Project Charter

Project Name: OC Communication Tool Upgrade
Date Chartered: 01/01/2013   **Expected Completion Date: 07/1/2013**
Team Leader: Andrew Savagian

Team Goal/Mission
What is the purpose of the team?

> To improve customer service by updating and improving the Office of Communications (OC) calendar tool that helps the agency better coordinate social media communication – e.g. Facebook, Twitter, video, etc. – and to establish a central OC workflow and template that may be applied for all agency communications (e.g. news releases, DNR magazine, education, etc.).

> The team will implement improvements that accomplish the following.
> - Improve customer satisfaction with the OC and how it serves the individual programs.
> - Improves efficiency and reduces work load through an improved process for coordinating agency social media communications.
> - Improve the work environment through better management and oversight of what the OC is producing.
> - Track all social media communications as they move through the process (including reminder for upcoming tasks/deadlines/etc.).

Measure(s) Used to Determine Success
How will we quantify our progress?

1. Reduce lead time by 25%
2. Increase participation/use of tool by 35%
3. Reduce process steps by 15%
4. Reduce staff workload by 25%

Team Members
Jessica Coda, Natasha Kassulke, Carrie Morgan, Trish Ossman, Colleen Robinson-Klug, Chris Welch

Issues to be Addressed
What problems or opportunities will the team solve?

- How to better coordinate and integrate work among multiple communicators.
- How to better equalize work load.
- How to make the process proactive and create ownership.

Expected Results
What will be in place when we are done?

1. A comprehensive, efficient process and tool that is useable across the agency.
2. A process for implementing the tool.
3. A coordinator to manage the use of and process for the tool.
4. A tracking system to show if work has been completed and timed involved to complete tasks.

Support/Resource People
Who will we need assistance from besides the team members?

> We anticipate representatives from every division as well as staff with other agency entities (e.g. secretary's office, OBSS, IT, Legal).

Responsibilities and Boundaries
What areas will the team look at and what areas will the team NOT look at?

- YES: Internal process for coordinating communication between the OC and programs/divisions/etc., and how to better coordinate the workload process.
- YES: How and when key communication decisions are made throughout the process.
- YES: How the OC organizes and provides communication services to the agency.
- NO: Programs' day-to-day communication efforts (i.e. fact sheets, presentations, etc.).
- NO: OC staff scheduling .

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Project Team Members: Jessica Coda, Natasha Kassulke, Carrie Morgan, Trish Ossmann, Colleen Robinson-Klug, Chris Welch

Summary of Improvements: See attached Project Implementation Plan

Project Results

Goal	Baseline	Target	Expected After Improvements	Goal Met?
Reduce DNR staff workload.	2.5 days (20 hours)	2 days 16 hours/20%	2 days (16 hours/20%)	Yes
Reduce Lead (delivery time).	20 days (160 hours)	15 days 120 hours/25%	10 days (80 hours/50%)	Yes
Improve Customer Satisfaction.	Top 3 Needs: 1) Improve process; 2) Improve tool; 3) Provide comm. support	Meet All 3 Needs	All 3 needs addressed in solution & implementation plan.	Yes
Ensure Staff and Customer Safety.	███			n/a

Amount of staff time saved per year in hours: Est. 2,184
How will that time be reinvested?: Completing social media/homepage requests

Project Cost

	Hours	Dollars
Project Team Leader	229 (through 7/22/13)	████████
Project Team Members	206 (avg. 34/team member)	████████
Meeting Costs	████████	$0
Improvement Costs	████████	$0
Total	435	$0

Recommendations for Future Code/Statute Changes: N/A
Lessons Learned
- Social media and home page features are newer communication tools growing in popularity; new process is critical in handling expected increase.
- Staff care about communicating well and are eager to work with the OC; however, in many cases staff not sure where/how to start.
- Needs to be additional training with DNR staff on communication planning.
- An additional need exists to employ model to other agency communication (e.g. news release calendar).

Define Measure Analyze Improve Control