

# PROJECT CHARTER

<b>Project Name:</b> (1) Ohio State Traditions Engagement	<b>Business/Location:</b> (2) OSUAA
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<b>Team Leader:</b> (3) Kim Gray	<b>Champion:</b> (4) Andy Gurd
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**Project Description/Mission:** (5)  
Compile, catalog, publicize and promote the traditions of the Ohio State University in creative and inspiring ways.

**Problem Statement:** (6)  
There is no central resource for Ohio State traditions (both past and present); without an owner to archive and promote them, traditions are not used to bring alumni and students together effectively and meaningfully.

**Business Case:** (7)  
The love of Ohio State among it's graduates is strong; building on this love by reminding them of the traditions that unite them will increase their engagement with the university and advocacy and support of Ohio State.

<b>Deliverables:</b> (8) Interactive archive of traditions housed on OSUAA website; new traditions based programs	<b>Goals/Metrics:</b> (9) Creation of renewed connections with Ohio State by alumni; continuity of important traditions to continue and build on Ohio State brand; building community among students
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**Process & Owner:** (10)  
Individuals involved in this project include university archives; Advancement; Student Life; Admissions; Athletics; Regional Campuses

**Project Scope Is:** (11)  
Cataloging Ohio State traditions from central and regional campuses - including traditions that are defunct.

**Project Scope Is Not:**  
The creation of new traditions.

<b>Key Customers:</b> (12) OSUAA website users; alumni; students; prospective students; Buckeye nation; admissions	<b>Expectations:</b> (13) Customers expect to see "their" traditions included
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<b>Milestones:</b> (14) <b>Project Start:</b> 12/7/2015 Jan. 2016 Gather planning group Feb. 2016 work plan created <b>Project Completion:</b> Sept. 2016 roll out site (Homecoming/campaign close)	<b>Completion Dates:</b> (15)
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<b>Expected Business Benefits:</b> (16)	Quantify	Explanation																
<table style="border-collapse: collapse;"> <tr><td style="border: 1px solid black; width: 20px; height: 20px;"></td><td>Hard Cost</td></tr> <tr><td style="border: 1px solid black; width: 20px; height: 20px;"></td><td>Soft Cost</td></tr> <tr><td style="border: 1px solid black; width: 20px; height: 20px; text-align: center;">X</td><td>Revenue</td></tr> <tr><td style="border: 1px solid black; width: 20px; height: 20px; text-align: center;">X</td><td>Speed</td></tr> <tr><td style="border: 1px solid black; width: 20px; height: 20px;"></td><td>Compliance</td></tr> <tr><td style="border: 1px solid black; width: 20px; height: 20px; text-align: center;">X</td><td>Intangible</td></tr> </table>		Hard Cost		Soft Cost	X	Revenue	X	Speed		Compliance	X	Intangible	<table border="1" style="margin: auto; border-collapse: collapse;"> <tr> <td style="padding: 5px;">1-Time</td> <td style="padding: 5px;">Annual</td> </tr> <tr> <td style="width: 50px; height: 50px;"></td> <td style="width: 50px; height: 50px; text-align: center; vertical-align: middle;">X</td> </tr> </table>	1-Time	Annual		X	<p>increased engagement = increased giving ease in referencing traditions for other uses</p> <p>increased engagmt of Buckeye Nation = emotional ties increased community = stronger student continuity increased knowledge of Buckeye nation = Pride</p>
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X	Revenue																	
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1-Time	Annual																	
	X																	

**Team Members:** (17) OSUAA - Kim Gray, Chad Warren, Jenn Keyes, Josh Harraman; University - Tamar Chute (Archives), Denny Hoobler (Athletics), Dave Claborn (Regional campus), Nicole Craven (FYE) Jay Delaney (Donor Experience), Jacquie Aberegg (University Marketing); Cass Dula (SAC rep); Matt Couch (Student Life)

**Expected Resource Needs (Internal/External):** (18)  
time/expertise from marketing/programing teams; research time/expertise from archives and others; writing expertise

**Risk Assessment:** (19)  
Risks include: leaving out traditions that are meaningful for some alumni; highlighting traditions that have negative backgrounds; marginalizing groups who are excluded from certain traditions; NOT capturing the traditions and therefor missing the opportunity to enhance emotional ties to Ohio State.

