will be elected, officials will be

appointed, and motions such as creating the organization's bank account will be approved at this meeting. Important decisions will be made, so be sure they are recorded in the meeting minutes.

## **9. Get Florida State Tax Identification Numbers/Accounts**

A combined state tax registration application is available in Florida.

Submit to: Florida Department of Revenue

Form: DR-1: Florida Business Tax Application

Filing Method: Mail or Online

Agency Fee: \$5 for sales tax registration

## **10. Apply for 501(c)**

Applying for 501(c) tax exemption may seem like the most difficult step in realizing your organization goal, yet it comes with a slew of advantages. In addition to being free from IRS income tax, you will be able to seek for grants and expand your fundraising success. Nonprofit organizations are governed under section 501(c) of the Internal Revenue Code. 501(c)(3) nonprofits, such as charities and foundations. Form 1023 or Form 1023-EZ is used by 501(c)(3) organizations to apply. Examine the criteria for each application to ensure that you meet the IRS's qualifying standards. Form 1024 is used by other sorts of Nonprofits, such as 501(c)(4) and 501(c)(6) organizations. The IRS will send you a Determination Letter confirming your exemption after considering and accepting your application.

Agency: Internal Revenue Service (IRS)

Form: IRS Form 1023, IRS Form 1023-EZ, or IRS Form 1024

Filing Method: Mail

Agency Fee: \$275 for organizations filing from 1023-EZ and \$600 for organizations from Form 1023

## **11. Apply for State Tax Exemption(s)**


Make sure you understand your state's requirements for recognizing your nonprofit's tax-exempt status once you have received your IRS Determination Letter. State-by-state requirements differ in this area. Many states provide their own tax-exempt certificates that can be used for sales and use tax purposes, although they may need to be applied for and renewed on a regular basis.






Fees to be Aware of:





1. Filing Fee	\$35
2. Registered Agent Designation	\$35
3. Certified Copy – <b>Optional</b>	\$8.75
4. Certificate of Status – <b>Optional</b>	\$8.75


# 30-Day Heartsters Social Media Calendar

Month of August

MON	TUE	WED	THU	FRI	SAT	SUN
						<p>1</p> <p>Facebook: Instagram:</p> <p>World Lung Cancer Day</p>  <p>Take the time to support those individuals who have had an impact with lung cancer #WorldLungCancerDay</p>

2	3	4	5	6	7	8
	<p>Facebook: Instagram:</p> <p>Supporting our E-book</p>  <p>In our e-book, Jai and Michiko share their exciting adventures by being brave. You can receive Courage for free by becoming a Heartsters member. #Heartsters #Courage</p>		<p>Facebook: Instagram:</p> <p>Introducing a new character Meet Darius</p>  <p>Everyone, meet Darius. (Darius bio goes here) #Heartsters #MeetDarius</p>		<p>Facebook: Instagram:</p> <p>National Purple Heart Day</p>  <p>Take the time to celebrate the U.S. service members who have been a part of the Military. #PurpleHeartDay</p>	
9	10	11	12	13	14	15
		<p>Facebook: Instagram:</p> <p>National Immunization Month</p>  <p>Learn about the importance of vaccination. <a href="https://www.cdc.gov/vaccines/events/niam/index.html">https://www.cdc.gov/vaccines/events/niam/index.html</a> #ImmunizationMonth</p>		<p>Facebook: Instagram:</p> <p>Introducing a new character Meet Ash</p>  <p>Everyone, meet Ash (Ash's bio goes here) #Heartsters #Ash</p>		

16	17	18	19	20	21	22
<p>Facebook: Instagram:</p> <p>Heart Walk</p>  <p>Support the American Heart Association by joining us for our Suncoast Heartwalk on Saturday, November 13. You can register at <a href="http://www.suncoasttheheartwalk.org">www.suncoasttheheartwalk.org</a> #Heartwalk</p>		<p>Facebook: Instagram:</p> <p>Create your own Heartsters Character</p>  <p>Enhance your motor skills and use your imagination by drawing your own Heartsters character! #Heartsters #imagination</p>			<p>Facebook: Instagram:</p> <p>Down Syndrome Walk</p>  <p>Support Down Syndrome by joining our walk in Colorado! For more information, please visit at <a href="https://www.d-s-stride.org/cdsadswalk">https://www.d-s-stride.org/cdsadswalk</a> #DownSyndrome</p>	
23	24	25	26	27	28	29
<p>Facebook: Instagram:</p> <p>Share your Story</p> <p>Here at heartsters, we help support different families by sharing our stories. Share your story by emailing us at <a href="mailto:info@heartsters.com">info@heartsters.com</a></p>		<p>Content Related to the Website</p>		<p>Introducing a new Character</p>  <p>Everyone, meet Jake! (Jake's bio goes here) #Heartsters #Jake</p>		

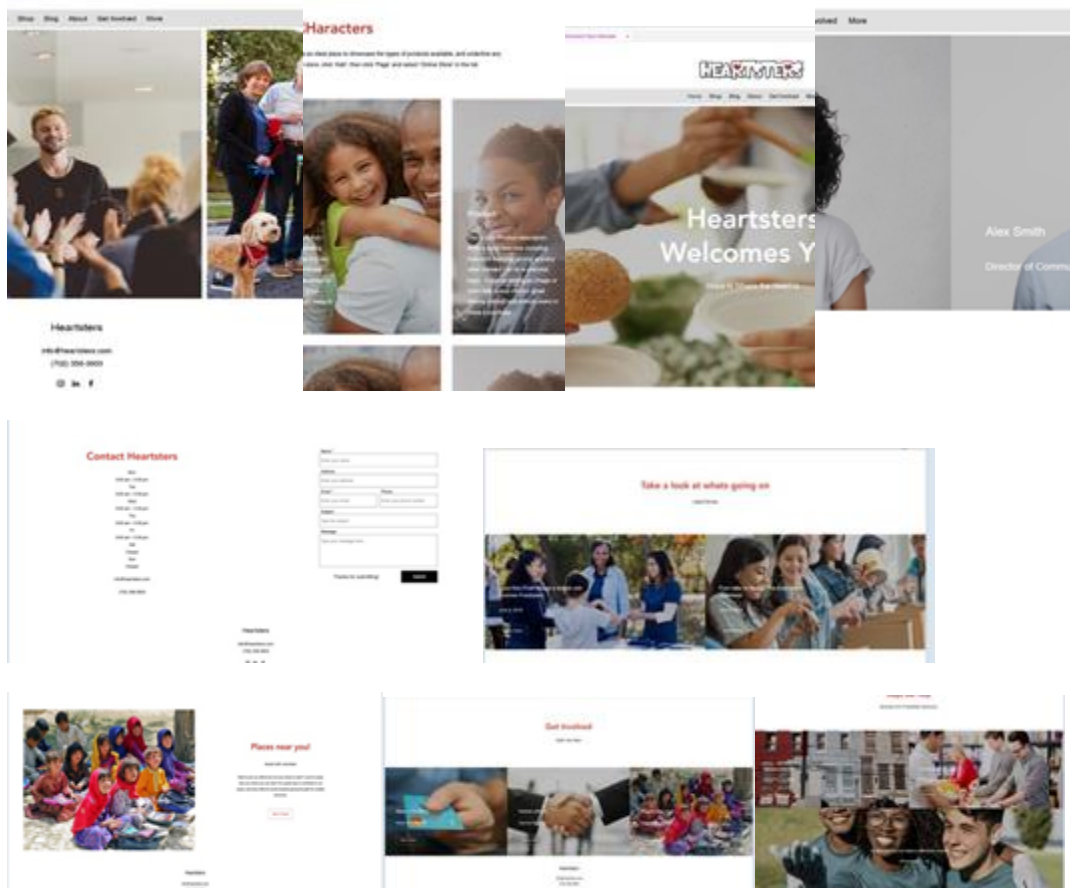
30	31					
<p>Content Related to the Website</p>	<p>Introducing a new Character</p>  <p>Everyone, meet Serena! (Serena's bio goes here) #Heartsters #Jake</p>					

# New Heartsters Website Design

## Before

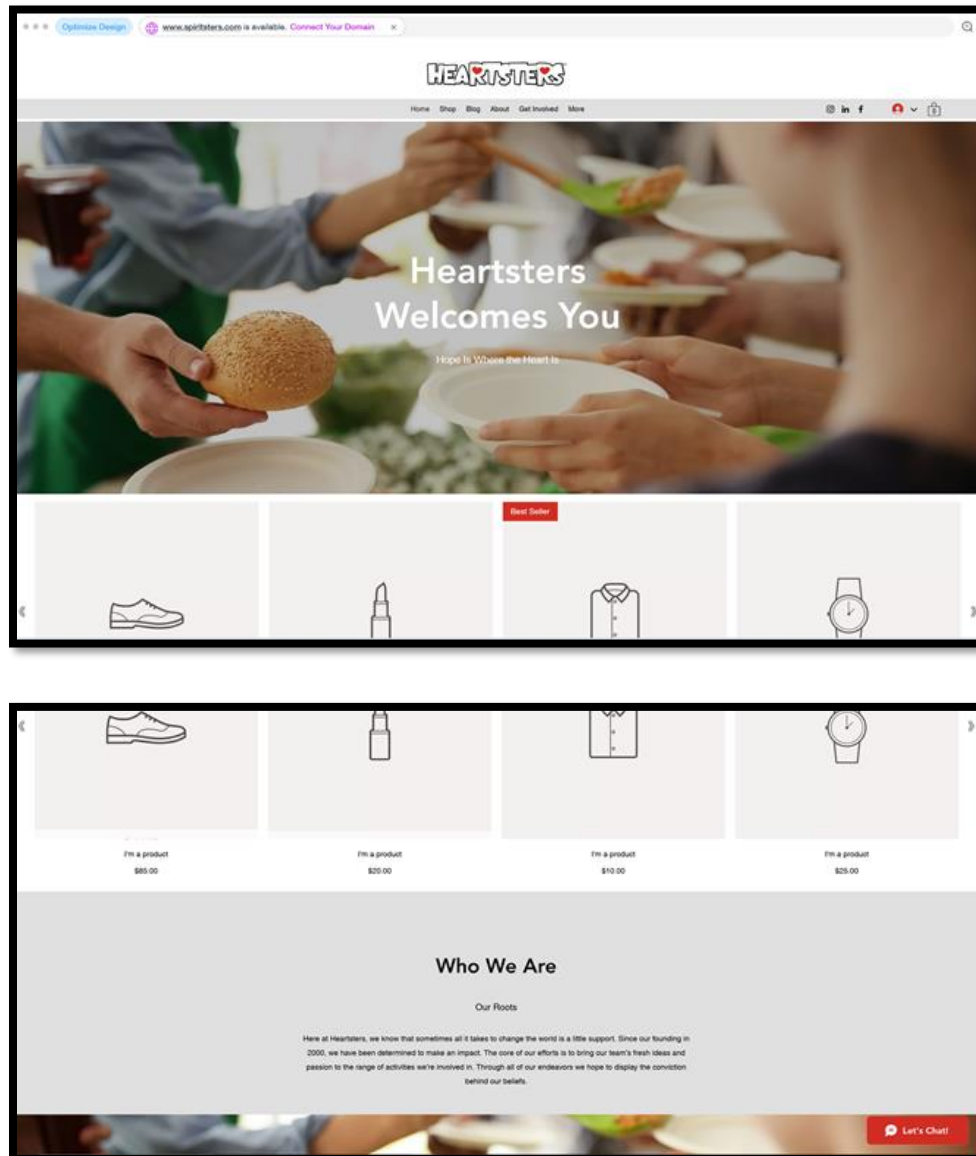


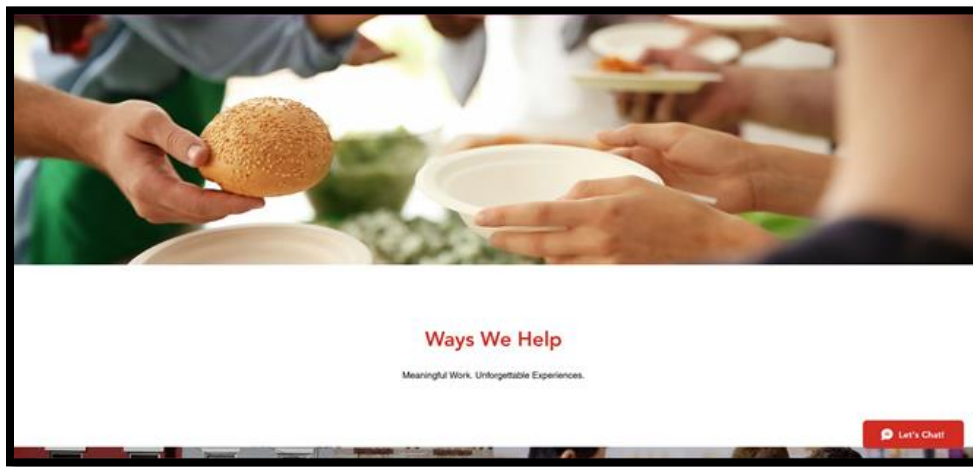
## After



It has a sleeker open appearance thanks to the new site that was designed. The goal of this was to walk the spectator through the process and show them what the Heartsters are all about. The site's pages are as follows: Home, Shop, Blog, About, and Contact. Participate, Upcoming Events, Contact, News, Videos, and a Gallery Meet the Team, Find a Location Near You, Learn About Programs, and find out about Upcoming Events.

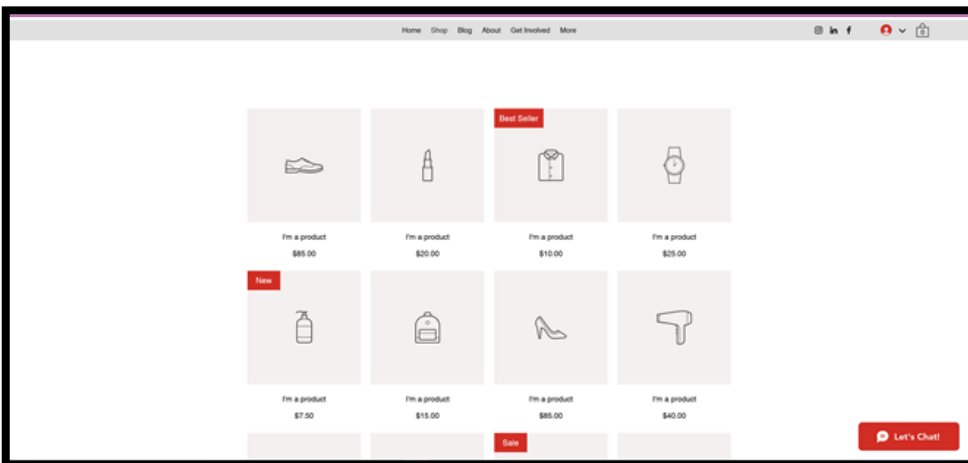
## Home





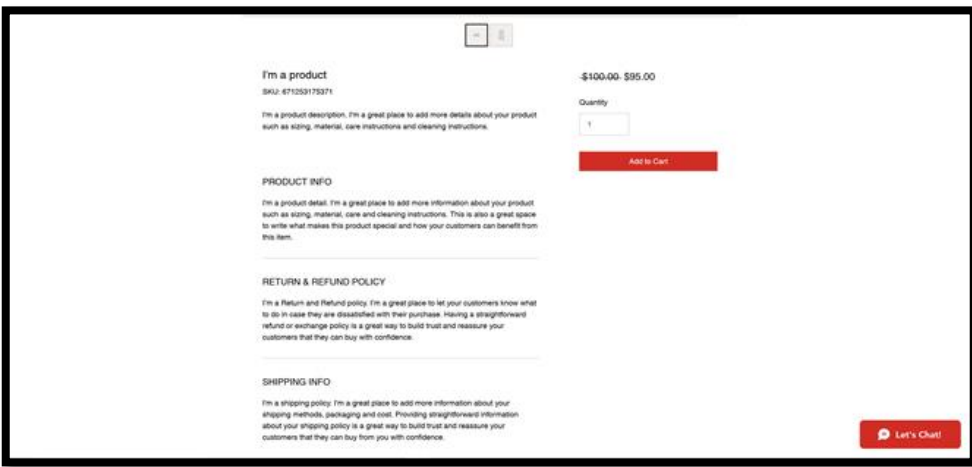
The new home page gets right to the point regarding who they are and what they do before showing some of the other pages with samples and snippets. Before the product advertisement, state "what we are all about." Also, for the week or month, the client can alter the product advertisement toward what she wants to promote the month's event. For example, the month's event page is dedicated to children with diabetes. This page contains most, if not all, of the pages integrated into it in some way, making it easy to navigate between them.

## Shop

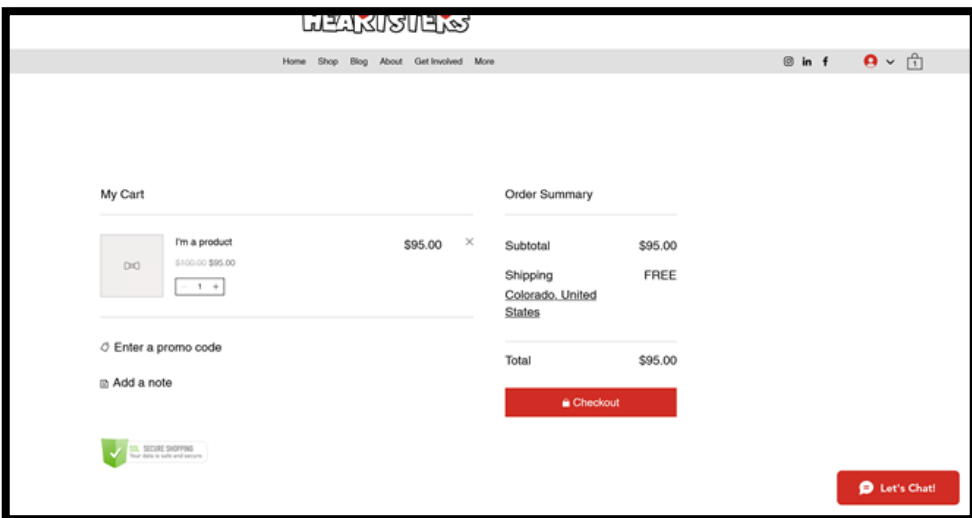


When you first visit the shop page, you will get a list of all the products available. Reorganization of this website's style and layout for a more child-friendly approach, organization by product kind, is required.

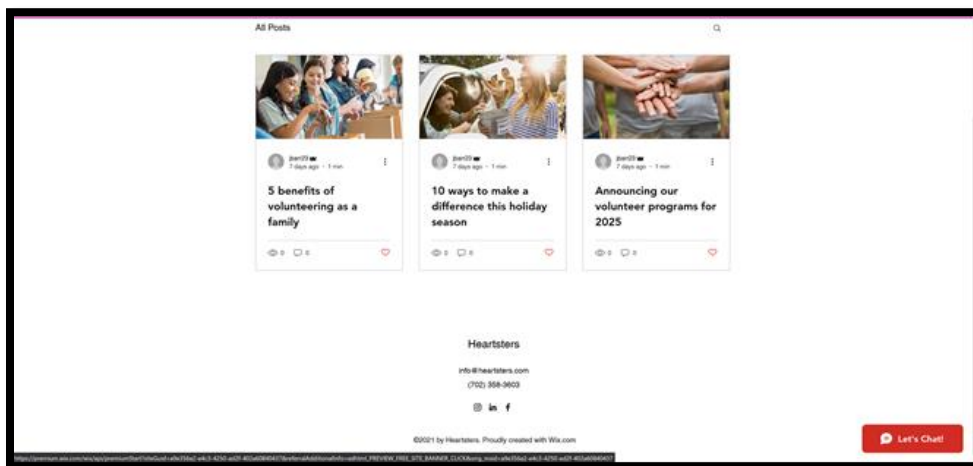




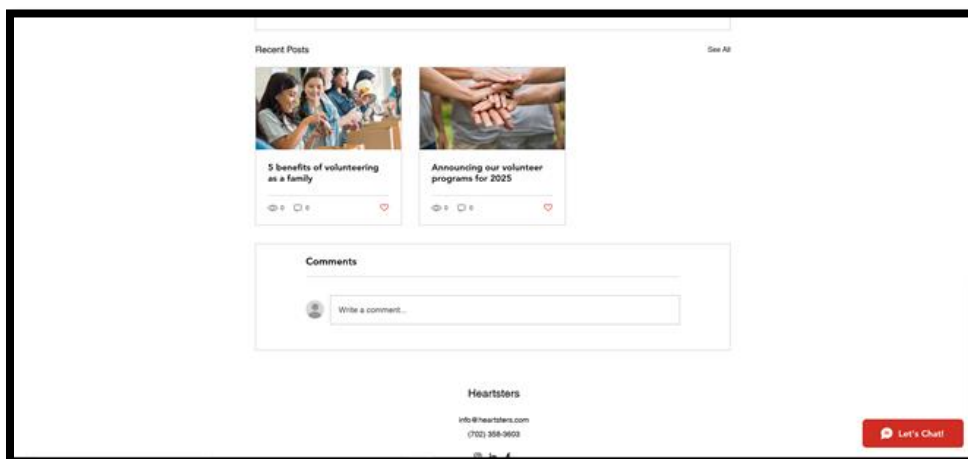
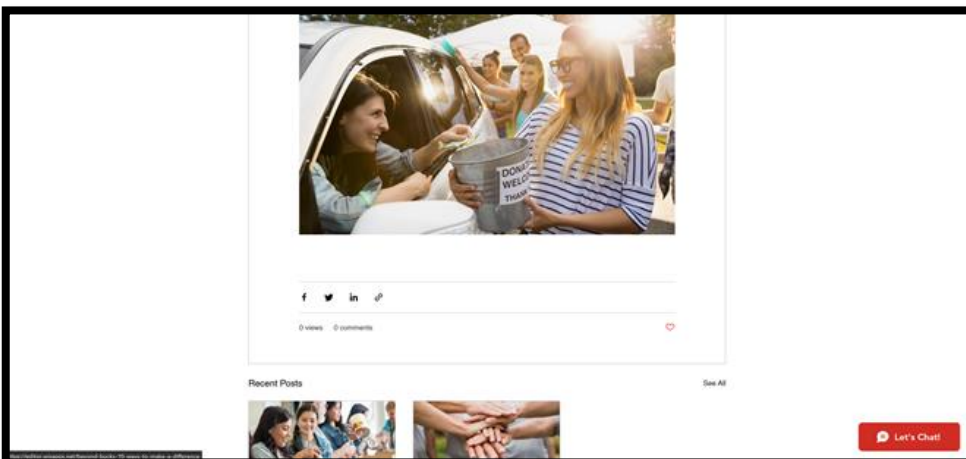
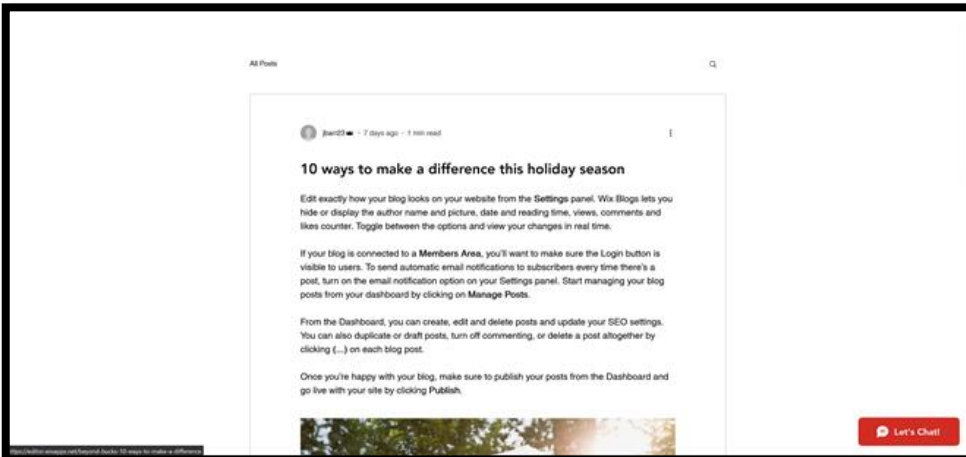
When you select a product, the product information, return policy, and delivery information are displayed. This clarifies any confusion about where the money gains are spent. You can adjust the amount or return to shopping after adding it to your cart. For the next section, you will select view cart.



## Blog



This is the page for the blog! This allows visitors to browse new blogs written by individuals as well as the company itself. This page was created so that the reader might see other inspiring and hopeful stories about children with disabilities.



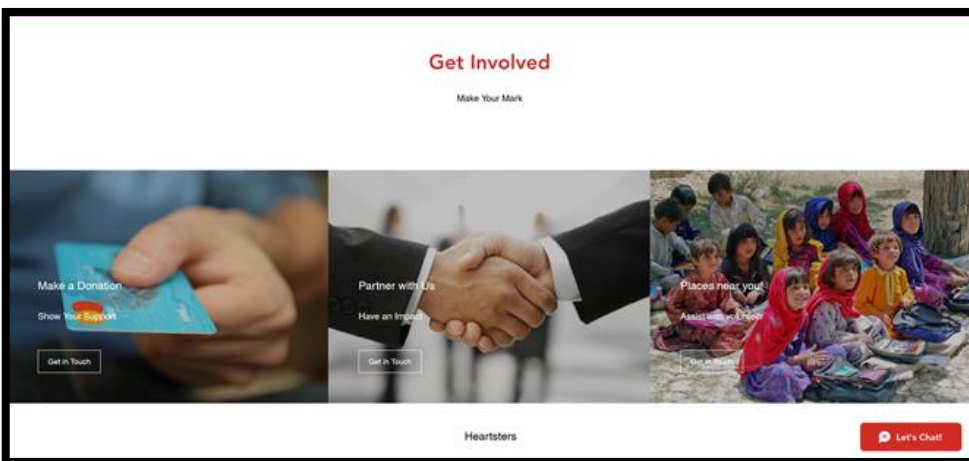
You can comment and read the blog post once you have entered it. This is quite basic and usual stuff, but it allows the audience to participate a little more.

## About



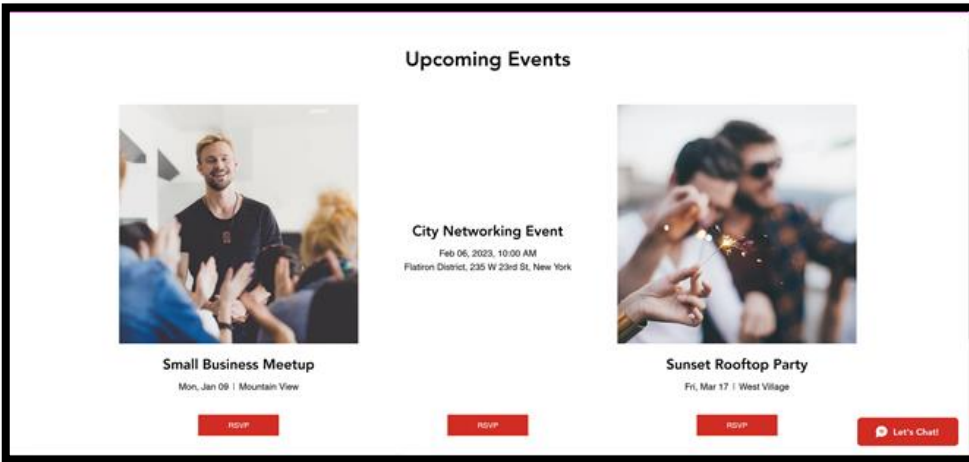
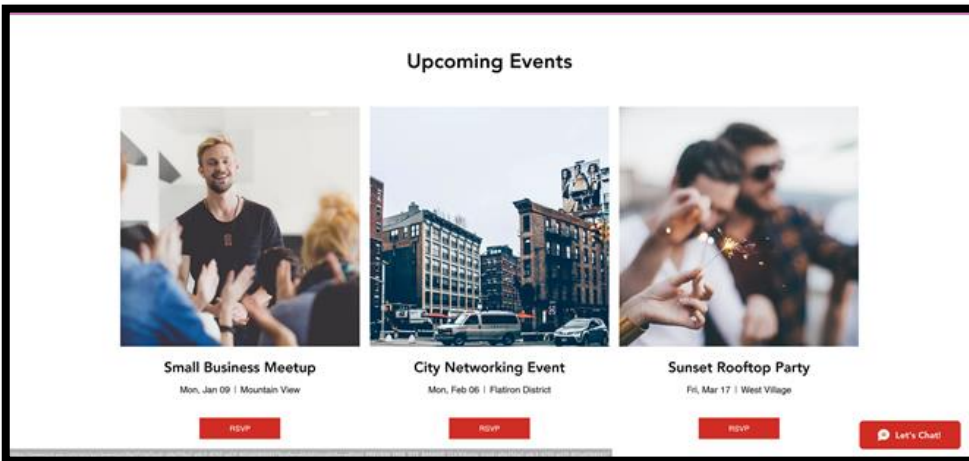
Just after 'Our Goal,' a piece describing how they got started and the background behind them could be added. Their original about page just stated that they were inspired by a woman who created characters with heart-shaped heads and wanted to share them with the world! This is a bit of a letdown. You set the scene by introducing the objective first, then take the spectator on a journey into the past to show them how that goal came to be.

## Get Involved



We noticed after obtaining feedback from the client that she does not feel comfortable accepting donations until she becomes a nonprofit, which is a wonderful thing. She, on the other hand, adored the idea of the 'places near you!' button, which takes you to a separate page dedicated to finding volunteer opportunities near the viewer.

## Upcoming Events



This will lead you to the Heartsters event page, where you can see and possibly help with forthcoming events that the Heartsters will be attending, whether virtual or in person. When the viewer hovers over one of the locations, more information about it appears, and when the viewer clicks it, even more information about the event appears.

## Contact

**Contact Heartsters**

Mon  
9:00 am - 5:00 pm  
Tue  
9:00 am - 5:00 pm  
Wed  
9:00 am - 5:00 pm  
Thu  
9:00 am - 5:00 pm  
Fri  
9:00 am - 5:00 pm  
Sat  
Closed  
Sun  
Closed

info@heartsters.com  
(702) 358-3603

**Name \***  
Enter your name

**Address**  
Enter your address

**Email \***  
Enter your email

**Phone**  
Enter your phone number

**Subject**  
Type the subject

**Message**  
Type your message here...

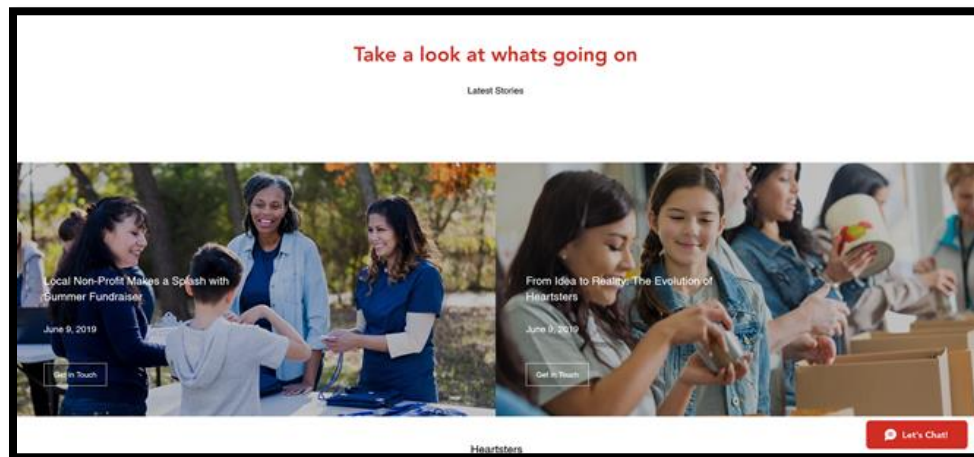
**Submit**

Heartsters

**Let's Chat**

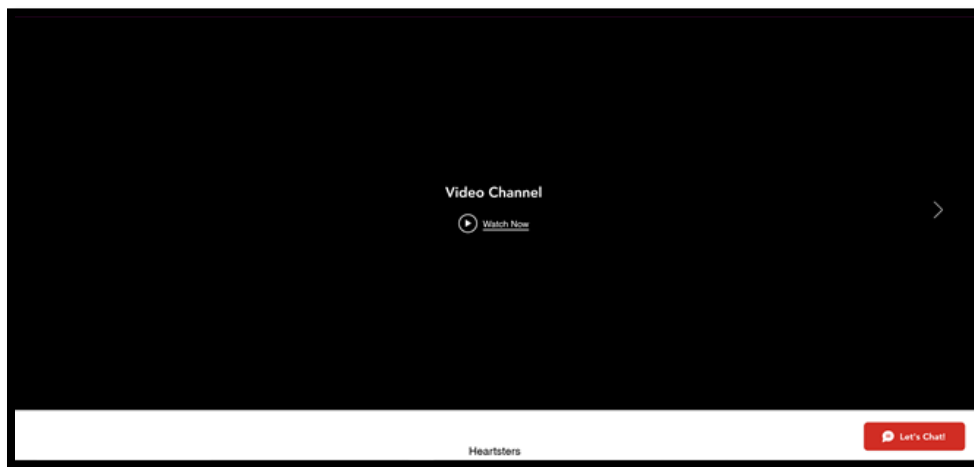
This includes the hours when Heartsters are accessible for discussions, but if the viewers prefer, they may simply write an email. They might just respond to a blog article.

## News



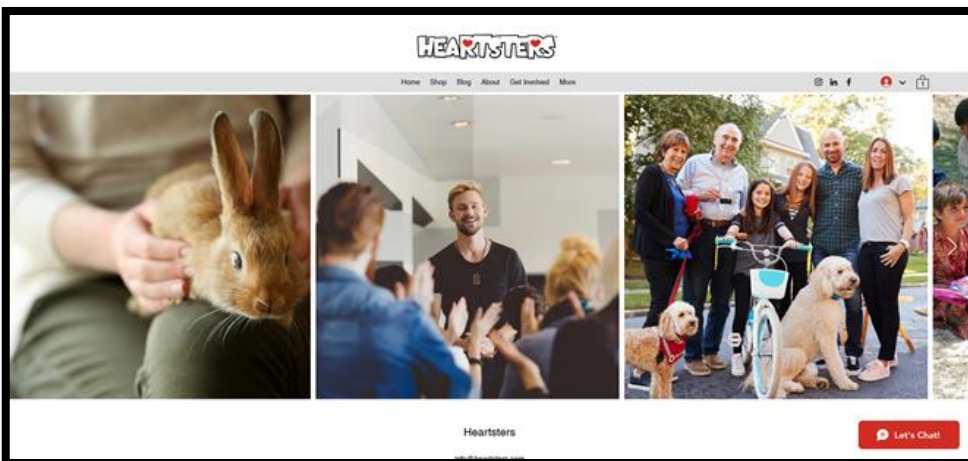
The news page differs slightly from the events page. It is more of a global story about disabled children. And I am talking about things that have already happened, not things that are happening or will happen.

## Videos



If the client wants short clips of the Heartsters characters animated and playing, they can use the video channel to generate awareness about the events.

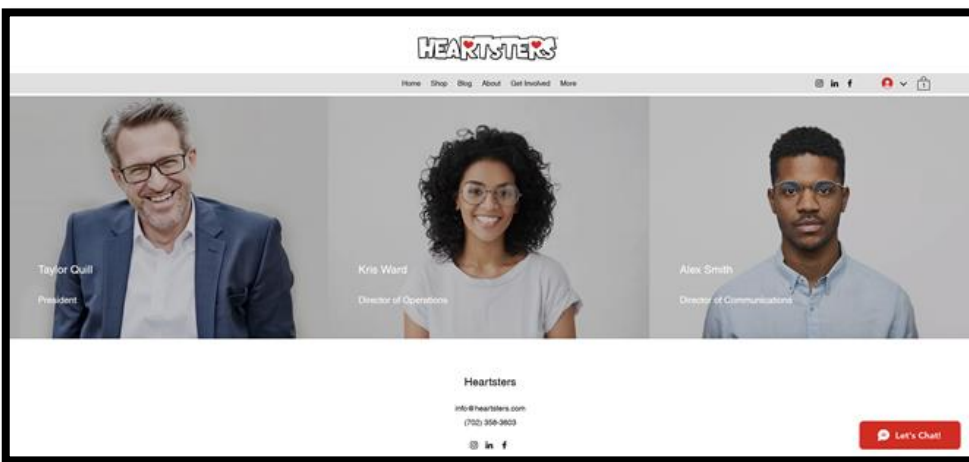
## Gallery



The Gallery was intended to be a substitute for the previous "we adore animals" page. This way, they may demonstrate and discuss about a variety of animals while also demonstrating how it pertains to disadvantaged children and their aim.

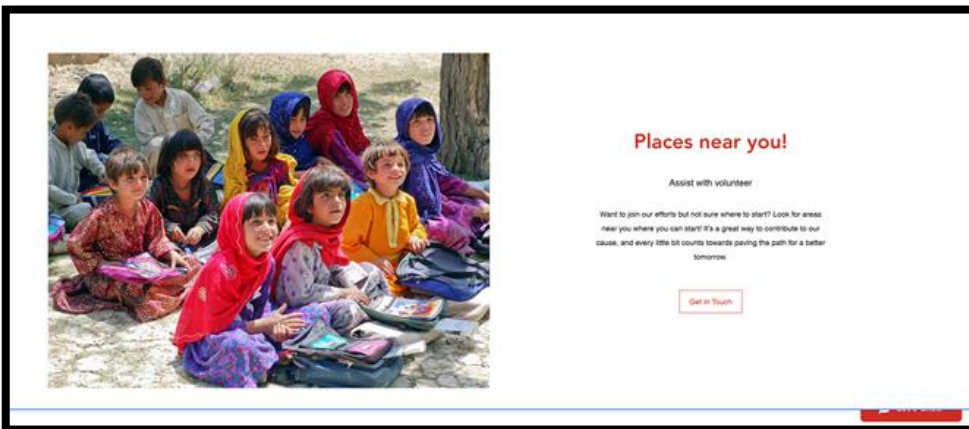
## Meet the Team



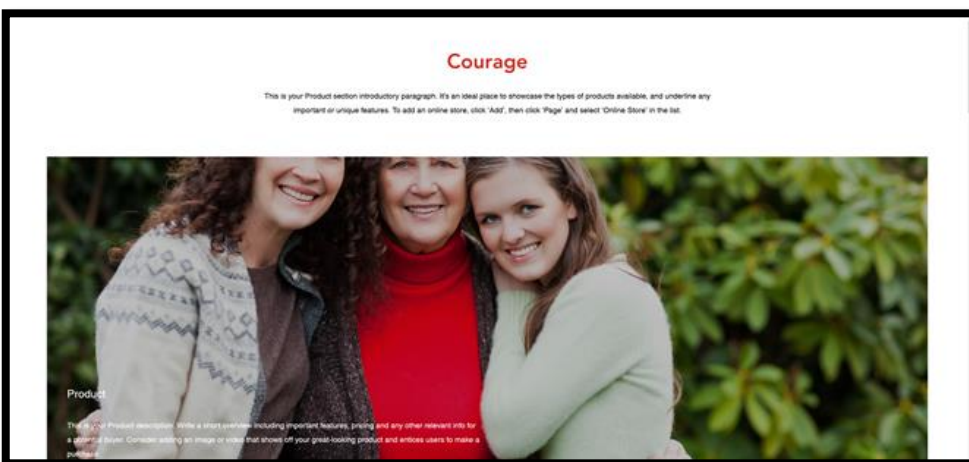


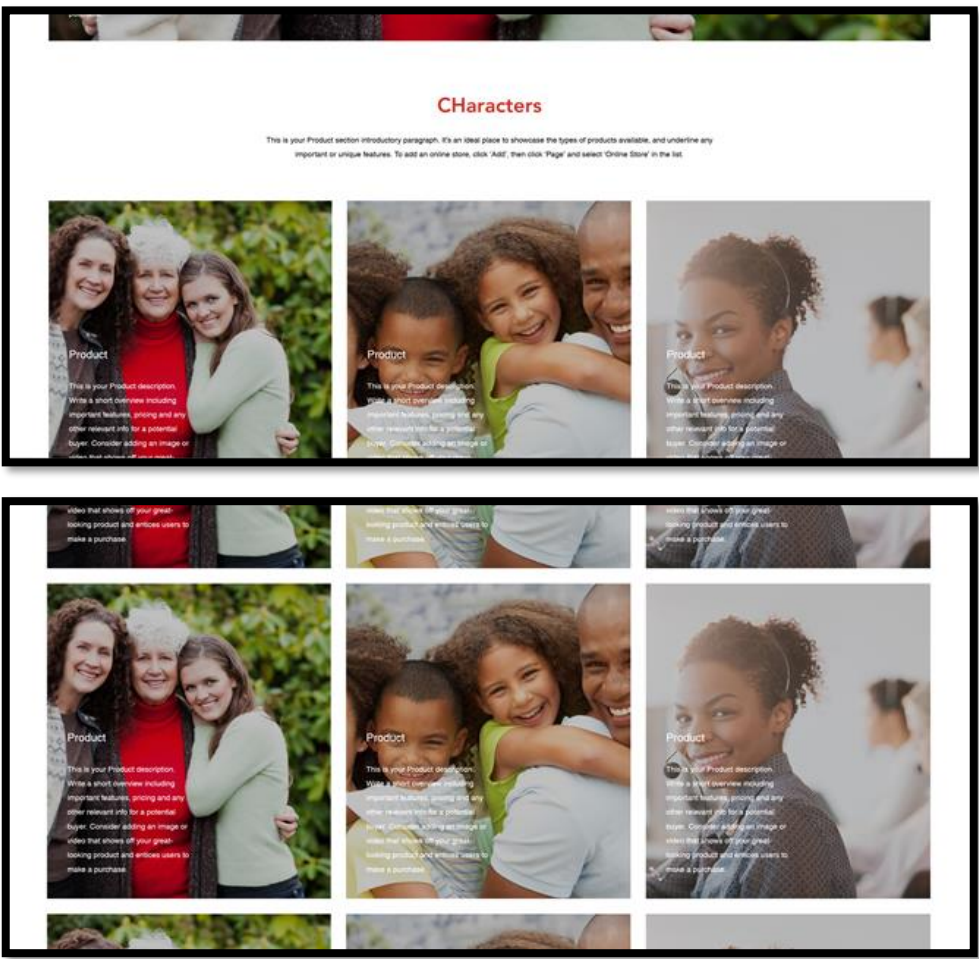
This is intended to introduce you to the team, explain who does what, and provide a brief bio. This is mostly where our client's daughter would be when she created Heartsters characters.

## Places Near You!



This page was created to allow viewers to see volunteer opportunities in their area and to encourage them to do so. Programming (needs a new name)





New characters and novels will be placed here so that visitors may read about them right on the site. It also has some difficulties near the bottom. You may learn more about each character by clicking and hovering over them. This directs people's attention to the characters and books, allowing for more interaction and foot traffic.



# Cohesive Branding Strategy for Heartsters

## General Best Practices for Branding:

- Pick a color scheme with a few colors that contrast each other and focus on using those
- Pick a few fonts that work well and stick to using those as often as you can
- Edit all your images to have a similar theme
- Images/photos/art are much easier for the audience to connect with at a glance
- Put your logo on all content you can
- Keep the words you say consistent across platforms with your brand story
- Make your brand story clear to the audience using all of the above
- Write in a similar voice/tone across platforms

## Recommendations For Branding on Social Media:

- Keep all images posted edited to have a similar look
- Use your logo when you can
- Have links to your website
- Have links to related resources
- Ask the audience questions to engage them
- Use your brand fonts and colors
- Respond to messages in a similar tone each time

## Recommendations for Branding on the Website:

- Use your brand colors, fonts, and writing style
- Add images where possible
- Keep your site simple and easy to use/navigate
- Have all the relevant information at the very least: Home, about: explain the purpose of your brand, contact
- Show examples of what you do and make sure your brand story is clear
- Link to your social media and feature recent posts
- Keep your audience in mind always

## Branding Recommendations for Heartsters:

- Explain all the parts of your story: how you started, what you do, why you do it, and what you hope to do in the future
- Make sure all of your content has a cohesive theme across all platforms
- Have ways to connect and engage with the audience

## **Recommendations and Innovation Discussion**

With the revisions and additions our team has made to the Heartsters organization, we wanted to provide recommendations to go about using the information and content. Our first line of action was to provide resources to support their goal of switching to a non-profit organization. We wanted to provide clear resources and steps to outline the process in an easy-to-follow and understand way. After this semester, the client is planning to take our recommendations on this and complete the 501(c)(3) application to become a non-profit organization since that better fits their overall business goals.

Another thing we were working on was to create a 30-day social media calendar. Our suggestions for the client to use this resource include posting on various social media platforms, connecting the posts to the website, and making sure to keep a cohesive brand image every place that the audience may see content from Heartsters, as that may be on any social media platform, on the website, or any place in person.

Our last set of recommendations for the client include ways to update the website to be more user friendly. To accomplish this, we recommend changing the layout of the site in some places, changing some visual elements, and adding a space to link to social media posts. There is a detailed document with descriptions of suggestions of things to change and a visual outline mockup of what these changes may look like.

## **Conclusion**

It has been a great pleasure to learn more about disabled children and to learn what the heartsters is all about. Building a site, helping them become a nonprofit, and helping them with their schedule for the future has been a great learning experience for the team. With some hard work and dedication, it has led to the production of successful deliverables, based on the client's needs wants and asks all meeting or exceeding the requests of the client. While our trajectory as a team has reached its end, we hope the connections established throughout this process will last far beyond this final report. Moving forward we suggest the Heartsters corporation takes advantage of the tools provided by the Bachelor of Innovation students, pushing for that nonprofit and making adjustments to the site, along with keeping up with the social media and the schedule. We highly encourage that Heartsters considers working again with another group of brilliant students, providing different perspectives and outlooks on how to approach their needs and wants. Once again, we thank everyone for the opportunity, and hope to continue hearing from Heartsters in the future.

# Supporting Materials

## Project Charter

Summer 2021 Bachelor of Innovation Team

# Project Charter

for

## Heartsters, LLC

Led by Jessica Newman, Elizabeth Galvino, and Elizabeth Rangel

Heartsters LLC

Founder: Jennifer Martinez

2060 Sunnyside Place, Sarasota, FL 34239

(702) 358-3603

jennifermartinez@consulthrparkers.com - info@heartsters.com [www.heartsters.com](http://www.heartsters.com)

### Purpose of the Project:

Explore the Heartsters' vision, mission, and future direction objectively, as well as the current operating model, strategic plan, website, and supporting materials, and make a joint recommendation to the Founder on how to make the Heartsters a market leader through products, services, and ongoing community engagement.

### Objectives and Success Criteria:

- Objective 1
  - To engage individual investors, companies, or current programs given by organizations to which Heartsters can apply for grants or investment money to keep them running after 2021. The team will research the required steps for Heartsters to become a non-profit which should lead to a greater opportunity for funding.
- Success Criteria
  - Heartsters provides enough evidence to guide them through the process of applying for financial grants or investment funds and becoming a non-profit organization.
- Objective 2
  - Make recommendations suitable to our target demographic of 6-10 years old for a Heartsters internet page. The website must be updated and must be in line with our mission as well as parental approval.
- Success Criteria
  - The website suggestions are accepted by the founder of Heartsters.

- Objective 3
  - Create a 30-day social media platform calendar that highlights Heartsters' monthly plans and events. This might be anything from personal experiences to community activities to current events. Create a 60-day calendar if time allows.
- Success Criteria
  - The Heartsters founder approves the social media calendar, which is then posted on the website for the month.

#### High-level requirements:

- Requirement 1 - A final paper or report that includes the names of the companies, the application procedure, and the criteria that will be evaluated for any funding.
- Requirement 2 – Begin the process of becoming a Non-Profit organization.
- Requirement 3 - A website plan that covers the needs, program framework, and design of the website, as well as functionality, features, and the projected cost of changing the website.
- Requirement 4 - A digital drawing of a 30-day calendar, together with a description of the website, events, and news, as well as a report outlining the actions the Heartsters can take to construct a 60-day calendar.

#### Assumptions:

- Assumption 1: The client will stay in communication with the team.
- Assumption 2: The client will provide the appropriate amount of relevant information for the team to complete the requirements successfully.
- Assumption 3: The team has the necessary resources on hand or can conduct research to complete the delivery.

#### Constraints:

- Constraint 1: The team may lack the knowledge or time to complete the website's construction, leaving them with solely a proposal.
- Constraint 2: There is a communication restraint with the client about twice a week and time frames of those meetings.
- Constraint 3: The team may be unable to entice external parties or locate appropriate grant-making organizations for the Heartsters to apply to.

### High-Level Risk:

- Risk 1 Usability
  - Delivery of the final documentation may be incomplete due to time restrictions, or the final documentation may be of low quality and completeness.
  - Probability: High
  - Impact: Medium

### Milestones:

- Milestone 1 - Website
  - Enhance website to reflect the company's overall message.
  - Due: July 7, 2021
- Milestone 2 - Becoming a non-profit organization.
  - Begin the process of becoming a non-profit organization and review funding options for the future.
  - Due: July 7, 2021
- Milestone 3 - 30-day Social Media Calendar
  - To organize and to schedule each post that is relevant to Heartsters.
  - Due: July 7, 2021

### List of Key Contacts

Jennifer Martinez (CEO of Heartsters)  
info@heartsters.com • 702.358.3603  
www.heartsters.com

### List of Client-Team Meetings

- June 21<sup>st</sup>, 2021 @ 9:00 am MST via Microsoft Teams
- June 28<sup>th</sup>, 2021 @ 9:00 am MST via Zoom
- July 1<sup>st</sup>, 2021 @ 9:00 am MST via Zoom
- July 7<sup>th</sup>, 2021 @ 9:00 am MST via Zoom

### BI Team Contact Information

Elizabeth Gavino (Team Lead)  
egavino@uccs.edu • 719.271.1157  
Bachelor of Innovation in Computer Science  
Expected Graduation in December 2022

Elizabeth Rangel (Team Lead)

erangel@uccs.edu • 719.460.6829

Bachelor of Innovation in Inclusive Early Childhood Education

Expected Graduation in Dec 2021

Jasmine Barr

jbarr2@uccs.edu • 303-619-6474

Bachelor of Innovation in Cybersecurity

Expected Graduation in May 2024

Kaitlyn Neubaum

kneubaum@uccs.edu • 970.497.6297

Bachelor of Innovation in Digital Media Communication and Business Administration

Expected Graduation in Dec 2021

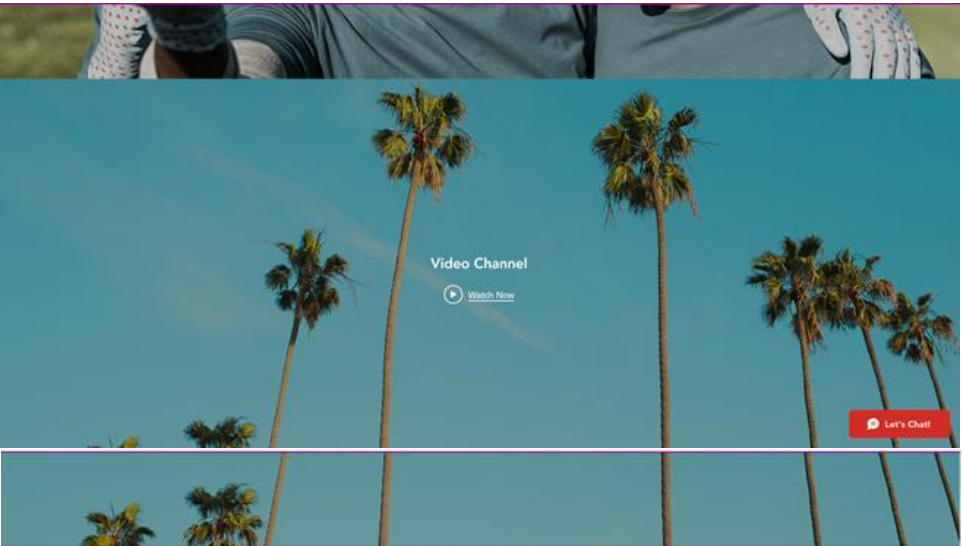
Jessica Newman (Team Lead)

jnewman@uccs.edu • 719.308.0512

Bachelor of Innovation in Business—Management

Expected Graduation in May 2022

## **Appendix**



urban.weekends

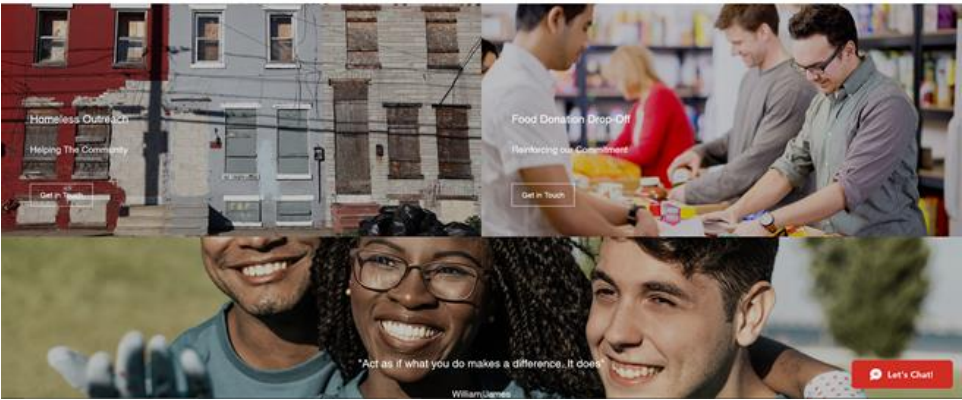
1,096 Posts · 19k Followers · 485 Following

Follow

Jo Urban  
Inspiring your weekends with art, lifestyle and adventure  
Stockholm, Sweden 🇸🇪 @jo.urban  
[urbanweekends.com](http://urbanweekends.com)



Let's Chat!



Load More

#weekendvibes



Let's Chat!

## Upcoming Events

### Small Business Meetup

Jan 09, 2023, 11:30 AM  
Mountain View, 500 Terry Francois Blvd, San Francisco

This is a great place to get your guests excited by telling them a little more about this event.



### City Networking Event

Mon, Feb 06 | Flatiron District



### Sunset Rooftop Party

Fri, Mar 17 | West Village

SEND  
REPLY

SEND  
REPLY

SEND  
REPLY



Emp & Sarah

Emp saved to clipboard

Click here to email

Let's Connect

## Contact Heartsters

info@heartsters.com

(750) 358-3603

Name \*

Enter your name

Address

Enter your address

Email \*

Enter your email

Phone

Enter your phone number

Subject

Type the subject

Message

Type your message here...

Submit

