

Portfolio Project: Project Plan

Richard B. Goldsmith

University College, University of Denver

IDT 4150: Project Management and Stakeholder Communication

Professor Emily May

June 4, 2023

Project Information

Project Overview:

The main task of this project is to develop a teaching English to speakers of other languages (TESOL) Methodology interactive asynchronous online course. The instructional designer will develop the entire five-module course using open educational resources and the Canvas LMS. This project will include an instructional designer, a subject matter expert, and a project manager.

Project goals:

The goals for this project include the following:

1. Create a five-module TESOL Methodology course using the Canvas Learning Management System (LMS); each module should take four to five hours for learners to complete. This course would be characterized as passive eLearning with frequent learner responses, assessments for understanding, and feedback incorporated (Friesen, Kaye, and Associates 2017).
2. Develop each course module with an overview, learner outcomes, Open Educational Resources (OER) lecture and reading content, OER media, assignments, and formative assessments.
3. Maintain ongoing collaborations with the subject matter expert to discuss TESOL course digital artifacts, curriculum, instructional, and assessment elements using the Canvas BigBlue Button tool for virtual meetings and Canvas email.
4. Collaborate with internal TESOL professors and make necessary revisions to the course. At least two virtual meetings will occur for each professor during the month of TESOL course reviews by professors.
5. Implement Canvas LMS content development, migration, functional test, and a Canvas LMS launch.

Communication Plan

Communication goals:

The communication goals for this project involve keeping stakeholders informed of the project timeline, budget, and project needs. First, ongoing communication will provide clear insight into any decisions needed attention or roadblocks. Next, the continuous dialogue will provide structured opportunities for feedback from stakeholders. Finally, ongoing, and open discussions will provide the needed information to gain acceptance of the project.

Project Stakeholders:

Name	Role	Frequency	Preference	Notes
Rick Goldsmith	Instructional Designer	Daily	Weekly check-in meetings Daily emails as needed.	
Dr. Tom Hancock	Subject Matter Expert	Daily	Weekly check-in meetings Daily emails as needed.	
Dr. LaMetrius Daniels	Project Manager Director of IDT Program	Weekly check-in meetings Emails (CC)	Final approval on milestones Strategic direction if needed.	

Frequency and Communication Type:

Daily, weekly, and major milestones

Communication Type	Description	Share
Daily check-ins:	A daily check-in with the subject matter expert to discuss TESOL course digital artifacts, curriculum, and instruction elements using the Canvas BigBlue Button tool for virtual meetings.	<ul style="list-style-type: none"> • Timeline specifics. • Collaborate on digital artifacts. • Collaborate on digital curriculum. • Collaborate on digital instructional strategies. • Links to anything to review. • Next steps list.
Weekly check-ins:	Weekly emails with Project Manager and Course Developer to go over progress, address questions and share any related work as it is completed.	<ul style="list-style-type: none"> • Timeline & budget flags. • What has been completed. • What is in progress. • Any deliverables needing approval. • Questions about deliverables.
Weekly email reports:	Weekly emails are sent Mondays to relay project timelines, budgets, and milestone particulars.	<ul style="list-style-type: none"> • Budget. • Timeline specifics. • Links to deliverables approved. • Links to edited deliverables. • Links to anything to review. • Next steps list. • Waiting on list.
Major milestone virtual meetings:	<p>Canvas Email (immediately after the meeting):</p> <ul style="list-style-type: none"> • Meeting notes to all attendees • Next steps and waiting on lists • Links to approved or shared deliverables for additional review 	<ul style="list-style-type: none"> • Agenda for the meeting • Attendees needed for the meeting. • Links or summary of deliverable(s) being presented. <p>Meeting format:</p> <ul style="list-style-type: none"> • Agenda review • Deliverable presentation by the course developer • Questions/Discussions • Next steps review
Daily emails:	As needed with Rick on the stakeholder team:	<ul style="list-style-type: none"> • Assistance getting information from subject matter expert(s) • Assets needed • Minor, non-deliverable approvals (license purchases) • Questions about project-specific items • Review of deliverables or decisions prior to sending them to higher-level stakeholders
Preferred communication channel:	<ul style="list-style-type: none"> • Canvas email • Canvas BigBlue Button for virtual meetings • Trello within Canvas LMS for the project timeline specifics 	

Project Overview

Instructional Strategy:

This course would be characterized as passive eLearning with frequent learner responses, assessments for understanding, and feedback incorporated (Friesen, Kaye, and Associates 2017).

- All course modules will contain an overview video. Also, modules will contain lectures in text form and include downloadable transcripts.
- Course readings, PowerPoints, videos, and assignments will contain downloadable transcripts. Additionally, course readings contain study guides that help make the readings applicable to learners.
- Written assignments will contain rubrics so learners can assess their performance. Learners will have multiple opportunities to take formative assessments to encourage mastery learning of TESOL methodology content.

To expand on the instructional strategies in the TESOL course, I will embed Kahoot immersive game activities. These exercises will serve as formative assessments throughout the course module to facilitate the chunking of information and stimulate learner engagement. These learning opportunities can "...leverage on the high impact microlearning formats that make the learning bite-sized and easily digestible" (Pandey 2021).

Assumptions and Risk:

The assumptions and risks in using OER content are making sure it includes proper attribution. Also, I have discovered some TESOL Methodology OER content that is not based on current research. For instance, some content presented inaccurate information about VAK (verbal, auditory, and kinesthetic) learning styles. This content will need to be reworked in collaboration with the SME. An abundance of OER content does not meet accessibility guidelines, so this material must be updated to meet compliance. Finally, I will rely upon the SME for the course's accuracy of TESOL content.

As the instructional designer, I have allocated 34 weeks for the TESOL course development. This time will provide 6.8 weeks for each of the five modules. I have allocated a large time window for course development for two main reasons. As stated previously, most of the TESOL methodology content is OER; however, some information is inaccurate based on current research. Additionally, abundant OER content does not meet accessibility guidelines, so this material must be updated to meet compliance.

Project Overview

Project requirements:

Most course accessibility, technology, and assessments exist as open educational resources. All course content and media will be evaluated and modified to align with accessibility guidelines for instructional designers. A cursory overview of the OER TESOL course digital artifacts (PowerPoint, videos, hyperlinks, alt tags, etcetera) has demonstrated that much content is not accessibility compliant. Therefore, this material must be modified and updated. Lastly, formative assessments will be added to this course using Kahoot! immersive activities to facilitate learner retention and stimulate engagement.

Project Tools:

Accessibility tools built within Canvas, Adobe Acrobat, and Microsoft Word will be implemented during course design. Additionally, the Web Content Accessibility Guidelines (WCAG) will be referenced along with the WAVE Accessibility Checker from WebAIM. Finally, each digital artifact will be evaluated for accessibility compliance by the instructional designer.

Media Component Considerations:

All graphic and media components exist as OER content; however, these components must be properly attributed and meet accessibility guidelines.

Deliverable(s) - Final Format:

The final format for the deliverable in be on the host institution's Canvas LMS. This TESOL Canvas course will contain all content, including digital artifacts, curriculum, instructional, and assessment elements.

Reviews of Work:

The project will have ongoing weekly virtual meetings with the SME. There will be collaboration on digital artifacts, curriculum, and instructional strategies during the SME meetings. Also, an extensive review of the course will take place using internal TESOL professors will be conducted from January through February 204. Lastly, monthly stakeholder meetings will include a deliverable presentation and discussion session.

Approvals and Final Sign-off:

The project manager will give the final sign-off and approval. All TESOL course stakeholders will be involved in the sign-off and approval virtual meeting. The following individuals' attendance will be required for TESOL course sign-off and endorsement.

- Rick Goldsmith: Lead Course Developer and Instructional Designer
- Dr. Tom Hancock: Subject Matter Expert
- Dr. LaMetrius Daniels: Project Manager
- Internal TESOL Professors: not defined

Handing of Late Feedback and Scope Creep:

Methods for properly handling scope creep will be to define the scope, have clear timelines and processes, maintain clear communication and ongoing tracking, and monitor project progress. Also, a change control process will be implemented to establish a formal process to evaluate, approve, and document any changes to the project scope. All course stakeholders will be included in this process.

Estimated Task Hours:

	Hours	Notes
Project Plan development:	20	
Stakeholder meetings:	24	<ul style="list-style-type: none"> • 6 meetings with 4 hours of prep for each meeting
Course development:	1,250	<ul style="list-style-type: none"> • Course characteristic: Passive eLearning with frequent learner responses, assessments for understanding, and feedback incorporated. • Development ratio of 50:1 • Five units of learning per module • Five modules for entire course • 1,250 development hours • 31.25 total weeks of development at 40 hours per week of work <p>(Friesen, Kaye, and Associates 2017)</p>
Project Review I: all stakeholders	20	
Project Review II: professors	20	
Project Review III: all stakeholders	20	
Project Review IV: final SME	20	
Content migration:	5	
Implement LMS:	5	
Functional Test:	15	
Launch LMS:	5	
Total hours	1,404	

Project Schedule

TASK	OWNER	DATES
Duration of Project:	All	03/25/23 - 04/01/24
Project Plan Development: Storyboard, Prototype, and Project Documents	Developer	03/25/23 - 06/03/23
Storyboarding:		
Storyboard 1st Draft:	Developer	03/26/23 - 04/02/23
Review Storyboard 1st Draft:	SME	04/02/23 - 04/09/23
Storyboard 2nd Draft:	Developer	04/09/23 - 04/16/23
Review Storyboard 2nd Draft:	SME	04/16/23 - 04/23/23
Prototype:		
Prototype 1st Draft:	Developer	04/23/23 - 05/14/23
Review Prototype 1st Draft:	SME	05/14/23 - 06/02/23
Project Planning:		
Internal Kickoff Meeting:	Developer/SME	06/08/23
External Kickoff Meeting:	All	06/22/23
All Project Paperwork Approved:	All	06/26/23
The Project Begins:		
Course Development:	Developer/SME	07/03/23 - 02/28/24
Course Stakeholder Meetings		
Course Stakeholder (CS) meeting I:	All	08/05/23
CS meeting II: Modules I-II Deliverable	All	09/05/23
CS meeting III: Modules II-III Deliverable	All	10/09/23
CS meeting IV: Modules III-IV Deliverable	All	11/07/23
CS meeting V: Modules IV-V Deliverable	All	12/05/23
CS meeting VI: Full Course Deliverable	All	02/27/24
Project Reviews		
Project Review I: all stakeholders	All	12/05/23 - 12/21/23
Project Review II: professors	Professors	01/08/24 - 02/08/24
Project Review III: all stakeholders	All	01/12/24 - 02/08/24
Project Review IV: final SME	SME	02/08/23 - 02/22/24
Course stakeholder: approvals	All	02/27/24
Content migration:	Developer	03/01/24
Testing		
Implement LMS:	Developer	03/08/24
Functional Test:	Developer/SME	03/22/24
Course Delivery		
Launch LMS:	Developer	04/01/24
Post-Implementation review:	Instructors	04/01/24 - 07/01/24

Project Management Tools: SWOT Analysis

SWOT Canvas for Airtable

<p>Strengths</p> <ul style="list-style-type: none"> • <u>Airtable</u> is listed as one of the "15 Best Project Management Software You Need In 2023" (The Digital Project Manager 2023). • <u>Airtable's</u> strength is data management. This is a strength, but not for my project. 	<p>Weaknesses</p> <ul style="list-style-type: none"> • The Forbes Advisor team stated, "<u>Airtable</u> is best for managing structured data, such as production schedules, invoices, and inventory" (Organ & Main 2023). My project will use none of those elements.
<p>Opportunities</p> <ul style="list-style-type: none"> • <u>Airtable</u>, Trello, and Notion were noted as working well for teams who like to use a combination of tools (The Digital Project Manager 2020). 	<p>Threats</p> <ul style="list-style-type: none"> • <u>Airtable</u> has a "Steep learning curve, but users say it is worth it" (The Digital Project Manager 2023).

SWOT Canvas for Notion

<p>Strengths</p> <ul style="list-style-type: none"> • Notion software works well with small teams, is very easy to use, and customize (Haan 2023). • Notion is so powerful that you can create wikis, product guides, and websites with it (Haan 2023). 	<p>Weaknesses</p> <ul style="list-style-type: none"> • Notion software lacks advanced project management features. • Notion software works well with small teams – this could require switching software as team grow (Haan 2023).
<p>Opportunities</p> <ul style="list-style-type: none"> • The Forbes Advisor team listed Notion as the best project management software of 2023 for content creators (Rudder & Bottorff 2023). 	<p>Threats</p> <ul style="list-style-type: none"> • Has poor security features.

SWOT Canvas for Trello

<p>Strengths</p> <ul style="list-style-type: none"> • Trello is "commonplace in many work environments in the real world" (Instructure 2021). • The Forbes Advisor team noted, Trello is a "...popular project management application with a visually appealing Kanban-style design" (Rittenberg & Bottorff 2023). 	<p>Weaknesses</p> <ul style="list-style-type: none"> • Trello "Relies heavily on Kanban boards, which are not ideal for every project manager" (Rittenberg & Bottorff 2023). • More suited to individual use than for teams (Robinson 2021).
<p>Opportunities</p> <ul style="list-style-type: none"> • Trello boards and an abundance of templates integrate well with the Canvas LMS (Van Gieson 2018). • Trello is one of the "Top 7 Apps, Tools, and Plug-ins for Canvas LMS" (Instructure 2021). 	<p>Threats</p> <ul style="list-style-type: none"> • Doesn't scale well with your team or projects (Robinson 2021). • Missing basic project management features (or only accessible through add-ons) (Robinson 2021).

Final Selection and Commentary:

The Canvas LMS will be used for this Instructional Design Project Plan. Trello's wide popularity, the abundance of templates, and straightforward app integration with Canvas make it my final choice.

References:

- Pandey, Asha. 2021. "10 Awesome Ways to Use Mobile Learning for Employee Training." *ELearning Industry*. May 12. <https://elearningindustry.com/mobile-learning-for-employee-training-10-awesome-ways-use>.
- The Digital Project Manager. 2020. "10 Best Collaboration Tools." *YouTube. Informational Video, 8:11*. YouTube. February 7. <https://www.youtube.com/watch?v=RheAIFth-bo&t=1s>.
- The Digital Project Manager. 2023. "15 Best Project Management Software You Need in 2023." *The Digital Project Manager*. April 3. <https://thedigitalprojectmanager.com/tools/best-project-management-software/>.
- Friesen, Kaye, and Associates. 2017. "Scoping a Learning Solution - Art or Science? Part 1: Estimating Duration." <https://fka.com/scoping-learning-solution-art-science/>.
- Haan, Kathy. 2023. "Notion Review (2023): Features, Pros & Cons." *Forbes*. Forbes Magazine. March 27. <https://www.forbes.com/advisor/business/software/notion-review/>.
- Instructure. 2021. "The Top 7 Apps, Tools and Plug-Ins for Canvas Lms." *Instructure*. September 16. <https://community.canvaslms.com/t5/K12-Canvas-Users/The-Top-7-Apps-Tools-and-Plug-ins-for-Canvas-LMS/ba-p/485218>.

Kahoot! 2023. "Kahoot! for Higher Education." April 19.

<https://kahoot.com/register/pricing-higher-ed/?deviceId=e7121102-545e-4aef-90f5-2b89fa4c1ac0R&sessionId=1682738326490&lang=en>.

Leonard, Kimberlee. 2023. "Notion vs. Trello: Which Is Best for Your Business?" *Forbes*.

Forbes Magazine. February 21.

<https://www.forbes.com/advisor/business/software/notion-vs-trello/>.

Organ, Christine, and Kelly Main. 2023. "Airtable vs. Notion: Which Is Best for Your

Team?" *Forbes*. *Forbes Magazine*. January 23.

<https://www.forbes.com/advisor/business/software/airtable-vs-notion/>.

Rittenberg, Julia, and Cassie Bottorff. 2023. "Trello Review 2023: Features, Pricing &

More." *Forbes*. *Forbes Magazine*. February 28.

<https://www.forbes.com/advisor/business/software/trello-review/>.

Rudder, Alana, and Cassie Bottorff. 2023. "Best Project Management Software of

2023." *Forbes*. *Forbes Magazine*. March 29.

<https://www.forbes.com/advisor/business/software/best-project-management-software/>.

Van Gieson, Lindsey. 2018. "My Top 5 (Free-Ish) Cool Tools That Integrate into

Canvas." *Academic Technology Center / Worcester Polytechnic Institute*. January 31.

<https://wp.wpi.edu/atc-ttl/2018/01/31/my-top-5-free-ish-cool-tools-that-integrate-into-canvas/>.