**A.** **General Information**

| ***Project Title:*** | Improved EECP Website Launch | | |
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| ***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 12, 2025 | ***Version:*** | Version #1 |

**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 Determine the outdated information and structures on the current EECP website and enhance features with modern, user-friendly action points 2.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 |
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#### **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 There is a level of confusion attributable to outdated information and photos 2.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 |
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#### **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 |
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| Specifically excluded from this project is the future on-going maintenance of the EECP website to ensure it consistently provides the most updated information. |
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#### **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) |
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**F. Impact Statement**

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| **Potential Impact** | **Systems / Units Impacted** |
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| 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** | | |
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| **Name** | **Role** | |
| Jeremy Reger | Director of Event Management | |
| **Project Manager** | | |
| **Name** | **Area** | |
| Samantha Germano | External Event Management | |
| 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 | 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** |
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| **Project Budget** | $5,000.00 |
| **Timing** | August 2025 – January 2026 |

**I.** **Project Risks**

| **Risk** | **Mitigation Strategy** |
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| 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** | Updated photos and information guides |
| **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 |  |  |