

Delivering a valued outcome that addresses your client's problem or needs starts with knowing who your client is and what is important to them. Using readily available resources including the scope of work, perform **background research on your client and their particular problem or need.** What do they do? Who are their stakeholders? What is their mission or business strategy? How does their problem or need fit into what they do? Be sure to also look at how similar **organizations function** to learn more about the overall market.

Your research will likely be incomplete. **Make a note of questions you have about the organization and the project** as you are doing your initial investigation. These questions will become the basis for the client requirements gathering questions you will develop prior to meeting with your client for the first time.

Sources Used:

Directly related to OCE:

<https://oce.umd.edu/good-neighbor-day>

<https://oce.umd.edu/in-the-news>

<https://oce.umd.edu/our-team>

Other related programs:

<https://sph.umd.edu/about/office-public-health-practice-community-engagement>

<https://greatercollegepark.umd.edu/community/community-engagement>

Who Are They & What They Do

The Office of Community Engagement (OCE) serves as a bridge between the University of Maryland and the communities on and surrounding campus. This includes creating and executing events, programs, and initiatives on the University of Maryland campus such as Good Neighbor Day, a large annual initiative that encourages students and other local individuals to participate in service projects around the College Park area.

Our contact is Antonya; she works in Digital Media and is a Communications specialist.

Stakeholders

University of Maryland students, faculty and staff

University of Maryland - regulatory and management body

OCE employees/staff

Nonprofit organizations staff, social workers and community representatives

College Park/Prince George's County neighborhoods - customers/communities that benefit from the work OCE does

Mission/Business Strategy

The University of Maryland's Office of Community Engagement aims to improve and give back to the College Park/Prince George's County communities through acts, services, and programs that benefit individuals living in these areas. From what is provided, the goal is to grow their initiatives with more volunteers and increased efforts in the community.

How Does the Problem Fit With Their Mission/Business Strategy?

The client needs a centralized platform to provide stakeholders with information, resources, and services. The challenge is researching and understanding the workflows of their stakeholders in order to roll out an effective and efficient platform. The current platform used does not effectively communicate all that the Office provides and how current and potential volunteers and organizations can become involved with the OCE.

Questions for the Client:

- Will this new platform expand the projects done in the College Park community?
- What will be the medium of the platform recommendations they would like as the deliverable (data dashboard, website, newsletter, etc.)?
- How should we carry out our user research to effectively understand the needs of the stakeholders?
- Will the client need us to create a plan to pass this project down to future interns/employees to continue?