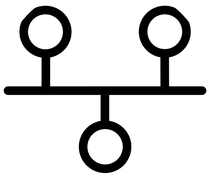
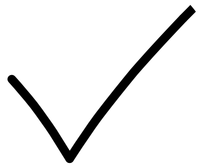
Updated Marketing Plan: Student Center Reservation Book Opening

A structured project management approach to streamline the Spring 2026 book opening process, moving from scattered emails and static documents to a centralized, repeatable system.



Project Timeline

August 25 – December 12, 2025 (16 weeks)



Goal

90% on-time task completion, increased student awareness through trainings and campaigns



Tools

Microsoft 365: Planner, Teams, OneDrive EMS WebApp, Events Website CMS

From: Scattered & Reactive

- Static Word documents and email chains
- Last-minute coordination and missed deadlines
- Limited leadership visibility
- Inconsistent student awareness

To: Structured & Proactive

- Centralized Microsoft Planner dashboard
- Clear milestones and task ownership
- Real-time progress tracking for leadership
- Two pre-launch trainings and targeted campaigns

Timeline

Aug 25–29: Kickoff

Scope confirmation, folder setup, role alignment

Sept 2–5: Policy Alignment

Draft time blocks, leadership approval

Sept 8–26: Marketing Content

Copy drafts, design, internal reviews, approvals

Sept–Oct: Training Delivery

Two student org trainings before Oct 1 opening

Oct 1 & 15: Book Opening Day: Launch

Student org and department book openings

Dec 1–12: Wrap-Up

KPI analysis, lessons learned, documentation

Key Deliverables

1

Scope of Work & WBS

Documented plan with clear boundaries and task breakdown

2

Microsoft Planner Dashboard

Visual task tracker with owners, dates, and progress

3

Email Campaigns

Two targeted campaigns for student orgs and departments

4

Updated Events Webpage

Accessible, clear information on booking windows and policies

5

Training Sessions

Two live trainings with slide decks and demo scripts

6

Change Order Process

Formal workflow to manage scope creep and late requests

Success Metrics (KPIs)

90%

On-Time Task Completion

Pre-launch marketing tasks completed by due dates

2+

Training Sessions

Student organization trainings delivered before opening

100%

Leadership Visibility

Real-time dashboard access for progress monitoring

References

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