A. General Information

Project Title:	Improved EECP Website Launch		
Brief Project Description:	External Events and Conference Programs (EECP) is a department at Northeastern University that sells event space and housing accommodations to external organizations when they are not being used by Northeastern students, faculty, or staff. As new software, processes, regulations, and event spaces are added to EECP's portfolio, external clients are searching for the most up-to-date information to plan their events. The new EECP website will expand and communicate important new information to its current website.		
Prepared By:	Group Two - Team D: Ashley Avona, Samantha Germano, Lailumah Nadeem		
Date:	May 20, 2025	Version:	Version #2

B. Project Objectives:

The New EECP Website project aims to update the existing EECP website by improving the existing website structure, adding up-to-date information, and upgrading features to better communicate service offerings. The goal of the new website is to make the inquiry process as seamless as possible for external clients and affiliates; increase event bookings and revenue; and create a resource for internal service providers.

1. Determine the outdated information and structures on the current EECP website and enhance features with modern, user-friendly action points
2. Secure updated venue photos that clearly and accurately depict the University's offerings
3. Develop the new website in accordance with Northeastern's marketing guidelines to promote the University's brand
4. Complete the website launch on time and within budget
5. Capture reporting on project deliverables using pre-established performance metrics and KPIs

C. Assumptions

1. There is a level of confusion attributable to outdated information and photos
2. A dysfunctional submission form discourages event hosts from inquiring about availability
3. The features desired by external clients are attainable and within a modest budget
4. An appropriate budget has been established for a full, successful implementation of this project
5. Northeastern University will provide the IT and design support required for meeting University guidelines
6. Feature testing will identify the holes in the website information and inquiry process
7. Reporting metrics will be kept to track inquiry rates before and after the launch

D. Project Scope

This project will focus on the design and implementation of a new External Events and Conference Programs website based on client feedback and internal pain points. The newly launched website will focus on clearly communicating EECP's services and the process for booking external events on campus. This project will be completed by the start of the 2026 new year in time to promote the new site and collect inquiries for the 2026 summer conference season.

Deliverables:
1. Internal and external reviews to determine information gaps, user pain points, desired new features, and interface needs
2. Collection of service provider information and an architectural photo shoot of venues
3. Website design draft to be evaluated by Northeastern University marketing to ensure it meets the University's branding guidelines
4. Website technical draft to be evaluated by Northeastern University IT to ensure it meets the University's technical standards.
5. New EECP website

Specifically excluded from this project is the future on-going maintenance of the EECP website to ensure it consistently provides the most updated information.

E. Project Milestones

Milestones	Deliverables	Date
Phase #1: Analysis, Outreach & Approval		
Kick-off meeting with University Project Representatives	General requirements, needs, and wants of all University stakeholders	August 15, 2025
Analysis of the existing EECP website	Identify information gaps and user functionality of touch-point features from an external perspective	August 20, 2025
Photography session and information collection	Produce a gallery of venue photos and gather valuable information from internal service providers. Customize both to suit external client needs without prior knowledge of University guidelines.	September 1, 2025 (prior to student move-in)
Final Requirements	Use kick-off feedback, website analysis, and information gallery to generate the final website goals and get sign-off from project sponsors.	September 5, 2025
Phase #2: Design & Development		
Design	Brand design kit is established to outline the color schemes, fonts, logos, and website design guidelines from a brand and marketing standpoint. Technical design plan is created, which outlines the website architecture to be built	Brand design kit finalized: September 5, 2025 - September 12, 2024 Technical design plan created: September 13, 2025 - September 27, 2025
Development	New EECP demo website completed	Front-end and Back-end development of Demo website: September 30, 2025 -

		November 10, 2025
Testing	Verify that website functionality meets the goals outlined in Phase One. Testing and review by internal stakeholders	Internal Q&A + Stakeholder Testing + Bug Fixes: November 11, 2025 -December 5, 2025
Launch	New EECP live website completed and launched	December 10, 2025 - December 30 , 2025 (Final review and public launch)
Post-Launch	Gather performance data, feedback reports, and incident reports. Technical web performance: Page load time, mobile responsiveness, core web vitals, server up-time User Satisfaction: ease of navigation, streamlined inquiry process, clear representation of services Close the project, and evaluate lessons learned.	January 2, 2026 - January 10, 2026 (includes post-mortem with team and stakeholder review)

F. Impact Statement

.

Potential Impact	Systems / Units Impacted
May cause issues with the functionality of the current website or downtime of current inquiry form	EECP Department, IT Department, External clients
May increase the number of inquiries for external event rentals as a result of appealing photos and increased venue information	EECP Department, Internal Service Providers, Student groups (limited access to space)
May increase revenues for the University as a result of increased event bookings	EECP Department, Internal Service Providers, University Leadership

G. Roles and Responsibilities

Executive Sponsor	
Name	**Role**
Jeremy Reger	Director of Event Management
Project Manager	
Name	**Area**
Samantha Germano	AD, External Events
Lailumah Nadeem	IT Specialist and Consultant
Ashley Avona	Branding & Marketing Specialist and Consultant
Project Team Members	
Name	**Role**
Kaitlyn Donovan	Director, Business Operations
Eden Filter	AD, Conference Housing
Sherley Jean-Gilles	AD, Intern Housing
DJ Fikru	Technical Systems Manager, Student Affairs
Stakeholders	
Name	**Role**
Madeleine Estabrook	Senior Vice Chancellor of Student Life
EECP	External Event Sales and Management
Northeastern ITS	IT Department
Northeastern Brand Center	University Branding and Marketing
External Event Clients	Clientele
Northeastern Advancement	Event Venue Manager
Planning, Real Estate, and Facilities	Event Venue Manager, Internal Service Provider
Event Management	Event Venue Manager, Internal Service Provider
Center for Student Involvement	Internal Service Provider
Northeastern Catering	Internal Service Provider

Northeastern Risk Services	Internal Service Provider

H. Resources

Resource	Constraints
Project Budget	$10,000.00
Timing	August 2025 – January 2026

I. Project Risks

Risk	Mitigation Strategy
Internal reviews may not be able to catch all information gaps, as they are familiar with the process of planning an on-campus event	Solicit feedback from external clients on what they would like to see on the new website. Connect with industry peers to ask for their assistance reviewing the original website with a mixed view: external yet familiar. Gather data from pre-launch inquiries to see the most common questions from external clients
Inquiries may be lost during the transition from the original form to the new form	Temporarily update website with clear instructions on how to contact the EECP staff via email
Limited budget compromising full implementation of new website goals	Strategically allocate budget for services that cannot be completed using University resources
Desired technical architecture may be too complicated to implement by the in-house IT Team	Establish feasibility with the IT Team prior to planning features so that the best plan can be created using available resources

J. Success Measurements

Metrics	How Measured?
Accurately depict external event services	Internal review by service providers and venue managers to validate that service offerings are accurate and realistically reflect capabilities
Increased event inquiries	Compare pre-launch vs post-launch inquiries
Increased event bookings	Create pre-launch bookings vs post-launch bookings
Properly performing website functions and submission forms	Error and bug logs Tracking the number of emails about inquiry challenges pre-launch vs post-launch
80% user approval rating on website design and inquiry process	Post-launch user surveys analysis

K. Approvals

Stakeholders		
Name	**Signature**	**Date**
Madeleine Estabrook		
Executive Sponsor		
Name	**Signature**	**Date**
Jeremy Reger		
Project Manager		
Name	**Signature**	**Date**
Ashley Avona		
Samantha Germano		
Lailumah Nadeem		