PROJECT PROPOSAL

Student and Staff Experience Initiative 2023

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INITIATION          DISCOVERY
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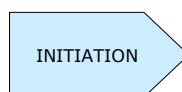
Project Initiation (Minor Projects)	Project Schedule Guideline
Project Idea Document	Business Requirements
Project Proposal	Business Case

Project Charter

Guidelines for Developing the Project Proposal

Document Purpose

The purpose of the Project Proposal document is to introduce the project and provide initial information regarding the proposed idea/solution.

Context

The Project Proposal is produced in the **Initiation Phase**. The **Initiation Phase** focuses on defining the project, along with potential business benefits, with a view to gaining authorisation for the proposal to become an official project.

If the Project Proposal is approved, the project will progress to the **Discovery Phase**, where the following documents may be produced:

- Business Requirements Document
- Business Case

Resources and Time

Although the Business Owner is the owner of this document, they will usually assign a Project Manager to complete this document, with assistance from the Project Management Office.

Output

The output is a Project Proposal document, which provides a summary and overview information related to a particular business idea, concept or proposed solution.

Sign Off

The Project Proposal is to be authorised by the Business Owner.

Using this template

- Within the template itself, guidelines and 'prompts' have been added *(in grey italicised help text)* to guide you at each section. This text should be deleted after completion of the section.
- To update the <Project Name> fields, you will need to update the title field in Document Properties (File – Properties), click into the text wherever you see <project name> and press F9.
- To update this Content Table, click into the table, press F9, and select 'update entire table'.
- This 'guidelines' page can also be deleted on completion of this document.

Guidelines

- IT Services Team Leaders must be consulted on any technical resource requirement and the resource type. (e.g. Sysadmin Win, Sysadmin UNIX, Peoplesoft).
- Estimates of any development timeframe should also be done in consultation with IT Services.
- Cost estimations should include an estimate of 4 weeks post production managed support. This should cover Project Manager, Business Analyst and any other resource costs. Typically the post production period is to iron out teething problems post go live, and the PM time should be at least 1 day per week for 4 weeks.
- Cost estimates for on-going support of the service or application must also be factored in to costs. These costs relate to any **new** resource technical or business that will be required once the application is in operational support. (e.g. Business support specialist, System administrator).
- Cost estimates for IT Development staff should be based on contract rates.
- Cost estimates for Business Resources should be based on a backfill of the position.
- Rates for PMs and BAs should be based at the maximum Hew 9 and Hew 8 respectively.
- Please ensure that the scope of the project is clear and explicit.

Document Control

Version:	
Date:	
Status:	
Confidentiality:	

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EPMM Version:	5.0

Document change control:

Version #	**Change Description**	**Date**	**Author**

Business Approval

ACCEPTED: DATE: /   /
Project Sponsor

ACCEPTED   DATE: /   /
Business Owner

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Project Overview

PROJECT DETAILS

Project Name:	Student and Staff Experience Initiative 2023
Date:	24 March 2023
Project Sponsor:	The University of Newcastle
Business Owner:	Jen Hansonn (UNSA General Manager)
Project Manager:	Zane Sharp
Stakeholders:	**Internal**: University of Newcastle Students' Association; UON representatives, faculty and staff; leaders, members and associates of UON student clubs; project managers/planners, donors/investors, UON IT department. **External**: Newcastle City Council and other local government agencies, members of the community (including other UON students unaffiliated with any club and university alumni), creditors, other universities or partner organisations interested in collaborative events, event venue managers.
Category: *(Double click required box & select 'checked')*	☒**Error! Bookmark not defined.** Major : Duration > 3 Months OR Cost > $100K ☐ Medium : Duration 1 -3 Months OR Cost $50K- $100K
Mandatory Requirement: *(Legal, Audit, Other)*	**Legal**: The project must be in accordance with all relevant legal rules and procedures. **Audit**: The project must have completed all compliance requirements for any future audits. **Health and Safety**: During implementation, the project should adhere to all WHS rules and polices. WHS training should also be provided. **Ethical**: The project must adhere to and incorporate ethical standards.

PROJECT PURPOSE & OBJECTIVES (SHORT DESCRIPTION)

Briefly describe why the project is being proposed and what is hoped to be achieved by undertaking this project. E.g. identify business issues which will be addressed, strategic opportunity, audit or legal requirement.

The purpose of this project is to enhance the communication between students, staff, and clubs at the University by creating a platform that enables a better, more comprehensive ability to communicate and collaborate between individuals and groups. Communication is an important aspect of an organisation or community, and it is imperative that effective communication be available as it will greatly assist with productivity, collaboration, and social connections.

This project will aim to address the following purposes and objectives:

- **Communication:** Effective communication is essential in the ability for users to converse and understand one another without potential miscommunication pitfalls. The project aims to

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implement user friendly tools that allow users to communicate such as text, video and voice chats and channels, and the ability to make these channels exclusive to members of a club for more clear and concise communication.

- **Collaboration:** The project aims to enhance the ability for students, staff and clubs to collaborate and plan more efficiently by providing tools enabling users to share documents and files to individuals and groups, as well as enabling users to work together on files and documents simultaneously.
- **Integration:** The project aims to enable cross function integration with 3rd party apps such as Excel and Microsoft Teams so users have better access to the information they need to see as well as eliminating any potential miscommunication issues as well as decreasing the event that users will miss any important information.

The potential business issues of this project include:

- **Cost:** There could be significant cost when starting any business or platform. Potential cost issues could delay and endanger the progress of the project. This can be addressed by ensuring a comprehensive cost budget analysis has been conducted with all potential pitfalls being identified and discussed.
- **Privacy and security:** The platform will need to ensure that the privacy and data security of its users are properly protected and unable to be stolen or leaked. This can be addressed by implementing proper data encryption and protection programs are in place with continuous security updates being sent out periodically.

There are many strategic opportunities with the proposed project. These can include an increase in engagement and collaboration between students and staff in different departments of the university, as well as increased revenue with more participation from students in club and university activities and functions.

The project must consider the legal requirements when creating the platform and ensure that the project is in line with these legislative initiatives. The project will need to certify that they in compliance with data protection, anti-discriminatory and intellectual property legislations when creating and implementing this platform to ensure both the university and users are in compliance and are not violating these rules.

PROJECT SCOPE

Briefly list the proposed "in-scope" boundaries of the project and functionality delivered e.g. a new university-wide service, pilot project at a single campus etc.

Inclusions (List in-scope items)

- Communication between individuals and groups of people or teams
- Ability to co-ordinate between groups and teams
- Integration with 3rd party apps such as Excel and Microsoft Teams
- Different channels of communication such as voice chats, chat rooms and private messaging
- Secure storage of users' personal information
- Ability to hold event reminders for groups with notification when the event is scheduled to take place.
- Ability for groups to communicate exclusively with one another.
- Staff able to contact organisation leaders and organisers directly.
- Ability to host and upload files to group rooms or to individuals.
- Multiple versions for different devices like mobile devices and tablets
- Ability to users to use their university accounts to use the platform.

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Briefly list the proposed "out-of-scope" boundaries of the project and functionality eg. Service will exclude student access, will not include a specific campus etc.

Exclusions (List out-of-scope Items)
- Should not be the exclusive avenue of communication between groups such as clubs for students without access to this technology.   - platform does not include access for students not part of the university.   - Users not able to join or have access to groups they are not a member of   - Users not able to have access to other users' personal and confidential information.   - Social networking features including public profiles, friend lists etc not included   - The platform should not be used to manage student records such as grades, transcripts etc.

Project Justification

PROJECT BENEFITS

A summary of expected benefits. Provide a brief statement on how each benefit will be achieved. There needs to be enough information provided to allow a ranking of this project against other proposed projects.

Project Benefit	Benefit Realisation
Strengthened club-student connections	The platform will include pages that will enable clubs to showcase their community, display club activities, and engage with students. By allowing clubs to advertise and promote activities and events, the platform will strengthen club-student relationships and can increase potential membership and participation.
Improved accessibility	By using this platform, individuals will have access to all clubs and communities that are available and have an easier time finding new clubs than the traditional methods. Clubs and communities will also be able to have further reach with the platform, being able to advertise themselves to a larger number of people more easily.
Improved collaboration	By providing tools like file sharing and collaboration, communication methods such as text messaging and voice calls for groups, and organization methods like group notice boards and calendars, individuals and groups will be able to organize and collaborate with each other in a simple and streamlined way that will improve efficiency for the events and projects they are working on.
Time savings	With this platform, individuals will be able to find clubs and communities they are interested in faster and easier than with a traditional paper bulletin board at a university. clubs and groups using this platform will also benefit from vast time savings as any important information can be posted to the group and all members can see the new information as soon as it is dispersed.

CRITICAL SUCCESS FACTORS

List the key deliverables for this project and describe the basis on which this project will be measured as "successful" from a business perspective.

Deliverables are tangible components that must be delivered during the project. They may be linked to milestone payments or documents/reports to be delivered as outputs of the project.

Deliverable	Success Criteria
Simple and intuitive user interface	User interface is a simple and friendly design that is easy to look at and navigate. All information is easy to find and not hidden within folders and drop-down menus.

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User account creation and customisation	Users will be able to register accounts with their university login information and customise their accounts with profile pictures and nicknames.
Club page creation and moderation	Clubs will be able to create pages and post updates, announcements and events to them that will notify the members of the club. the club pages will be able to me moderated by specified users who will manage comment sections and posts.
Communication groups and channels	Create groups with communication channels linked to clubs to enable clubs and members of the club to communicate and collaborate.
Search and discovery	Provide search and discover functions to enable users to search for clubs and have them recommended to them based off the interests and availability. The clubs will be recommended based off the information that the user provides on their account preferences.
Event management	Provide functionality that enables clubs to create, manage and notify members of events. Provide RSVP options for members.

Briefly list any items that will result in Revenue Generation or a Cost Saving Benefits to the University below.

Description	Revenue Generation ($ per annum)	Cost Saving ($ per annum)
Sponsorships for club events. Offered opportunities for club events to be sponsored by brands to help bring in money for the club.	Year 1: $5000-10000 Year 2: $5000-15000 Year 3: $5000-15000	Year 1: $ Year 2: $ Year 3: $
Centralised communication. By using one official channel of communication, the university can reduce the cost of using multiple platforms for communication between students, clubs, and staff reducing cost.	Year 1: $ Year 2: $ Year 3: $	Year 1: $2000-10000 Year 2: $2000-10000 Year 3: $2000-10000

ALIGNMENT TO UNIVERSITY STRATEGIC PLAN / OPERATIONAL PLAN

Identify where this project aligns with the Strategic or Operational plan for your Division.

This project aligns with the standards and expectations as laid out in the University of Newcastle's strategic plan for 2020-2025 ("I Look Ahead"/*Looking Ahead*), as well as the Digital Excellence Strategy for 2020-2025 that shares the same name.

Initiative	Description of how this project aligns with Strategic/ Operational Plan
Increase communication between users.	**Standard Strategic Plan:** Aligns with the University's value of **Equity**, since all users will be able to communicate with one another regardless of location through online channels. **Digital Excellence Strategy:** Best aligns with the dot-

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	point: *'strengthens connections among our students, staff, alumni, industry partners and the broader community'*
Enhance collaboration between students, staff and clubs.	**Standard Strategic Plan:** Aligns with the University's value of **Engagement**, to further strengthen the connection between the staff, students, alumni and communities associated with the University. **Digital Excellence Strategy:** Best aligns with the dot-point: *'attracts and retains talent through the opportunities afforded by digital technology'*
Integrate services with third party apps to better allow access to information and eliminate miscommunication.	**Standard Strategic Plan:** Aligns with the University's values of **Excellence**, striving for innovation in the operation of this service; **Equity**, in that information is relayed to all and every person has an equal opportunity to participate in the club atmosphere and **Sustainability**, as it is economically responsible outsourcing to 3rd party applications versus building an entirely new system. **Digital Excellence Strategy:** Best aligns with the dot-point: Best aligns with the dot-point: *'attracts and retains talent through the opportunities afforded by digital technology'*

ALIGNMENT TO UNIVERSITY POLICY

Italicized are each policy's summary as provided by the University of Newcastle website. Policies are grouped into sections corresponding to their document realm/management area.

Digital Technology Solutions
1. **Data Classification and Handling Policy And Standard** – *seeks to apply effective security controls to the University's information systems by establishing appropriate information classification labels.*
    - Separates sensitive information into distinct categories with specific protections and procedures associated with their use, which potentially could relate to how the system handles sensitive information.
2. **Information Security Access Control Standard** – *establishes the University's obligation to ensure that user access is based upon authorisation, and that unauthorised access to systems and services is prevented.*
    - The system requires user authentication (username and password) to access its resources.
3. **Information Security Policy** – *applies to all users of the University's ICT resources and connected systems, who are required to comply with the terms of this Policy as well all applicable legislation.*
4. **Information Technology Conditions of Use Policy** – *informs users of the University's ICT resources of their rights and responsibilities and the University requires users to comply with this Policy as a condition of their use.*
5. **Personnel Security Policy and Standard** – *designed to govern the human resources aspect of information security for employees of the University.*
    - Provides a guideline that all staff, contractors/third party users and volunteers must follow in developing and using this system.

General

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6. **Code of Conduct** – *applies to students, staff, conjoints, volunteers, University Council members and external members of University committees, who are to act consistently with these Code of Conduct values and comply with the code in their studies, the performance of their duties and in their endeavours.*
7. **IFS Technology Design Principles** – *captures the fundamental values about how the University will weave digital technology into the fabric of our built environment.*
   - Principles most relevant to this system includes **human at the centre of the design** and **digital information delivery**.
8. **IT Services - Architecture Principles** – *conveys how the University will deploy IT resources and invest in digital technologies.*
   - Principles most relevant to this system includes **strategic alignment**, **user experience**, **adaptability**, **scalable**, **secure**, **simplicity** and **standards**. However, all these principles are applicable in one way or another.
9. **Privacy And Information Access Policy** – *details how the University of Newcastle manages personal information of staff, students and the general public in their dealings with the University.*
   - Outlines how personal information must be handled when directly related to the University's activities, which may include being used in this system.
10. **Complaint Management Policy** – *outlines the University's commitment to complaints management.*

ALTERNATIVE SOLUTIONS

List any alternative solutions identified e.g. manual workaround, change in process or existing systems that have been discounted prior to initiating this project proposal, lease v. buy.

Option	Description	Rejection Reason
Option 1	Use an existing social media platform: instead of developing a new communication platform, make use of existing platforms such as Slack, Discord or Instagram. These platforms offer built in group creation and management, and event creation and moderation tools.	The reason this option was rejected was because developing a standalone platform for this proposal would give the university more control over the design and implementation, as well as what content can be shown on the platform. Other existing social media platforms are populated with many different forms of content, and by developing a standalone platform, the content being shown can be tailored for the exact purpose of the proposal.
Option 2	Student driven initiatives: encourage students and members of clubs to create their own communication channels and platforms.	This option was rejected as developing a university supported platform would create a single universal platform for all clubs at the university and it would be easier for students to find information about any club. It would also stop any unsanitary content or information being spread as the platform is controlled by the university.
Option 3	Email communication: make use of the student email system for getting information about potential club communities and events	This was rejected as using the student email system would be far less user friendly and would make it more complicated to find specific clubs and communicate with club communities. It would also clog up student emails as they are predominately used for classwork.
Option 4	Online forums or discussion boards:	This option was rejected as online forums

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	set up online forums or discussion boards for students to access clubs and communicate with communities.	don't have the infrastructure that was required to make an intuitive system such as club groups and membership, event RSVP, and voice channels.

Project Details

PROJECT TIMELINE AND RESOURCES

Please identify the high level timeline to complete the Project.

Phase Name	Estimated Duration (Weeks, Months)	Estimated Completion Date	Resources required. e.g. Business Analyst, Web developer, consultant engineer, design engineer
Initiation	2 weeks	21/04/2023	Business Analyst
Discovery	2 weeks	19/05/2023	consultant engineer
Planning	4 weeks	14/07/2023	design engineer
Delivery	9 weeks	28/07/2023	Web developer
Deploy and Handover	2 weeks	25/11/2023	Web developer, Business Analyst
Close	1 week	8/12/2023	Business Analyst

PROJECT DEPENDENCIES

List other projects / existing systems / 3rd parties that have a relationship to this project. In particular note any dependencies this project has with other proposed projects.

Project / System / 3rd Party	Dependency e.g. Decommission
My UON login system	A to B Integration dependency
Microsoft Teams 3rd party	A to B Integration dependency
Excel 3rd party	A to B Integration dependency
My UON club tile	Decommission

PROJECT CONSTRAINTS

List any constraints identified. These may be in the form of budget, timeframe or available resources.

Constraint	Comment
Timeframe constraint	Completion Within 12-month timeframe constraint
Timeframe constraint	Deliverable Within 6-month timeframe constraint

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ASSUMPTIONS

What is assumed for the successful delivery of this project e.g. when simplifying the Academic website it is assumed that no content updates will be made until the project is completed.

Description	Notes/Comments
Stakeholders are committed to the project's success	Key stakeholders, such as university management, staff, UON Clubs and students will play an important role in managing the project and overcoming potential obstacles with their support and active participation.
Access to required data and information. Stakeholders are committed to the project's success.	It is assumed that the project team will have access to the data and information necessary to implement and develop the staff/students' clubs and societies experience initiative.
The project plan aligns with the university guidelines and policies.	It is assumed that the changes to the university's portal and software through this project must be in accordance with the university's policies, guidelines, and standards. This ensures that the project stays within the institutions defined boundaries and reduces the risk of conflicts or issues arising with the disregard of the university's policy.
Adherence to project timelines and milestones.	The project assumes that all the stakeholders, including the project team, UON management, and all the other committed parties, will adhere to the agreed project timeline, milestones and deadlines and updates throughout the project. By this the project team can effectively manage unexpected challenges, ensuring timely completion of the project deliverables.
The project team has the authority to make necessary decisions.	It is assumed that the project team possesses the necessary authority and autonomy to make implementation-related decisions, enabling efficient progress and successful execution of the project within the designated timeline.
Continuous feedback and evaluation mechanisms are established for ongoing improvements.	The project incorporates feedback and evaluation mechanisms involving students, staff and club members, providing valuable insights to gauge the effectiveness of the initiative. These feedback loops and evaluation processes allow for necessary adjustments and improvements during the project implementation phase.

PROJECT SOURCE OF FUNDING

Please identify the source of funding applicable to this project

Source Of Funding	Yes/ No	Comment
Project Capital Expenditure	Yes	Project would require investments in new infrastructure, equipment, or facilities to support the improvement of communication and interaction among clubs, societies, and staff.

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Project Operating Expenditure	Yes	Ongoing operational expenses, including salaries, training, maintenance, and support costs, are necessary to sustain the initiative.
IT Operating Expenditure	Yes	The project includes integrating new technologies software, and IT services to improve communication and interaction among clubs, societies, and staff, making this funding source applicable to this project.
Other Funding Source. e.g. research grants	No	Unless there are specific research grants or alternative funding sources identified, this category is not applicable to this project.

PROJECT COST

Direct Cost: $ **8800**

Labor: $ 6000

   Software: $ 2000

   Hardware Equipment: $ 800

Direct Overhead Costs: $ **1858**

   Project Manager Salary: $ 1258

   Utilities: $ 100

   Insurance: $ 100

   Office Supplies: $ 50

   Quality Assurance: $ 200

   Productivity Software: $ 150

Total Direct Cost: $ **10658**

General Administration Cost: $ 800

Total: $ **11458/ week**

Total PV: 11891 x 16 weeks (Total Duration) = **$ 183, 328**

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ON-GOING COSTS POST PRODUCTION

Cost Type	HEW Level	Existing or New	Cost Per Annum
Resources			
Salary	HEW 2	New	$ 54, 186
Hardware Equipment		Existing	$ 10, 000
Training		New	$ 3, 000
IT Support			
ServiceDesk Support		Existing	$10, 000
Technical Support		New	$12, 000
License and Support			
On-going license fee		New	$15, 000
Maintenace and Support		New	$4, 000
		Total	**$ 108, 186**

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PROJECT RISK PROFILE ANALYSIS

Please double-click on the attached spreadsheet and complete the project risk profile.

The drop down boxes under Category, Likelihood, Consequence and Mitigation Strategy are **mandatory**.

The Category identifies:

Project Not Approved

1.   The Risks associated with the project proposal not gaining approval

Risks associated with project

2.   The Risks associated with the actual project implementation e.g. in terms of cost , over-run on time or budget, process changes, commitment from stakeholders, dependencies on other projects etc

Category	Risk Description	Likelihood	Consequences	Risk Rating	Mitigation Strategies
Project Risk: Organisational	Project Cost over Budget	Likely	Moderate	High	Financial Estimation Process Improvement
Project Risk: External	Vendor Delay in Deliverables	Possible	Moderate	High	Check Vendor History of Delivering Projects
Project Risk: Project Management	Scope Creep	Possible	Minor	Moderate	Define Project Scope and Prioritise Key Points
Project Risk: Organisational	Resource Unavailability	Unlikely	Moderate	Moderate	Create Contingency Plans in case of missing key resources
Project Risk: External	Regulatory Compliance (User Data)	Possible	Major	Extreme	Consult Legal Team on Data storage requirements
Project Risk: Organisational	Lack of Customer Support	Unlikely	Minor	Moderate	ServiceDesk training and testing
Project Risk: Project Management	Project Manager on leave for a specified time	Rare	Minor	Low	Nominate second in command
Project Risk: Technical	User Interface Issues	Possible	Moderate	High	Test Prototypes
Project is not Approved	Dissatisfaction among students over club interactions	Possible	Minor	Moderate	Posters used to convey messaging for different club events
Project is not Approved	Club membership decline	Possible	Moderate	High	Promote clubs through in person drives – Orientation week

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