

**LOLA Assessment
Vision (IT Process)**

Version 1.0

LOLA Expansion Assessment	Version: 1.0
Vision (IT Project)	Date: 1/26/2015

Revision History

Date	Version	Description	Author
01/17/2015	1.0	Initial write up	J. Baribeau
01/28/2015	1.1	Revision	J. Baribeau

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Vision (IT Project)

1. Introduction

The purpose of this project is to introduce our group's conceptual business process design. Land O'Lakes Area Artisans (LOLA) largest challenge in such a small community offers is the effort to be everything to everyone. Clearly from their past revenues they have shown a continuing growth and we would like to foster that continuing growth. We would like to help LOLA maximize their current resources to optimize benefactor's experience, bring in more revenue and enrich the LOLA community. We provided an analysis of current issues that we feel technology can contribute an improved process for facilitating an increase in donations, media coverage, volunteering, students and/or benefactors. According to the LOLA mission, they are dedicating their efforts to grow and flourish art enrichment to the Northwoods of Wisconsin and the Upper Peninsula of Michigan (LOLA Community). LOLA's goals are to provide space for artists to flourish, increase quality of life with art as well as award scholarships for local residents. With their efforts for a rapid growth LOLA has reached their functional capacity for operation. To utilize the momentum, we think there is a need for an automation of certain current procedures to allow for more time in seeking other avenues for revenue generation and fundraising.

1.1 References

Artisans, Land O'Lake Area. www.lolaartswi.org. 2011. Website. 26 1 2015.
Dennis, Alan, Barbara Haley Wixom and David Tegarden. System Analysis Design UML Version 2.0. Danvers: John Wiley & Sons, Inc, 2012. Textbook.
Kelley, Anna. Land O'Lakes Area Artisans IT Project Assessment. Assessment. Land O'Lakes: LOLA, 2014. Paper.

2. Positioning

2.1 Problem Statement

There are three categories that can increase the revenue stream to continue and expand Lola's contribution to the community enrichment. The protocols for donation should aim for ease and diversity in giving as well as an optimized class registration process. The maximization of these protocols will enable easier data generation for the fulfillment of grant writing report

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requirements. However, the current donation system is an inefficient use of the organizations time and resources. The opportunity lost from not having the online donation form leads to a loss in potential donations as well as increased man hours that can better be served by completing more critical tasks. The class registration system is cumbersome and inefficient leading to a loss in revenue from a student spot left open from an unknown cancellation or an overbooking with insufficient space. In consequence with data lost from non-collection, reporting for a major revenue stream from grant writing is left on the table for others to have. By minimizing the work hours for grant writing, LOLA can have the potential to double their current grant writing revenue stream.

2.2 Product Position Statement

The biggest challenge for a community center is the ability to provide many things to many people. LOLA serves the Waterstreet, MI and Land O'Lakes community creates opportunities for people of all ages to enjoy, learn from and participate in the arts. The implementation of the new business processes has the potential to increase multiple levels of the revenue meanwhile streamlining efforts for easy reporting and clarity for artists and students.

3. Stakeholder and User Descriptions

The users are the employees and the Board of Directors of Land O'Lakes Artisans. They will utilize the new business process to benefit the increase of processing payment and communicating with volunteers, fundraising and data reporting.

The external stakeholder is the community of Land O'Lakes and Waterstreet, MI. The art community center further develops the enrichment and art opportunities.

In addition, another external stakeholder are the local and visiting artisans as their contributions create and income provided by the classes in addition to any artisan items sold from the continued public exposure. If there are no classes then the visiting artisans would lose income.

Volunteers are external stakeholders that contribute their time and support. Their contribution is critical to the success of the organization.

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3.1 Stakeholder Summary

Below is a summary of potentially non-user stakeholders

Name	Description	Responsibilities
Volunteers	Voluntary staff for support	Contribute time to the organization's mission
Community	Benefactors of the artisan programs	Enriching the lives of the community by creating a learning environment and developing new skills
Board of Directors	The Board will support the work of LOLA and provide mission-based leadership and strategic governance. While day-to-day operations are led Program Director. Specific Board Member responsibilities include:	Approve annual budget Audit reports & material business decisions Review performance of the Program Director Ambassador for the organization Ensure commitment to a diverse board. Review reports for Annual Report and advisory notations.

3.2 User Summary

Name	Description	Responsibilities	Stakeholder
Program Director	oversees the coordination and administration of all aspects of an ongoing program including planning, organizing, staffing,	Monitors project progress Approves funding Grant Writing Culminates data for grant Submission: Captures details Produces reports	User

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	leading, and controlling program activities		
Employees or Volunteer Office Staff	Employees/Volunteers execute the plans created by the board of directors and program directors.	Input information into web forms for donations. Monitor class size from online enrollments	User

3.3 User Environment

A small office environment with potentially 3 or more employee or volunteer users on a laptop.

In a broad spectrum the task cycle starts with the media outreach via multiple venues and carries to the response by the community by registering for the class or attending an event thusly generating data for analysis. The final stage would be the feedback provided by the attendees to prepare and analyze the current needs of the art community for future classes.

The task cycle could manage as long as a month or longer however each activity is critical and requires daily attention.

Currently platforms are on paper and in person not on the web. The future system will allow for a daily or weekly monitoring for class registration in addition to ticket sales to understand the progress of the events.

The current applications in use are Microsoft Word and Excel. They would continue to use both of these applications in addition to adding another element to contain and manipulate the data. There is some web management knowledge that would be required to maintain a new site and maximize the media outlet. Our system would potentially replace the use of Excel for the database allowing for more efficient reporting methods.

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3.4 Summary of Key Stakeholder or User Needs

The current problems that LOLA is experiencing are growing pains. In an effort to allow for further expansion to meet the community need. The current system will be streamlined and upgraded for donor and student ease. Subsequently, the information gained will run over into media management to generate more publicity and report generation for accurate reporting.

As we understand LOLAs issues to be need to minimize staff hours spent on tedious data information, create a system to utilize all volunteers efficiently and effectively redistribute data collected to further the growth of the organization.

Need	Priorit y	Concerns	Current Solution	Proposed Solutions
Automate Class Registration	High	Overbooking	Manual	Web Form
Event Management	High	Donor Information	Excel/Manual	Web Form Reporting Ticketing Accurate Counts
Grant Production	High	Ease of Reporting	Excel/Manual	Database from Web Forms Easier reporting
Media Outreach	Mediu m	Manage public stories & photos	Library, not tagged or searchable.	Sorted. Searchable. To include media stories. Impactful.
Volunteer Management	Mediu m	Self-Management, Communicati on	Personally managed between volunteers	Communication system & web form to increase volunteer base
Online Event Management	High	Public information	Non currently	Online calendar to manage public knowledge.
Feedback	Mediu m	Staying current with the community needs	In person or via email or letter	Online Form to support constant ideas and information sharing from public.

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Art Library System	Low	Missing art	Manual check system	Calendar with reminders upon check out or Cooperate with local library with use of BadgerLink
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3.5 Alternatives and Competition

The alternatives that exists would be the status quo. The LOLA group has had tremendous success with their efforts thus far by doubling their revenue every year through 2013. With this fast paced growth a system is needed to skillfully maximize the data to continue the growth in addition to receiving the feedback to keep a pulse on the current needs of the community. Alternatives that are possible is to use several different solution to solve each individual problem or take advantage of a cohesive complex solution to allow for multidimensional process. This being a non-profit the price cannot be beat however, the competition would potentially be another skilled person versus an entire team to develop the entire process. We fear their maybe loss in potential revenue from donors and fundraising events even potential depletion of volunteers if the current momentum isn't maintained.

4. Product Overview

The LOLA Expansion IT Project is to be developed to benefit the community and artisans of the Northwoods area. The system will provide capture information as well as easy online access with an offsite location for area residents to donate, participate, volunteer and fundraise.

4.1 Product Perspective

This product process will integrate with all elements of LOLA's necessary features. The largest impact LOLA creates are the ongoing artisan classes provided for the enrichment of the community. Donor giving needs to be easy for the customer (the donor). Web forms will capture data of any donation made and students registered. These forms will allow for captured information to be utilized for grant writing, class sizes, and community outreach. This will enable consistent contact with donors and the community to share future information in fundraising,

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classes, special events, etc. All of these elements work cohesively to create more donor opportunities.

The complete overview of the business process is represented in the diagram below:



4.2 Assumptions and Dependencies

- The users have sufficient knowledge to utilize a personal computer.
- The LOLA building will have an internet connection.
- At least one computer
- The users will be available for training upon completion.

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5. Product Features

5.1 Class Registration

By creating a website with web forms, LOLA can create classes online for the students to register. When a potential student goes to the website to register for a class, the web page will contain class availability and class information in addition to a manner to pay for the class. The student can review, select and choose the class they would like to attend then enter in their pertinent information. Thusly, all student information is kept to create an avenue of communication between LOLA and the community benefactors. In turn LOLA can utilize that information to stay in contact with current students within the community to provide information from upcoming classes, volunteer opportunities, to fundraising events as well as maintain an accurate class count. Accurate information will help review supplies and staffing necessary.

5.2 Volunteer Management

Volunteers are the backbone of any non-profit organization. In so, such a vital resource is managed for maximum efficiency. Optimally, LOLA would like to allow for intercommunication for event handling as well as expand their volunteer base. A webform will aid in maintaining personnel and reduce the need for paid employees until such time that it's necessary.

5.3 Donor Page

By adding a dedicated donation webpage that allows for online donation, LOLA opens its donor base to a more diverse spectrum. The ease of access and additional informational fields will allow for donor specification. If donors want to sponsor a certain event or needed items for artisan classes, or upcoming fundraisers they can direct their donation towards their whim in addition to allowing payment via credit card. This donor input allows for further data capture. This data is immeasurable for annual reporting and contributes accurate information for grant writing.

5.4 Event Management

Fundraising events are expensive to present but crucial to extending the LOLA reach further into the community. The event page is different from the class information page by containing public

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events where LOLA will be represented in partnerships with the community or specific fundraising events. Having current information available online perhaps within a calendar or something interactive presents the customer with several choices for their time contribution to an event in addition to providing an avenue to share that knowledge and link with other potential donors or students.

5.5 Media Page

Media begets more media. Everything from word of mouth to newspaper clippings is publicity. Publicity is good so we need to make it as easy as possible for the unknown donors and students to find LOLA. People love photos. People love to see photos of themselves having fun. A media page will list the latest events and on goings, a photo gallery, and newspaper links to generate and organize a historical scrapbook. By making this gallery easy to find and share, the students and community can spread the good work of LOLA.

5.6 Data Capture

By actualizing the above elements, the most important by-product is the amount of data captured. Each of the above elements completes a three dimensional data collection to support the organization's goal for extending their art enrichment further into the rural community. This collective brings the potential for more accurate reporting to be utilized for the annual report and grant writing. With easier data collected for the multitude of needs that it's used should make the process simpler for the user. This information will also aid the Board of Directors to further meet the community needs.

5.7 Feedback

Communication between the community and the organization forges an open relationship for improvements to LOLA. By adding an element webpage to allow the community to offer suggestions of potential partnerships, share in outside event information as well as any complaints or wishes necessary will only further the LOLA mission in enriching the lives of the community. Additionally, there could also be an advantage to integrating the use of the online surveys after each completed class by students.

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6. Quality Ranges

6.1 Availability

The system will be online 24 hours a day except during any potential maintenance.

6.2 Usability

The usability of the system will be easy for the donors and employees to use. Employees will receive training and documentation.

6.3 Security

A back up process will be put in place to allow for the data to be secured appropriately.

6.4 Maintainability

There must be daily to weekly information updates to make the information current and applicable to the community. To include updating photos, news clippings, and classes.

7. Documentation Requirements

7.1 User Manual

The User Manual describes the use of the system for the Program Director, Employees or Volunteers. It will describe the creation of the information. The user manual will be available as a hard copy and digital pdf reference.

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8. Appendix

8.1 Feasibility Analysis

LOLA's project is very feasible to create. The size of the project is nominal for what we are trying to help them accomplish. We are improving upon the website and making a more involved website to give the user and client a more valuable web experience. Progressing the website is good for the company for the reason that it shows growth and maturity for all who are involved with the running and participation of the non-profit organization.

In order to complete upon the renovation of the already existing website, we will cut out the Yahoo small business web design and utilize a more progressive Windows Hosting site. The cost is \$57 a year or \$4.75 a month for the use of the site, this provides potential growth of the site and also ensures that the site can support the database data which will be created in the near future. This change will provide LOLA with a monthly savings of \$26 per month. The new site will provide a medium technical risk for the client for the simple reason, they are not quite experienced on the complexities of maintaining the improved upon site. However, the transition to the new system should be an easier transition with a little training and hands on familiarity with the client to provide some service and support on the improved upon site.

LOLA has requested for a calendar of events and classes be employed on the website as well. The functionality of use will be easy to add on to the site. This will be a low risk endeavor. We will implement the use of Google Calendar on the site. With this function the client can use different separate calendars to help with keeping track of events, overbooking, managing teachers, and volunteers. Having their own calendars should alleviate all of the problems they have had previously and have the potential to sustain these problems in the future. By cleaning up this process it should create a more polished handling of the volunteers and staff. With Google Calendar being completely free this is an easy endeavor to accomplish.

Improving the website with a cloud storage capability is our vision for the improvement of the existing site. Google Drive provides that stable platform for us to create upon and employ for the site. This should prove to have a medium risk for the client to use. Google provides video training for the user to help with the operation of this new function. Also, the

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backup of the data and information the client will be gathering can be setup on a monthly or bi-monthly timer to help save collected data if the web administrator forgets to manually do it. The cost is based upon a scale with room for growth and stability cutting out for wasted space. The first 5 gb is free for the client, then 25 gb costs \$2.49 a month, and for 100 gb the cost is \$4.99 a month, although higher capacity is available initially the company will not have use for any more storage at this point.

PayPal has been in operation on the site and we will continue to use that function for the site. However, we will use a new function to help with facilitating the needs of the client to help with collecting and distributing payments. Stripe is a new payment system that incorporates a \$.30 + %2.9 per transaction rate, which is the exact same as PayPal. This should require the same fees paid with PayPal and Stripe. However, it can utilize recurring billing and payment contracts for the client. This will make donations easier to accept for the client and user. The risk will be put as high since this will be a new introduction to the system and it will be dealing with finances for the company, yet we feel that the transition and ease of use will require minimal training at best.

Based upon our meeting with LOLA, the application of social media links attached to the website is a must. We can provide a safe movement into the future with the access of sites like Facebook, Twitter, Instagram, and LinkedIn. Any accessibility will not be an issue. This will be provided with a low risk due to the familiarity of the sites with users. There is no cost to the organization unless they create a page or account with costs assigned but for now it is free. These sites could also help with recruiting volunteers, discovering new events to show case their talents, and to find teachers or enthusiasts in the region. This location on the site is where we thought we could also provide a LOLA lovers link for exclusive access for members of this distinguished affiliates. Here they can be associated as a group and can showcase their talents to supporters of the organization. Also a link for the photo gallery would be presented in the same area to provide all links up front and catching the eye of the visitors of the site. We would separate the photo books by events and classes which will be separated. We will also have the organization of the gallery so that each photo album will display what the event was and

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entailed.

A survey tool was asked to be used for the site at the end of classes. This will help to collect a type of suggestion box for the client to improve upon the existing features of the organization. In addition this will provide them the capability to learn from the customers as to what is going good and what to improve upon the experience for the customer. We can implement Survey Monkey, a free survey tool that can assist with this endeavor. It is free for the 10 survey questions and 100 responses. A scale is implemented for the next 10 questions with 1000 responses is only \$26 per month this would provide an annual cost of \$312. This would be a high risk implementation since there is no familiarity with the tool. This information can feed the client with the data to know what classes were enjoyed and what new experiences the customers would like to enjoy in the future.

Incorporating a new database system will help with the collection of data for the organization. We will employ the help of SQL Server to assist with this function of the redesign for LOLA. This system will be compatible with our Windows hosting site as well as the other functions of the site. The source is paid and will be an annual cost of \$57 a year. The risk for this implementation will be high, we still do not know who will provide the technical administration of the organization as of yet. The new administrator will have to be proficient at SQL server, training and perhaps a degree in Computer Information Services will also be required for the operation of this new feature. We estimate that in the area a database administrator will earn \$87,000 a year, this will be the basis of how we achieved an estimate for the maintenance of the site.

WordPress will oversee our content management for the site. This is a free open source and again will prove to be a high risk for the organization. The client will need training on how to use the functions of the content management system. There is service and support for the implementation of this function. This will create reports for the client and make them easy to read for the organization to put the information to use. Potential aspects could be to assist in grant writing for the company to aid in the collection of data and to organize all the reports. In addition this system can assist with the tracking of equipment and supplies for the company to

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track waste and implementation dollars of the classes. This can more utilized to help with the tracking of the donors and the donations made to the organization. They can also acknowledge the donors who participate more often or even one time donors to create a thanks from the company.

8.2 Narrative

8.2.1 Problem Statement

The Land O' Lakes Area Artisans, or LOLA as it is commonly referred to, is a non-profit organization. They are trying to improve upon the website they currently have on the internet. The main problem that the organization is addressing would be the appearance of the website. The client has stated that they understand that the systems they are working with right now were thrown together without any regard for ease of access for the information collected. The website also needs to reflect the company's artistic nature as well as create solutions for accepting monies and scheduling online. The client would like to make these corrections to the website to further expand and to make running their organization. Our client does not have infinite resources to help with the payment of new technology or training. That, in terms, limits the amount of solutions we can provide for the client. The solution must be easy to implement and the maintenance aspect must be manageable for the client to support during the duration of the company's life.

8.2.2 Business Case

During our research, we used the programming summary for 2013 as a base line for our project. There was a total of 127 classes taught with an attendance of 419 students for the year. Nearly all classes showed a net profit. However, there was one class that showed a net loss for LOLA. That class was the Dance class. By implementing our changes to improve upon the website it has the possibility to increase attendance by a possibly at a minimum of 10% per class per year. By transitioning to an all-digital platform for the students, volunteers, and teachers, would have the capability of paying for classes, getting paid for classes, and knowing when work needed to be done for what class and by what time. Streamlining the event calendar could assist with scheduling for all parties as well. Also, by having the website conducting scheduling

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the organization could show exact attendance of the class and could save in the material costs by knowing exactly how many students would be attending the classes for that period.

Materials have been quoted at \$15, imposing a cancellation fee of the material cost would cut down on expenses significantly. With this imposition, if only two students per class per year were charged this fee it potentially could save \$3810, as an estimate. In addition to saving on material costs, enabling donors to donate to specific programs or specific funding could be made possible online with our PayPal implementation of the site. Making it possible for the donors to be acknowledged for the donations and also providing detailed invoices of online payment for tax considerations at the end of the fiscal year as well as helping the organization with grant writing to petition the government for the funds needed to support the artisans monetarily to justify the existence of the program.

8.2.3 *Feasibility Considerations*

The technical aspect of the feasibility study suggests that we can build the site for the organization. However, the users have a minimal knowledge of technology, which, for this project, would include databases and website technology. The scale of the project could possibly be completed by a ten person team with the capability to conduct and perform the project in twelve months' time. In addition to the implementation of the site and database, training for the new technology would have to be conducted with at least three individuals responsible for maintaining the site for LOLA. The compatibility with the new system would be integrated easily due to the simplicity of the website and database incorporating the data from the one laptop that the artisans have.

The economic feasibility of the project will be difficult to put in this report. Stating this entails taking on the project without any definitive costs suggested for what we are currently undergoing with so many relative unknowns. Financials have not been shared with us as far as putting together an accurate cost/benefit analysis. In order to develop the project, we first need to find out what costs would be incurred by LOLA. However, by implementing our 10% increase for the base of profit of all programs it would generate \$413.00 in extra revenue for the following year. Since LOLA is a non-profit organization, the monetary sources are extremely

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limited. It has been discussed that the project needs to be as frugal as possible to help LOLA sustain a profit and not a loss from implementing the new site and to incur extra revenue from the new site.

Organizational feasibility looks at the important stakeholders of the project. Beth Brown is the person associated with the project and later Stacey Adams will assume responsibility for the project. The organizational management will have to maintain the new changes of the site with maintenance and any costs incurred with the site such as monthly rental fees. System users will have to be met with training on how to utilize the site competently and also to maintain the site after it is up. We will need to meet with the users in order to find out how they will enjoy the aesthetics of the site as well. As of late, we have not met with any users.

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Team Charter

The Tomahawk Group

Mission

The mission of the Tomahawk Group is to design an efficient, cost-effective website to address LOLA's business needs through systematic analysis of their existing processes and the best practices of similar organizations.

Goals

- To submit a thorough and accurate report, free of typographical and grammatical errors, for each assigned iteration by its due date
- To design an efficient, affordable solution that meets the needs of the client (LOLA) by the designated due date
- To promote team cohesion by ensuring every member has the opportunity to voice his/her opinion and review the work of others before submission

Team Members

- Tyler Lutz -- ***Team Leader***
- Daniel McGrath
- Michael Chapa
- Jenet Baribeau--***Recorder***
- Jenny Assef--***Meeting Facilitator***

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Team Meetings

Attendance:

- Attendance at team meetings is mandatory for all members unless they have a valid reason for their absence (e.g. work, class conflict, illness, family emergency)
- If a team member must miss a meeting, he/she will notify the Team Leader via email or text message prior to the meeting start time.
- Standard meeting time - Thursday mornings, 9:30 a.m.-11:00 a.m., Eckstrom Library
- If additional meetings are necessary, the Team Leader will determine the date and time of the meeting, attempting to accommodate the schedules of team members
- Additional meeting times and locations will be communicated to all members by the Team Leader via email and text message

Group Discussion:

- All team members will actively participate in team discussions, and each will be given the opportunity to present their ideas and opinions on all matters affecting the team project.
- No team member will ridicule the ideas or opinions of others.
- If team members disagree on project decisions, they will attempt to resolve the disagreement through discussion in order to reach consensus. If the dispute is not resolved, the decision will be made by majority vote of all team members present.

Division of Labor:

- Work will be divided equally among all team members.
- Team members will produce their assigned work by the established deadline.
- In the event a team member is not able to complete his/her work assignment, he/she will immediately notify the Team Leader so the work can be reassigned.
- The Recorder will take minutes at all team meetings and will post the minutes on the team's OneDrive account.

Communication

- Team members will communicate with each other via email and text messaging. Documents will be posted on the Team OneDrive account for review and revision.
- Team members will communicate with the client via email or Skype, depending on the type of interaction needed.
- Team members will communicate with Dr. Barker in person and via email. Assignments will be submitted via Blackboard or other means as required by Dr. Barker.

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Project Repository

- All work products created by team members will be stored in the group's OneDrive account.
- The OneDrive account will be monitored and maintained by the Team Leader.

Assessment of team effectiveness

At the conclusion of every project iteration, team members will discuss (1) the group's effectiveness in meeting the requirements of the assignment, and (2) the group's effectiveness in working together as a team. We will devise solutions to address any identified weaknesses and set improvement goals for our future performance.

Team Member Accountability

In the event a team member fails to act in accordance with the terms of this charter, the remaining team members will first discuss the issue with the offending team member, reminding him/her of this charter and its requirements. If the team member's conduct persists, the Team Leader will request a meeting with Dr. Barker to discuss other courses of action.