SIGNATURE PROJECT CHARTER:

Promoting the Importance of LinkedIn by Implementing an Informative Student Workshop

Project Manager: Albert Lloyd

Client/Organization:

In the fall 2014 semester, Drury formed a LinkedIn team to discuss how Drury could leverage LinkedIn to enhance alumni relations and expand support for student and soon-to-be graduates. This team is compromised of staff (marketing, alumni, and career services) as well as faculty who currently promote use of LinkedIn and two students.

Purpose:

LinkedIn is a professional oriented social networking service that is available to anyone, and is a powerful tool in the world of networking. Students often overlook the importance of social media in the job search process. Some departments at Drury University have encouraged using LinkedIn, but there has not been a comprehensive effort by the university to reach all students.

Drury University is now pushing a new campus wide initiative to fully use LinkedIn, and to promote awareness of the benefits of this social network to faculty, staff, and most importantly students. It can be a way to enhance Alumni relations and support student success. With promotion and education, we can achieve this goal of increasing student use of LinkedIn.

Objectives:

This project will have three main objectives:

1. To determine student awareness of LinkedIn and identify possible obstacles to its use.
2. To actively promote and educate students on the professional network LinkedIn.
3. To increase the number of students who are actively using LinkedIn (creating and updating profiles, building networks, and expanding career searches)

Target Audience:

The intended target for this project are students at Drury University in any class (Freshmen-Senior). Initially, those students who are unaware of LinkedIn and its benefits, as well as those that are interested in having a grasp of their life after college and future career.

Deliverables:

Informal Student Discussions:

- In order to understand the awareness of LinkedIn on Drury's campus, a brief questionnaire will be produced and filled out based on multiple group conversations with students. Questions regarding student's attitude and knowledge of LinkedIn as well as what tips and activities they would like to see at a LinkedIn Workshop. The results will

help with the planning of a LinkedIn Workshop in order to make it as effective and useful as possible.

LinkedIn Workshop:

- In order to educate and promote LinkedIn on campus, a student workshop will be planned where students, as well as faculty, can learn more about the benefits of this professional network. There will be a brief presentation to give students a better understanding of how to use LinkedIn. A guest speaker will also explain the importance of networking and give insight on searching for a career. There will then be a place for students to receive professional headshots and also a place for students to get their profile critiqued by peers and faculty members. Handouts will be provided for students regarding how to use LinkedIn effectively. Finally, a brief questionnaire will be passed out at the end to evaluate the effectiveness of the workshop.

Promotional Materials:

- In order to effectively promote the workshop and LinkedIn network, various promotional materials will be created. Based on the results of the survey there will be a presentation and handouts made with information about LinkedIn. A poster to be distributed virtually as well as physically will be created with information promoting the workshop on campus. Announcements will be made in classes around campus by professors and the project manager. Drury resources will also be utilized such as a slide on Drury video screens (dorms, commons, department buildings, etc), announcement on Drury's Calendar, and reminder emails.

Research Needs:

Primary and Secondary Research Needs:

- Informal discussions with students and the LinkedIn Marketing Team on Drury's campus.
- Secondary Research:
    - Articles about the importance of LinkedIn.
    - Posts on LinkedIn about the best way to use this network.
    - Online articles about the fundamentals of workshops.
    - Statistics on LinkedIn and the professional world.

Resource Needs and Budget:

This entire project will need these items:

- Supplies for workshop:
    - Tables and Chairs………………………………...provided by Drury (Olin Library)
- Promotional Posters (Carbon Copy)……………………..………………………………...…$10
- Incentives for participation in Workshop (candy and snacks)…..………………………$30
- Microsoft Office (word, excel)………………………………… provided by project manager

- Adobe Programs (in-design)……………………………………………… provided by Drury
- Professionals willing to participate in Workshop………..…...provided by project manager
  - Thank You Cards……...…………………………………………………$10
- Permission for setting up workshop…………..…...provided by Drury and project manager
- **TOTAL**……………………………………………………………...……………**$50**

Completion Date:

Thursday, November 6th 2014

Potential Obstacles to Success:

These are potential obstacles for this project:

- Recruiting a solid amount of participants for the workshop, in order for it to be successful.
- Professional and photographer will need to be contacted and schedules in order to partake in the workshop. The cooperation and resources by the faculty may need to be utilized as well as back up plans and ideas for the workshop.
- The necessary cooperation of students in the informal discussion. If the number of students discussed with has not been hit than utilize the Career Center and Faculty cooperation.
- There might be trouble getting an area reserved for the workshop at the date and time that is planned.

Project Metrics:

The success of this project will be measured by these things:

- A strong informal discussion response rate and results that provide a better idea of students' knowledge of LinkedIn and what to include in workshop.
- The number of participants in the LinkedIn workshop.
- Results of follow-up short questionnaire taken at the site of the workshop and post workshop feedback form.
- In the end, the success will also be measured by the growth of students at Drury University who are on LinkedIn.

Gantt Chart:

*see VisualCV attached