



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.





Don't Make Your Work HARDER

How to Handle Requests & Build Relationships



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.



Cl

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 Project Overview				
Client Project Team		Project Overview		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 also paragraph, but there were a few reasons that wasn't going to work for	
Project Manager				them. Client's requirements for the content type:	
Project Sponsor					
Technical Contact				name, title, contact information, photo, educational backg	round, and teaching areas
				Inspiration - Widener Links from <u>One</u> and <u>Two</u> Existing faculty listing	
		Project Goals		Design and build a faculty directory that can be used in other places in the future.	
		Project Ris	ks & Action Plan		
		High Louis	Doliverable and Timeline	New content type and listing page to be delivered by start of h	ihe.

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	Backend development for a new bio content type that aligns with the annotations and includes the following fields Tate(s) Phone Number Email Address (this will be a hyperlink to a Cognito form)		

OHO Interactive

55 DAVIS SQUARE / SOMERVILLE, MA 02144

2 of 4 / Prepared by OHO Interactive (CONFIDENTIAL)



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

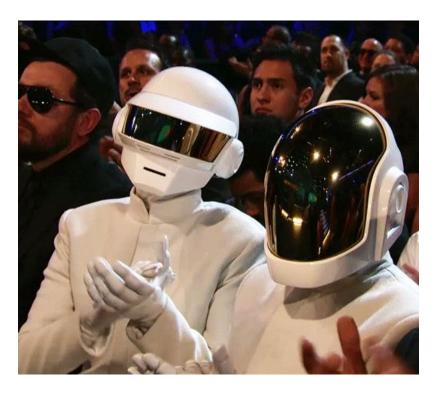


You Don't Have To Say Yes

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?



Make Your Team & Your Work STRONGER

Continue To Build Partnerships & Focus On Strategy

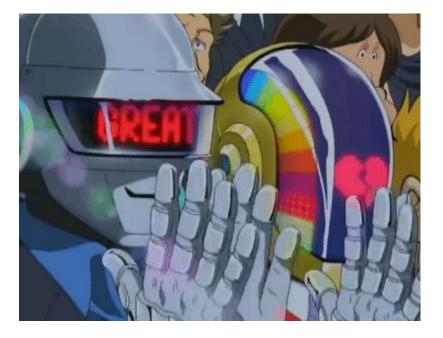


Show Off Your Wins

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.





One More Time



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.





THANK YOU!

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