Updated Marketing Plan: Student Center Reservation Book Opening

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Impact Statement

Transforming how we plan and communicate the Student Center's reservation "book opening" is central to the long-term health of our events operation. Right now, key dates, policies, and marketing tasks live in static Word documents and long email chains, which makes it easy for deadlines to slip, messages to get lost, and new staff to fall behind. This project establishes a reusable marketing and communication plan anchored by a Microsoft Planner dashboard that visually organizes time blocks, campaign tasks, approvals, and training events in one shared space. The initial project will apply to Spring 2026, however, the goal is to eventually create a clear, repeatable playbook that can be used each semester for reservation openings, reducing last-minute scrambling and improving policy-aligned communication to student organizations and departments. Success will be measured by achieving 90% on-time completion of pre-launch marketing tasks, and increased student organization awareness of booking windows and trainings (as reflected in training attendance and webpage engagement). The outcome is not just a one-time plan, but a visual, living system the Event Planning Team can refine and reuse each cycle to support smoother launches, faster onboarding, and more confident decision-making across the team.

Project Planning & Scheduling

From: Static Word documents, emails, and informal reminders with last-minute coordination before booking opens

To: Centralized key dates, tasks, and approvals in Microsoft 365 (Planner/Tasks and OneDrive) with clear calendar milestones

Communication & Training

From: Inconsistent awareness of deadlines and policies, scattered communication through emails

To: At least two student organization trainings prior to booking opening, updated events webpage, two email campaigns clearly outlining booking windows and trainings

Leadership Visibility & Dashboards

From: Limited visibility for leadership and new staff, delays in approvals and updates

To: Leadership has visibility into progress, decisions, and key milestones through Microsoft 365 dashboards

Introduction and Background

Project Background

Each semester, the Student Center Event Planning Team manages the reservation "book opening" for student organizations and departments. This includes announcing booking windows, communicating policy updates, and training student leaders on how to request space correctly. Right now, this work is handled mostly through static Word documents, individual emails, and informal reminders. While this has been workable, it often leads to last-minute coordination, inconsistent awareness of deadlines and policies, delays in approvals, and limited visibility for leadership and new staff.

As the Project Lead and Event Specialist, I am responsible for planning, coordination, and communication around this process. I bring knowledge of booking policies, student organization needs, and internal workflows, along with firsthand experience of the friction created by the current informal approach. This project proposes an Updated Marketing Plan for the Spring 2026 reservation book opening, supported by a structured project management framework and a visual communication dashboard within Microsoft 365.

This work matters at multiple levels. Professionally, it gives me a chance to apply project management principles to a real operational pain point and demonstrate leadership through a repeatable, documented process. From a learning and instructional design perspective, the student-facing trainings embedded in this plan help student leaders understand the reservation system and apply policies correctly, reducing errors and saving time. Organizationally, a more formalized book-opening process strengthens the student center's ability to manage space, support student engagement, and give leadership a clearer view of this critical operational cycle.

Global and Accessibility Considerations

Although this project is rooted in a single campus context, it is designed with inclusion and scalability in mind. Communication materials and trainings will use clear, plain language and avoid unnecessary jargon so that students with different backgrounds and levels of familiarity with the reservation system can follow along. Web content will be published through the Events Website CMS with attention to accessibility standards (e.g., readable text, alternative text for images, and accessible layouts, aligned with WCAG principles).

Training sessions will be offered at multiple times virtually to accommodate different schedules and needs. Documentation, templates, and communication patterns created for this project are intentionally reusable so that the process can be adapted to future semesters.

Project Method and Approach

Project Objective
By December 12, 2025, I will design and implement an updated marketing and communication plan for the Spring 2026 reservation book opening that:

- Centralizes key dates, tasks, and approvals in Microsoft 365 (Planner/Tasks and OneDrive).
- Delivers at least two student organization trainings prior to booking opening.
- Publishes an updated events webpage and at least two email campaigns clearly outlining booking windows and trainings.

Scope of Work

The Updated Marketing Plan for the Summer 2026 Reservation Book Opening is bounded by the following in-scope components:

- Develop a documented, semester-specific marketing and communication plan for the reservation opening.
- Create or update a project plan and schedule in Microsoft 365 that reflects tasks, owners, and milestones.
- Draft, review, and send email campaigns for student organizations and departments, outlining booking windows, training opportunities, and key reminders.
- Update the events website with clear, accessible information about dates, policies, and training.
- Coordinate and promote two or more student organization training sessions on the reservation system and policies.
- Establish and document Key Performance Indicators (KPIs) and simple tracking methods for awareness, timeliness, and inquiries.
- Document the process, templates, and lessons learned in a way that can be reused in future semesters.

Out-of-Scope Items

To prevent scope creep, the following items are intentionally out of scope for this project cycle:

- Redesigning the entire events website or reservation system interface.
- Creating a comprehensive long-form training curriculum beyond the focused reservation opening trainings.
- Adding additional communication channels (e.g., campus-wide social media campaigns) without a formal change order.

These out-of-scope boundaries are essential to keep the project focused and achievable within the time frame and resource limits.

Assumptions and Constraints

Key assumptions include:

- Leadership will approve updated time blocks and core messaging within the agreed review windows.
- Marketing support is available for graphic design needs with a two-week lead time.
- Student organization leaders will have access to email and the events website for information.

Constraints include:

- Fixed booking opening dates, which limit schedule flexibility.
- Limited staffing, with no overtime for marketing and constrained IT support after 4 p.m.
- Standard Monday–Friday working hours (8 a.m.–5 p.m.) with holidays observed.

These assumptions and constraints shape the level of detail and buffer built into the schedule and resource plan.

Methodology: Traditional (Waterfall) Approach

I am using a traditional (Waterfall) project management approach because the Reservation Opening Marketing Plan follows a fixed sequence of dependent tasks and firm deadlines (e.g., policy review, time-block updates, marketing content development, approvals, and launch). Waterfall supports this need for upfront planning, clear scope, and predictable sequencing, which fits the operational nature of this project.

Tools and Technical Environment

To support this approach, I am working within our existing Microsoft 365 ecosystem:

OneDrive for storing the project plan, Scope of Work (SOW), RACI, schedule, and key documents.

Microsoft Planner/Tasks for organizing work into buckets, assigning task owners, tracking progress, and visualizing timelines.

Microsoft Teams for weekly check-ins, quick questions, and shared channels with the Events Team and leadership.

Outlook for email campaigns and targeted messages to student organizations and departments.

Events Website CMS for publishing booking windows, training schedules, and policy updates.

Adobe Creative Cloud (via Marketing) for creating graphics, digital signage, and visual assets.

These tools are already used by the team and reduce friction by avoiding the need to introduce a completely new platform.

Stakeholders, Roles, and RACI

The project involves internal staff, leadership, and external audiences. At a high level, the RACI matrix defines who is responsible, accountable, consulted, and informed for major workstreams:

- I serve as **Project Lead** , responsible for coordination, planning, drafting content, and maintaining the project plan.
- The **Events Supervisor / Leadership** is accountable for policy alignment and final approvals.
- The **Graphic Designer** is responsible for visual outputs, with leadership accountable for brand alignment.
- **Event Services Team / Reservation Specialists** are responsible for responding to inquiries and reinforcing booking procedures once communication goes live.
- **Student Organization Accountable Officers and Advisors** are consulted and informed, they validate messaging relevance and help distribute information to their organizations.

This RACI structure clarifies who does what, when they are involved, and how communication flows, which is critical for reducing duplicated effort and misaligned expectations.

Upgraded Marketing Plan

Tasks	Project Lead	Graphic Designer	Event Planning Team Members	Events Supervisors/ Leadership	Students (End Users)
Create semester calendar	R, A	I	C	C	I
Update website & documents	R	I	C	A	I
Develop digital promotions	R	R	C	A	I
Gather feedback	R	I	C	I	C, R
Finalize plan & presentation	R, A	C	C	A	I

Resource Planning

Human Resources

Project Lead

Serves as PM for this project, brings knowledge of booking policies, student org needs, and internal processes, responsible for planning, coordination, and communication. Works in a hybrid environment with standard weekday hours.

Events Supervisors / Leadership

Provides policy oversight, removes blockers, and ensures alignment with departmental and university expectations. Limited availability requires 2–3 business days for approvals.

Graphic Designer

Has design skills and access to official branding resources to ensure professional, accessible visuals. Works on a 2-week creative cycle using Adobe Creative Cloud.

Event Planning Team Members

Frontline staff who answer questions, correct misunderstandings, and reinforce messaging during launch. Rotating staff work in a distributed environment.

Students

Essential "amplifiers" who extend the message to their membership and give feedback on clarity and usability of information. Availability varies; many prefer evening or weekend communication.

All team members work on site, on campus, with standard Monday–Friday, 8 AM–5 PM hours. No overtime is planned. The team is distributed across campus, requiring virtual coordination through Microsoft Teams and email. Global reach is not a primary consideration for this project, but the team is mindful of diverse student populations, including international students who may have different communication preferences or time zone considerations for virtual trainings.

Technical Resources

Microsoft 365 (OneDrive, Teams, Outlook, Planner/Tasks): Core collaboration and planning platform used for central storage, task tracking, communication, and email campaigns.

EMS WebApp: Reservation system used to make reservations online, and generate reports on booking patterns.

Events Website CMS: Content management system for publishing updates to the student center website, including booking information, training dates, and FAQs.

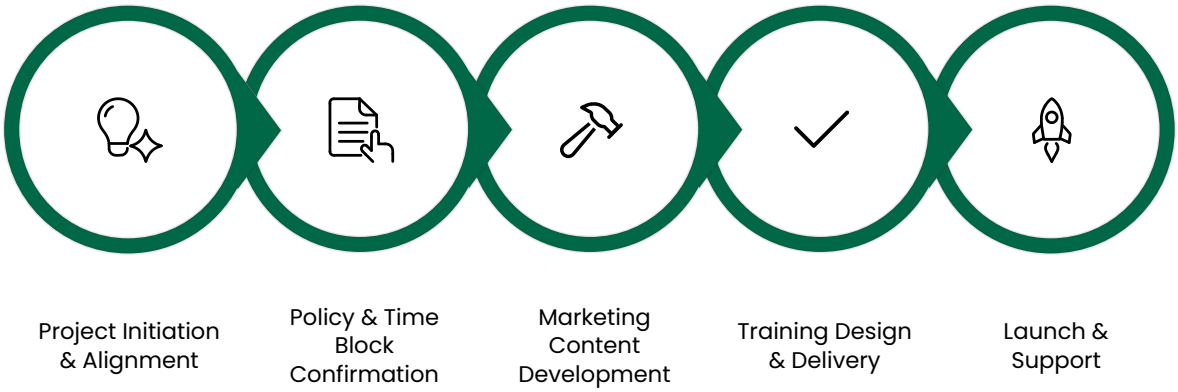
Digital Signage & Campus Displays: Visual promotion of key dates and reminders displayed in high-traffic areas of the student center.

Adobe Creative Cloud: Professional design software used by Marketing to create branded marketing assets, including email templates, flyers, and digital signage graphics.

Survey tools (e.g., Qualtrics, Forms): Used for collecting feedback from student organizations and internal staff to measure awareness, satisfaction, and training effectiveness.

These tools are selected to align with the existing organizational environment, reduce the need for new platform implementation, and ensure accessibility and compatibility across devices and user groups. Branding content reviews and SMS time considerations are factored into the resource planning timeline, particularly for the Web Designer's design cycle and leadership approval processes.

Work Breakdown Structure, Effort, and Budget



The **Work Breakdown Structure (WBS)** organizes the project into logical phases and tasks:

1. Project Initiation & Alignment

1.1 Confirm project scope and SMART goals

1.2 Review previous semester's book opening results

1.3 Set up OneDrive folder, Planner board, and initial task list

2. Policy & Time Block Confirmation

2.1 Draft proposed time blocks for student orgs and departments

2.2 Meet with leadership and Events Manager to confirm blocks

2.3 Update internal documentation

3. Marketing Content Development

3.1 Draft email copy for student organizations

3.2 Draft email copy for departments

4.5 Collect feedback and questions

3.3 Draft website content and FAQs

3.4 Submit content to Marketing for design and layout

3.5 Review and revise graphics, digital signage, and flyers

4. Training Design & Delivery

4.1 Define training objectives and outline

4.2 Create slide deck / live demo script

4.3 Schedule training sessions and promote to student orgs

4.4 Deliver two live trainings (Teams or in person)

5. Launch & Support

5.1 Deploy website updates and digital signage

5.2 Send final reminder emails leading into Oct 1 and Oct 15

5.3 Monitor inquiries, capture FAQ items for future improvement

6. Wrap-Up & Reporting

6.1 Pull EMS reports on booking patterns

6.2 Compare KPI targets to actuals

6.3 Summarize lessons learned and recommendations for next cycle

Effort and Budget

The budget for this internal project is primarily based on staff time. In the WBS and budget estimation, hours are allocated all roles. While there are no major new software costs, time investment is a significant resource, and the plan is designed to prevent hidden “time creep” by estimating and tracking hours needed for planning, communication, and coordination (Harned, 2017).

Effort was estimated using a bottom - up approach: break down each phase into smaller tasks, estimate hours per task based on my role and supporting roles, and roll up to total hours per role and then to overall project effort.

Project Plan & Schedule

Timeline, Milestones, and Constraints

Start Date: August 25, 2025

End Date: December 12, 2025

Duration: 16 weeks (excluding holidays)

Work Hours: Monday–Friday, 8 AM–5 PM

Non-Working Days: September 1 (Labor Day), November 11 (Veterans Day), November 27–28 (Thanksgiving)

1 Kickoff & Alignment

Aug 25–29

Project Lead (R), Leadership (A). Confirm scope, roles, shared folders, and high-level timeline.

2 Time Block Drafts Completed

Sept 2–5

Project Lead (R), Events Manager (C), Leadership (A). Requires kickoff approval and policy confirmation.

3 Marketing Copy & Design Phase

Sept 8–12

Marketing Coordinator (R), Project Lead (A). Dependent on finalized time block draft.

4 Internal Review & Revisions

Sept 15–19

Project Lead (R), Leadership (A), Team (C). Review emails, website copy, signage.

5 Email & Signage Approvals

Sept 22–26

Marketing Coordinator (R), Project Lead (A). Final creative approval before public release.

6 Student Org Book Opening

Oct 1

Project Lead (R), Event Staff (C). Messaging and training must be complete; monitor inquiries.

7 Department Book Opening

Oct 15

Project Lead (R), Leadership (A). Dependent on student launch outcomes; coordinate support.

8 Final Review & Wrap-Up

Dec 1–12

Project Lead (R), Leadership (A), Marketing (C). Collect data, analyze KPIs, document lessons learned.

Key Constraints: Fixed calendar for book opening (student orgs open on October 1, departments on October 15), work hours limited to Monday–Friday, 8 AM–5 PM with no weekends or overtime assumed, limited IT support after 4 PM, non - working days on September 1 (Labor Day), November 11 (Veterans Day), and November 27–28 (Thanksgiving), Thanksgiving break / limited staffing from November 24–28 with paused progress tracking and reduced responses. Built-in buffer time within review cycles prevents cascading delays from late feedback.

Human Resource Scheduling

Role	Estimated Hours/Week	Availability	Notes / Constraints
Project Lead (Myself)	4–6 hours	Weekdays; no weekends	Coordination, content creation, scheduling
Events Assistant Director	~2 hours	Limited review window	Needs 2–3 business days for approvals
Events Manager	~3 hours	Prefers early drafts	Reviews time blocks and core messaging
Marketing Coordinator / Graphic Designer	~4 hours	2-week creative cycle	Flyers, digital signage, graphics
Event Services Team	~3 hours during launch weeks	Rotating staff	Handles inquiries, reinforces messaging
Student Org Advisors / Officers	Variable	Evenings/weekdays	Participate in training and share info

Scheduling parameters include standard 40-hour workweeks with no planned overtime, limited IT support after 4 PM, no project work on listed holidays, and built-in buffer time within review cycles to prevent cascading delays from late feedback. This human resource scheduling ensures that all team members have realistic workloads and that dependencies are clearly identified and managed.

Communication Plan

Goals of Communication
The communication strategy aims to ensure that internal staff, leadership, and student organizations have a clear, shared understanding of reservation opening dates, policies, and responsibilities. It also aims to reduce confusion, decrease last-minute questions, and provide leadership with visibility into status and risks.

Types of Communication Needs
Internally, communication flows between the Project Lead, Events Team, leadership, and Marketing (Graphic Designer). Externally, communication reaches student organization officers, advisors, and departmental contacts. Internal communication focuses on progress, decisions, and risks, while external communication focuses on clear instructions and timelines.

Communication Flow and Hierarchy
The organization is structured so that the Project Lead coordinates most operational communication, while leadership provides approvals and high-level guidance. Major updates are shared in Teams channels and during bi-weekly check-ins, final decisions and key announcements are communicated to the broader team and to students via email and the website.

Tools for Communication:

- Microsoft Teams for bi-weekly internal check-ins, file sharing (OneDrive), and quick questions.
- Bi-weekly Progress Reports (Email) Shared via OneDrive to Leadership
- Outlook email for formal announcements and campaign messages.
- Events Website CMS for centralized, student-facing information.
- Digital signage for reminders of booking windows and trainings.

Communication Cadence
Bi-weekly internal updates are planned during peak planning periods, with bi-weekly summaries for leadership. External communication follows a deliberate cadence leading up to booking openings, for example, a " 2 Week Reminder" announcement, a detailed instructions email, and a reminder close to opening day.

Anticipated Challenges and Mitigation:
Anticipated challenges include varying communication styles, different levels of comfort with technology, and competing priorities for staff and students. Due to this, the communication plan is intentionally flexible so it can be adjusted based on feedback and performance data in future cycles.

Facilitation Plan

Overall Approach

For this project, I will use a structured, neutral facilitation style(clear openings, outcomes, ground rules, and a “parking lot” for side issues). Instead of directing or lecturing, I will frame meetings around questions, shared decisions, and visible next steps so the team co-owns the work.

Bi-Weekly Project Check-In (Events, Marketing, Leadership)

The goal of the bi-weekly check-in is to keep everyone aligned on deadlines, approvals, and risks without turning the meeting into a one-way status update. I will start with a brief opening (purpose, agenda, desired outcomes), then use a quick round-robin where each person shares what they completed, what’s next, and any blockers. Side topics will go into a parking lot for follow-up, and I will use open questions to help the group decide on next steps. Meetings will run in Microsoft Teams, with shared agendas and notes in OneDrive and tasks updated in Microsoft Tasks/Planner. The outcome is a shared view of progress and a short list of agreed actions with clear owners.

Design and Content Review (Emails, Signage, Training Slides)

Content reviews can easily stall if feedback is vague or overly detailed. In these sessions, I will walk the team through materials and first ask, “What works well?” before moving to “What might confuse students?” Using a simple Plus/Delta frame (what to keep/what to change) and quick voting when there are multiple options will help the group reach decisions without long debates. We will use Teams screen share and comments in OneDrive (Word/PowerPoint) so feedback is captured in one place. The goal is student-friendly messaging and visuals, with a focused revision list and clear turnaround times.

Managing Late Change Requests and Scope Creep

Late changes to policies or messaging are likely and can create stress if they are handled informally. For significant changes, I will host a brief Teams huddle and guide the conversation. While we talk, I will complete the change order form in OneDrive so everyone can see the impact on scope, timeline, and resources in real time. The desired outcome is a transparent decision (approve, adjust, or defer the request) and a shared understanding of how it affects the current plan.

Navigating Different Working and Communication Styles

Team members have different comfort levels with detail, some prefer full scripts, others prefer talking points. In internal planning meetings, I will start with a simple check-in question. If tension appears, I will name it neutrally and steer the group toward common needs like accuracy, confidence, and consistency. We will agree on a flexible middle ground and capture it in a shared OneDrive document.

KPIs and Success Measures

To evaluate the effectiveness of the updated marketing and communication plan, I defined several Key Performance Indicators (KPIs):

1. Student Organization Awareness of Booking Opening Days and Trainings: Measured by training attendance, click-through rates on booking window emails, and views on the website page describing booking dates and procedures.
2. On-Time Completion of Pre-Launch Tasks: Measured by the percentage of key tasks completed by their due dates in Planner (target: 90% or higher).
3. Training Quality and Usefulness: Measured by short post-training surveys where student leaders can rate clarity and usefulness and indicate whether they feel confident booking space.
4. Leadership Visibility and Satisfaction: Measured informally by leadership feedback and their consistent use of Planner and the communication plan to monitor progress.

Over time, these metrics will indicate whether the new plan is reducing confusion, improving readiness, and making the reservation opening process smoother and more predictable.

Change Management, Scope Creep, and Disruptive Forces

Scope Creep Risks

Several scope creep scenarios pose risks to this project's schedule, budget (time), and quality. The most likely scenarios include:

1. Adding extra marketing channels beyond the original scope (e.g., new social media platforms or paid advertising) would require additional design work, content adaptation, and approval cycles, delaying the timeline and consuming Marketing Coordinator's/Graphic Designer's hours not budgeted in the original plan.
2. Last-minute policy changes that require re-writing copy and redoing graphics would cascade through the content development and approval phases, potentially pushing back the launch date and forcing rushed revisions that compromise quality.
3. Requests for additional trainings or customized sessions late in the timeline would strain the Project Lead's capacity, require additional scheduling coordination, and risk diluting the quality of the core two training sessions already planned.
4. Expanding the project from Spring 2026 to multiple future terms during this same cycle would fundamentally alter the scope, requiring additional planning cycles, extended timelines, and significantly more effort across all roles without corresponding increases in available time or resources.

Change Order Template

To manage potential changes systematically, I adapted the Free Change Order Form Template from **ProjectManager.com** as the primary structure for documenting changes. The adapted Change Order Form (Excel) is stored in the project's OneDrive folder and includes the following key fields:

Field	Details
Change Order Number	
Project Name	
Date Submitted	
Requested By	
Request Type	☑️ Scope ☐ Schedule ☐ Budget ☐ Resource
Description of Change	
Reason for Change	
Impact on Scope	
Impact on Schedule	
Impact on Budget	
Resources Affected	
Priority Level	
Risk Level	
Recommended Action	
Approval Status	☑️ Approved ☐ Pending ☐ Rejected
Approved By	
Approval Date	
Notes / Comments	

Change Control Workflow

Change requests move through a structured five-step workflow designed to prevent unmanaged scope creep while remaining responsive to legitimate needs:



Request

Stakeholder submits a change request via email or Teams, and the PM logs it into the Change Order Form

Impact Analysis

The PM consults with affected roles (Events Manager, Marketing, etc.) to estimate impact on scope, schedule, and effort

Decision

Leadership reviews options and either approves, defers, or rejects the change

Documentation

Approved changes are recorded in the Change Order Form and flagged in the project plan

Implementation

Tasks, deadlines, and communications are updated in Tasks/Planner and the schedule

This process ensures that changes are transparent, traceable, and intentional, preventing "invisible" scope creep that can derail timelines and quality.

Disruptive Technologies and Forces

Several disruptive scenarios could affect the project's schedule, training content, and communication approach:

1. A sudden change in EMS system or policy mid-project could invalidate training materials, require re-recording demonstrations, and force last-minute updates to website content and email communications.
2. A university prompted shift to a new reservation or communication platform would require rapid learning, content migration, and potentially delaying the launch to ensure accuracy and usability.
3. Changes in Microsoft 365 licensing or tool availability could disrupt the Planner/Tasks dashboard, Teams coordination, or OneDrive storage, forcing the team to adapt workflows mid-project.
4. Increased reliance on AI-assisted tools for copy, design, or scheduling could introduce new approval guidelines, data governance requirements, or accessibility considerations that weren't anticipated in the original plan.

To manage these disruptive forces, the project would respond by treating them as formal change requests using the Change Order Form and workflow described above. Any platform changes would be documented with clear impact analysis, and leadership would be consulted before proceeding. Training materials would be updated to highlight where to find updated instructions rather than focusing solely on current platform screenshots, building flexibility into the content. If AI tools are used for public facing content, data governance and policy implications would be confirmed early to ensure compliance with university standards. This approach balances responsiveness with control, ensuring that disruptions are managed rather than ignored.

Project Closeout

Testing, Deployment, and Archiving Strategy

At the end of the Summer 2026 reservation opening cycle, I will close out the project by testing, deploying, and archiving all core materials in a consistent way. Functionally, the “test” phase will happen in two stages: first, by piloting the updated marketing copy, web content, and training slides with the Events Team and leadership for clarity and accuracy. Second, by monitoring the first week of booking for issues such as frequent policy questions, broken links, or EMS navigation problems. Any issues identified will be documented, logged against the project plan in Microsoft Tasks, and resolved before I consider the cycle fully closed. Deployment is largely complete once the updated Events Website content is live, the training sessions have run, and the final booking reminder emails are sent.

All project materials, including the scope of work, RACI, WBS and schedule, communication plan, facilitation plan, KPI table, change order form, and final versions of emails, web copy, and training decks, will be archived in a dedicated OneDrive folder for the Event Planning Team. Within that folder, I will maintain a simple “Read Me” index document that lists where key files live. This will make it easier for the next person to locate and reuse materials without starting from scratch.

From a post-mortem perspective, I anticipate that a successful cycle will show fewer last-minute “emergency” questions during opening week, higher on-time completion of pre-launch tasks, and more consistent student awareness of booking windows and trainings. After the cycle, I would hold a short debrief with leadership and the Events Team to review what worked well and what was challenging . Best practices I expect to carry forward include starting policy and time-block alignment early, locking marketing copy before design, and using Microsoft Planner/Tasks as a shared visual tracker rather than relying on individual email threads. If something did not go as planned, I would document what I would change the next time around.

The shelf-life of this project is strong, but not indefinite. Core elements like the project plan structure, RACI roles, and communication cadence can likely be reused each cycle with minimal changes. However, several factors will drive future updates, changes to reservation policies or time blocks, updates to branding or marketing guidelines, accessibility requirements, shifts in student communication preferences, and any changes in the university’s digital ecosystem . Over time, I expect to revisit email templates, training examples, screenshots, and web instructions so they reflect current tools, language, and policies, while keeping the underlying project management framework stable. In that way, the project planning materials become a living asset that can be iterated on each semester rather than a one-time product.

Summary and Reflection

This project set out to transform the way the Student Center’s Event Planning Team manages the semester reservation book opening process by moving from ad hoc documents and email threads to a structured, reusable marketing and communication plan supported by Microsoft 365 tools. As the Project Lead and Event Specialist, I used a traditional Waterfall approach to clarify scope, roles, tasks, timelines, communication flows, and change management in a way that aligns with fixed booking dates and policy-driven deliverables.

Over the course of the design, I developed a Scope of Work, SMART goals, a RACI matrix, a WBS and budget estimate, a schedule, a communication plan, a change order approach, KPI definitions, and a facilitation plan tailored to the dynamics of a small, cross-functional team. The midterm job aid and peer conversations reinforced that the value of these artifacts lies not only in their structure but in how well they support real people, in real workflows, making real decisions.

Looking ahead, I see this hypothetical project as a realistic blueprint I could implement in my current role. Through this course, I gained a clearer understanding of how project management tools, and strategies can turn an idea into a manageable project. If implemented, the real impact would be measured by less last-minute scrambling, better student and staff understanding of the booking process, and more confident, transparent decision-making around a key operational cycle. The closeout strategies and anticipated updates outlined above are meant to keep the materials adaptable and reusable, so this final project functions not just as an assignment, but as the starting point for a sustainable practice I can continue to refine over time.

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