



Harder, Better, Faster

Punking your way through Project Management



Punking Our Way Through

Kara Who?

Don't Make Your Work **HARDER**

Have **BETTER** Collaboration

Get To Work **FASTER**

Make Your Team and Your Work **STRONGER**



Kara Who?

Let Me Introduce Myself...

Worked as a Web Producer & Social Media Specialist for a college at a Tier 1 University for 6 years

Went through 2 redesigns

Have been at OHO for just shy of 3 years

Mom of twins

School PTO Co-President

Former television journalist

Loves karaoke and dancing

Kara Who?



Have I always been a Project Manager?

Never felt like a “Project Manager”

Just “got it done”

Been making lists & working across
“departments” for decades

Try to look at the big picture & plan ahead

What about you? Are you a Project
Manager?





*So much of what we do
EVERY DAY is project
management.*

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Don't Make Your Work **HARDER**

How to Handle Requests & Build Relationships

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Working Together

When working in higher ed there are a lot of teams across the institution - presidents, deans, faculty, admissions, HR, student affairs - so many!

Being in Communications or Marketing you want to be friends with nearly every one of them.

Managing these teams' requests and expectations can be tough since they don't report to you.



How Do Teams Ask For Help?

Email

In a meeting

In the hallway

However they first ask, it will inevitably not have all of the needed information.

What's next? An intake form or a follow up meeting to ask all of the questions that aren't yet answered.

Create a project brief.

Don't Make Your Work HARDER

Project Brief

Project Dashboard

| | | | |
|---------------------|----------------|---------------------|------------------------------|
| Client Name | | Google Drive Folder | Google Drive |
| Project Name Code | | SOW | SOW |
| Owner | Kara Sassone | Basecamp | Basecamp |
| Last Updated On | April 30, 2021 | Project Plan | Smartsheet |

OHO Project Team

| | | | |
|--------------------------|-------------------------------|---------------|-------------------------------|
| Project Manager | Kara Sassone | Visual Design | Lisa Calderon |
| Sales Contact | Kara Sassone | Backend Dev | Irving Buelto |
| Research | -- | | |
| Content/Digital Strategy | -- | | |
| UX | Lisa Calderon | | |

Client Project Team

| | |
|-------------------|--|
| Project Manager | |
| Project Sponsor | |
| Technical Contact | |

Project Overview

| | |
|-------------------------------------|--|
| Project Overview | <p>The team would like to develop a Faculty Directory as a solution to adjusting the way bios appear on the site. They decided to go this path because it has possibilities for the future. For background, we did discuss creating a bio paragraph, but there were a few reasons that wasn't going to work for them.</p> <p>Client's requirements for the content type: <i>name, title, contact information, photo, educational background, and teaching areas</i></p> <p>Inspiration - Widener Links from One and Two Existing faculty listing</p> |
| Project Goals | Design and build a faculty directory that can be used in other places in the future. |
| Project Risks & Action Plan | |
| High Level Deliverable and Timeline | New content type and listing page, to be delivered by start of July. |

Project Deliverables & Status

| Phase | Deliverables |
|-------------|---|
| UX | Functional Annotations |
| Design | One (1) visual design for the new faculty directory listing page Up to one (1) round of revisions |
| Development | <ul style="list-style-type: none"> • Backend development for a new bio content type that aligns with the annotations and includes the following fields <ul style="list-style-type: none"> ○ Title(s) ○ Phone Number ○ Email Address (this will be a hyperlink to a Cognito form) |

Each Project Is Different, But Can Be Handled Similarly

Scoping

What is it that the team is asking for?

What is their budget - if not money, time?

What is the timeline?

Who will be part of the project? Are there other teams involved?

Who will sign off on the project?

Tracking The Project

Outline the timeline before the project gets started & get approval.

Set those expectations early.

Set up standing meetings & set an agenda for the meeting - make sure the stakeholders know how important these meetings are.

If things start to go off track, address it early.

Watch For Scope Creep

“Can we do ____ this, too?”

“Sure, and that’s a different project and will either need to happen after this one is done, or if we add that in, this project will take longer.”

How To Get Ahead Of The Ask

Schedule a strategic planning meeting

Can be to plan the year – the quarter – the month

Discuss all upcoming projects, thoughts, ideas...
brainstorm!

This helps build those relationships.



A BETTER Way To Say Yes

Don't Be A Robot



You Don't Have To Say Yes

Don't tell my boss, and I won't tell yours.

Not all ideas should become projects.

These conversations can be difficult, but talking more about what the root of the problem can help find another solution.



Think Strategically

You don't have to be an order taker.

Work to understand this team's business goals and help with ideas to achieve them.

Revisit scheduling a strategic planning meeting.

Get To Work **FASTER**

Organizing Projects

Putting It All Out There

What tools do you use?

There are so many!

Get it out of email – make it transparent. Can sidestep some questions – when, who, where?

Meetings should have purpose or people won't show up or recognize their importance.



How Do You Prioritize Projects?

Determining which project is most important may not be straightforward. You may need help.

Who put in the request?

Will this project help the team meet a goal in the strategic plan?

When is the project due?

Are there any resource challenges?

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Make Your Team & Your Work **STRONGER**

Continue To Build Partnerships & Focus On Strategy

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Show Off Your Wins

Plan the next strategic planning meeting while sending the follow up email from the previous one.

Seek out ways to meet up with or bring team partners into conversations.

Work across departments - when one team wants something and you think another team would like it, introduce them.



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One More Time

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Do It All Over Again

Replicate your process.

Don't recreate the wheel each time!

Use the relationships you've forged to help position your team.

Work across departments - when one team wants something and you think another team would like it, introduce them.



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THANK YOU!

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@karamat

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