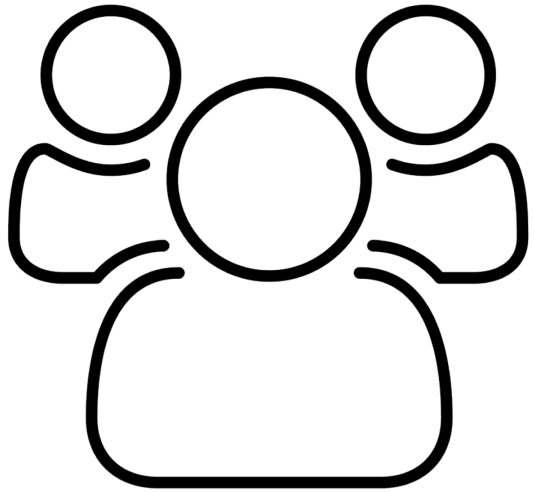
The Value and Development of *Special Projects*

Paula Matano

Danny Powers



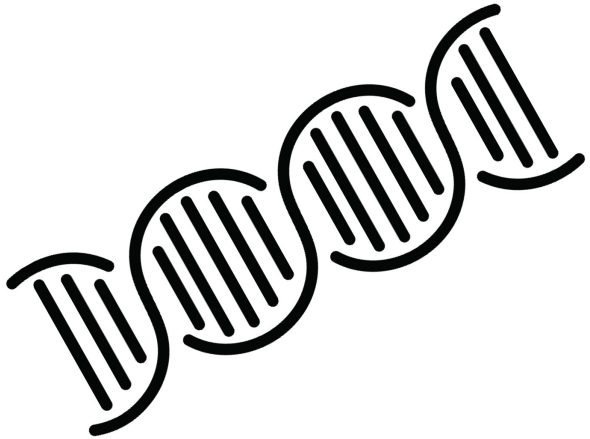
How we work Together

Gilkey Hall – Corvallis, OR

Work remotely.

Text constantly.

How we work Together



The evolution of *Workspace*

Oregon State University
Professional and
Continuing Education

Oregon State University
WORKSPACE
150 2019

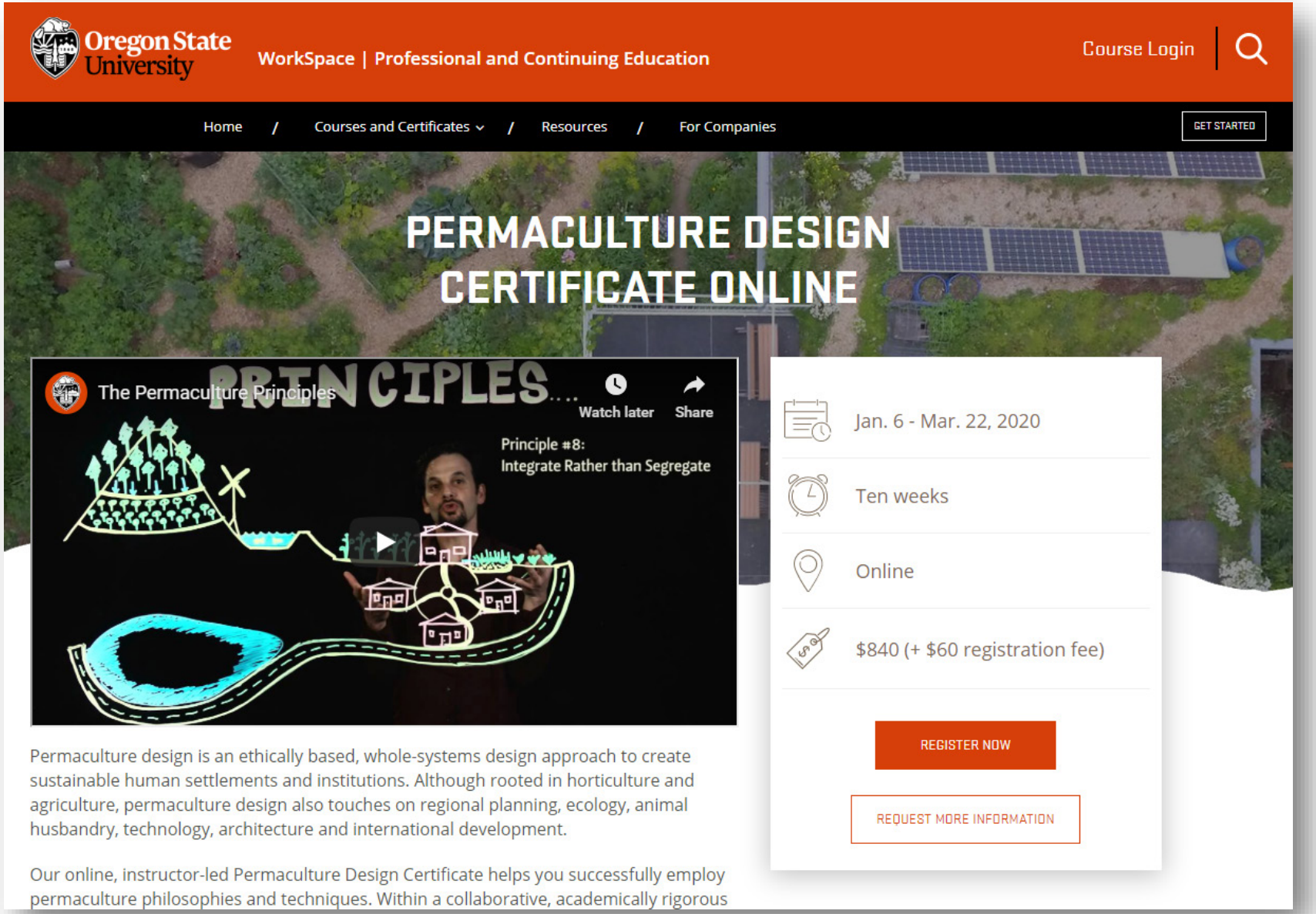
- Cost Recovery
- Non-credit
- Initiative driving

The evolution of
Workspace

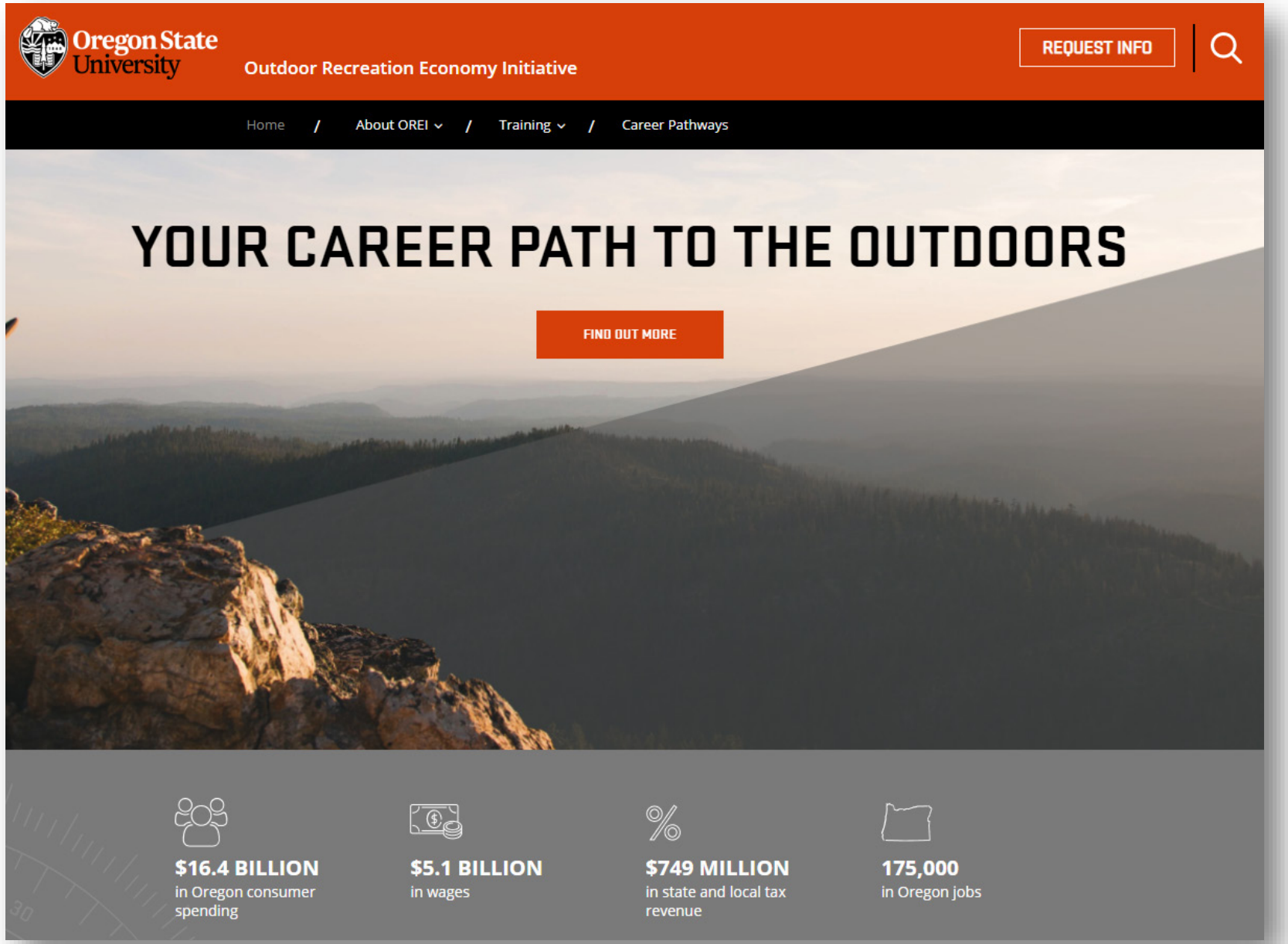
Don't fear the *Reaper*

Operating in the **unknown**.

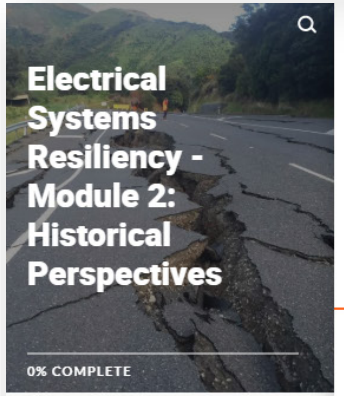
Don't fear the *Reaper*



Don't fear the Reaper



Don't fear the Reaper


Electrical Systems Resiliency - Module 2: Historical Perspectives
0% COMPLETE

Tohoku, Japan, 2011

Maule, Chile, 2010

Christchurch, New Zealand, 2010-2011

REFERENCES

References

Section 1 of 4

Tohoku, Japan, 2011

Overview

Don't fear the Reaper

Operating in the **unknown**
can make it hard to demonstrate **value.**

Don't fear the *Reaper*

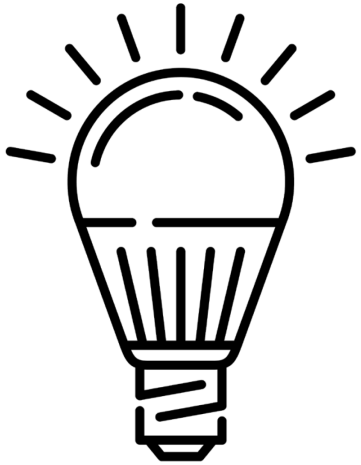
Create a trail of **evidence**.

	Target	To Date
Courses	300	230
Enrollments	1,000	780
Training Hours	3,000	2,100
Average Learner Satisfaction	95%	91%
Average Learner Pass Rate	80%	78%

+ {

- Clients and testimonials.
- Completed projects and reach.
- Strategic value-adds.
- Tangible work examples.

Don't fear the Reaper



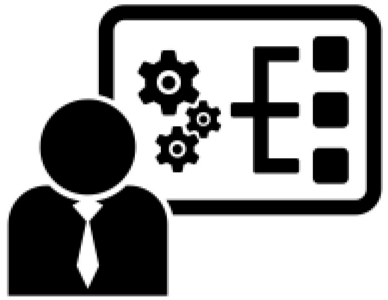
Saying

Maybe

An idea has a start. A project has a **finish**.

Ideas

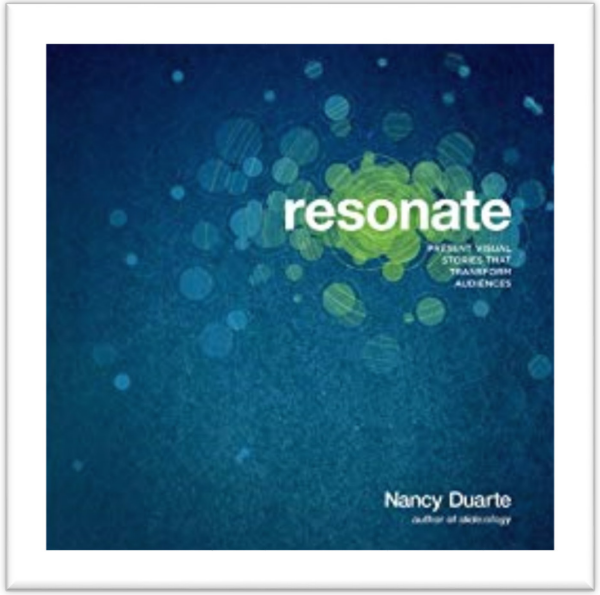
<



Projects

Saying Maybe

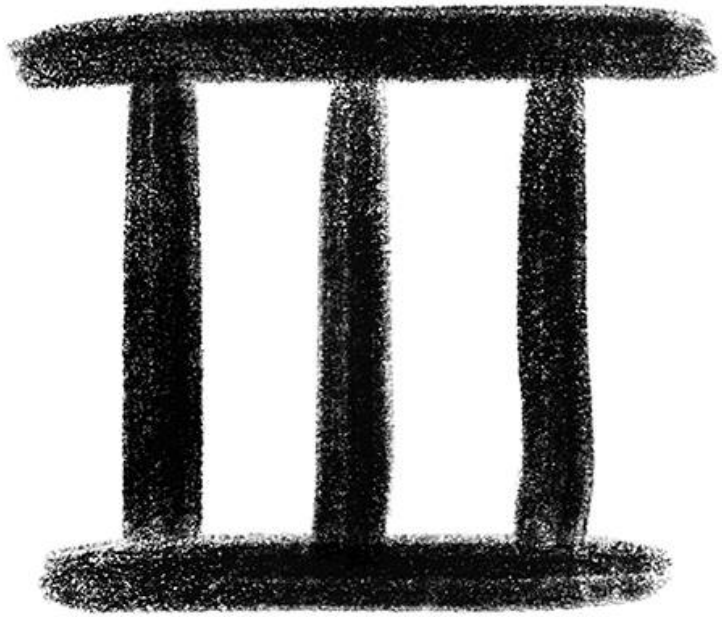
Define what you do best and stick to it.



Saying Maybe

Define what you are **NOT**.

Saying Maybe



The Rule of 3

1. I'd love to learn more. Can you send me some information?
2. Is there something here? Is this more than just an idea?
3. Do the research.

Saying Maybe

PACE PROJECT MANAGER INTAKE FORM

Course Name:
Launch Date:
Project Lead/SME:
Instructional Designer:
Project Manager: Paula Matano

1	**Client Name**	
2	**Purpose of the Course** What do the learners need to be able to do by the time they are finished with this training?	
3	**Target Audience** Who will use this, what do they do, what will they do with this product, what are the prerequisites?	
4	**Seat Time** How long will it take for learners to complete this training?	

The Intake Process

Saying Maybe

PACE PROJECT MANAGER INTAKE FORM

5	**Modality** Self-paced or instructor-led	
6	**Delivery Format** F2F, online, hybrid	
7	**Existing Content** What percentage of the content already exists in an immediately deliverable format: Word doc, video, etc.?	
8	**Course Length** How many modules or weeks will this course span?	
9	**Course Cost**	

The Intake Process

Saying Maybe

PACE PROJECT MANAGER INTAKE FORM

10	**Red Flags** Politics, issues, risks, important notes, or things to watch out for.	
11	**Budget** Is there a set amount or a range that is expected for this to fall in?	
12	**Notes** Location, expected student participation, how many courses, is this a certificate series.	

The Intake Process

Saying Maybe

Program	
Partner	
PACE Project Manager	

Index	TEE107
Activity	
Date	3 /26/2019

MOU Sign Date	**MOU Expiration Date**

PROGRAM COSTS

PACE Staff Time

	Hours	Base Cost	Total
Project Management	15	$ 90.00	$ 1,350.00
Instructional Design	25	$ 90.00	$ 2,250.00
Marketing	12.5	$ 90.00	$ 1,125.00
Enrollment	5	$ 50.00	$ 250.00
FTE SUBTOTAL			$ 4,975.00

Additional Internal Costs

	Total
Catering	$ -
Printing/Mailing	$ -
Supplies	$ -
Room Reservation	$ -
TOTAL	$ -

External (Non OSU) Costs

	Cost	Total
Instructor		$ -
Catering		$ -
Other		$ -
Other		$ -
Other		$ -
Other		$ -
EXTERNAL SUBTOTAL		$ -

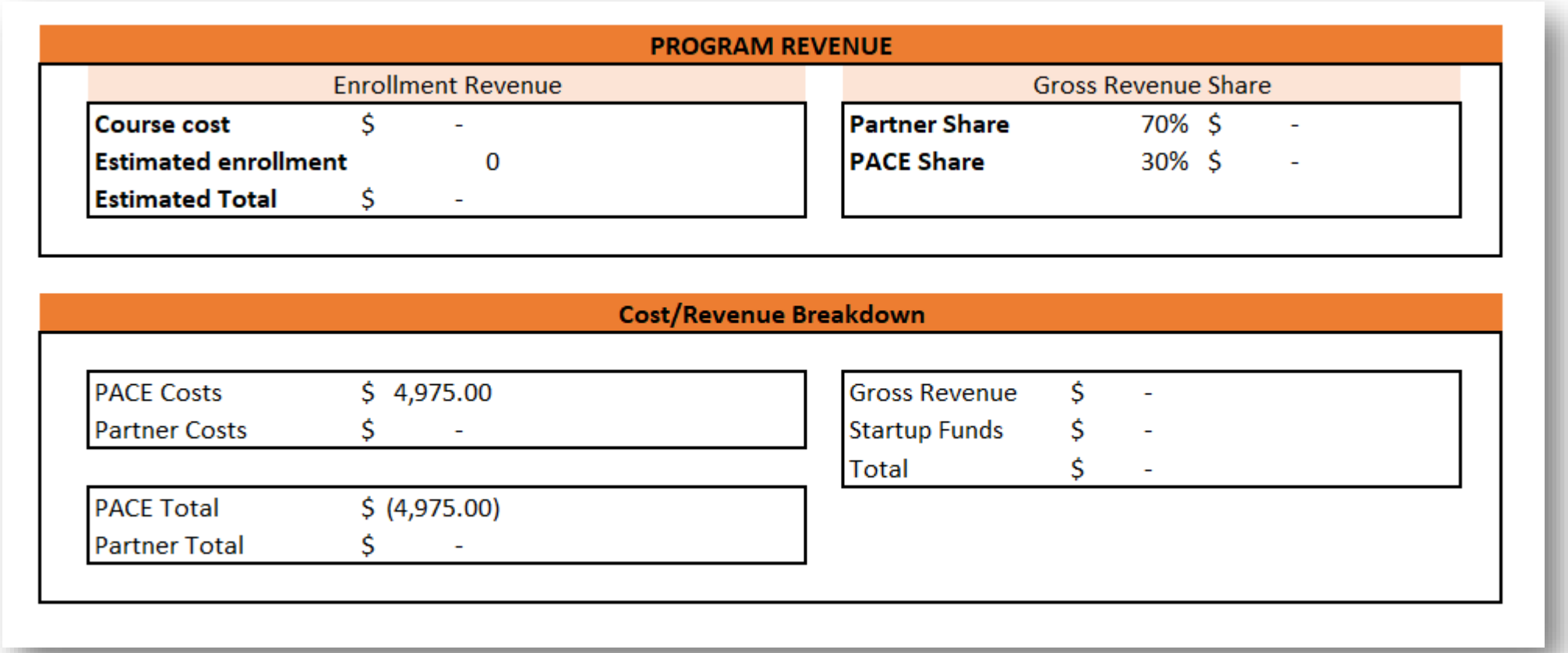
Total Costs

PACE Staff Time	$ 4,975.00
Internal Costs	$ -
External Costs	$ -
Total Costs	########

External costs are assessed an 8% administrative fee by OSU Central Services. 8% is already calculated.

Cost Estimation

Saying Maybe



PROGRAM REVENUE

Enrollment Revenue		
Course cost	$	-
Estimated enrollment		0
Estimated Total	$	-

Gross Revenue Share			
Partner Share	70%	$	-
PACE Share	30%	$	-

Cost/Revenue Breakdown

PACE Costs	$	4,975.00
Partner Costs	$	-

PACE Total	$	(4,975.00)
Partner Total	$	-

Gross Revenue	$	-
Startup Funds	$	-
Total	$	-

Cost Estimation

Saying Maybe

Break it down.

Saying Maybe

Saying Maybe

Don’t replace a **deliverable** with a **meeting**.

Saying Maybe

1. Set metrics.
2. Stick to your metrics.
3. Seriously, stick to your metrics.

Saying Maybe

1. Set metrics.
2. Stick to your metrics.
3. Seriously, stick to your metrics.

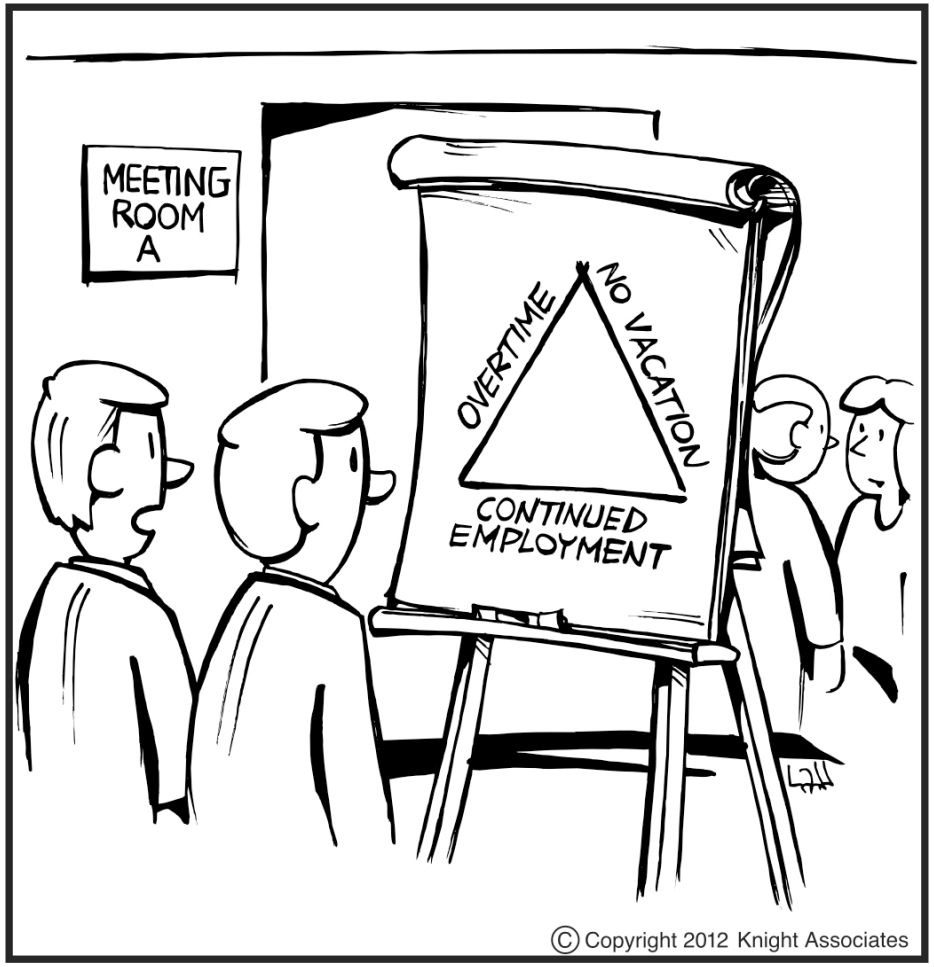
Saying Maybe

Get your leadership to have your back.

Saying Maybe

Establish solid

Boundaries

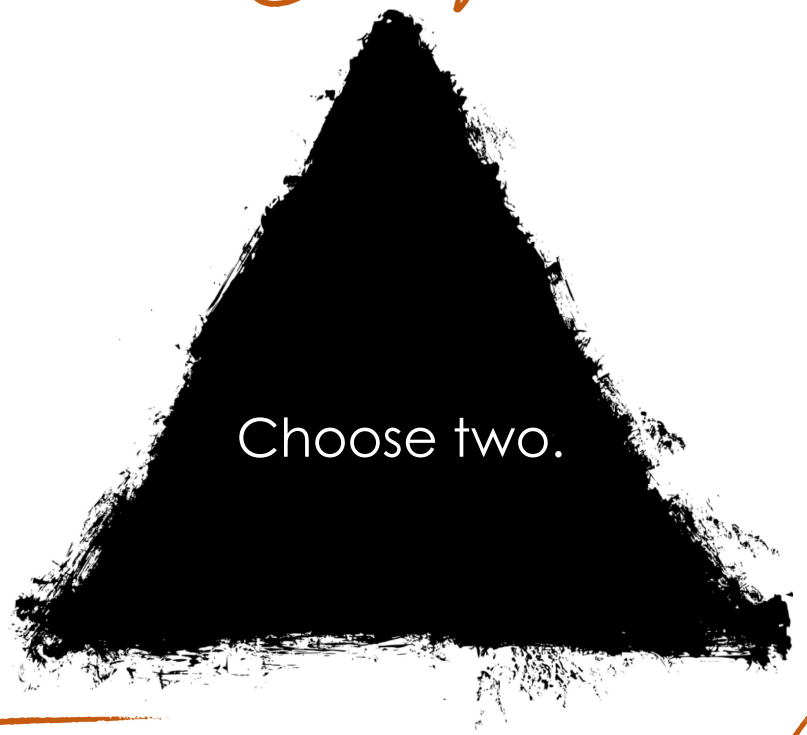


"This isn't the triple constraint I learned."

Establish solid Boundaries

(Price)

Cheap



Fast
(Time)

Good
(Quality)

Triple constraint

Establish solid
Boundaries

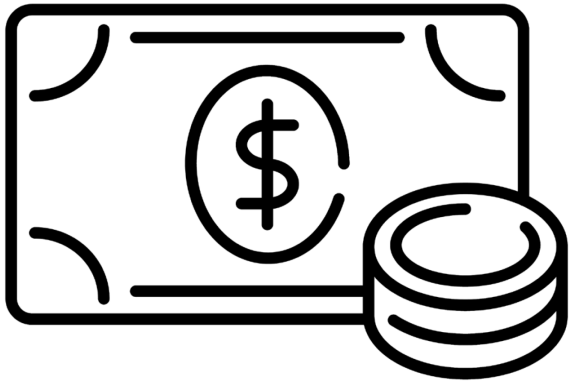
Establish solid

Boundaries

YOUR AMBITION

Your project

Establish solid *Boundaries*



Value your

Work

Don’t allow your work to become **invisible**.

Value your
Work

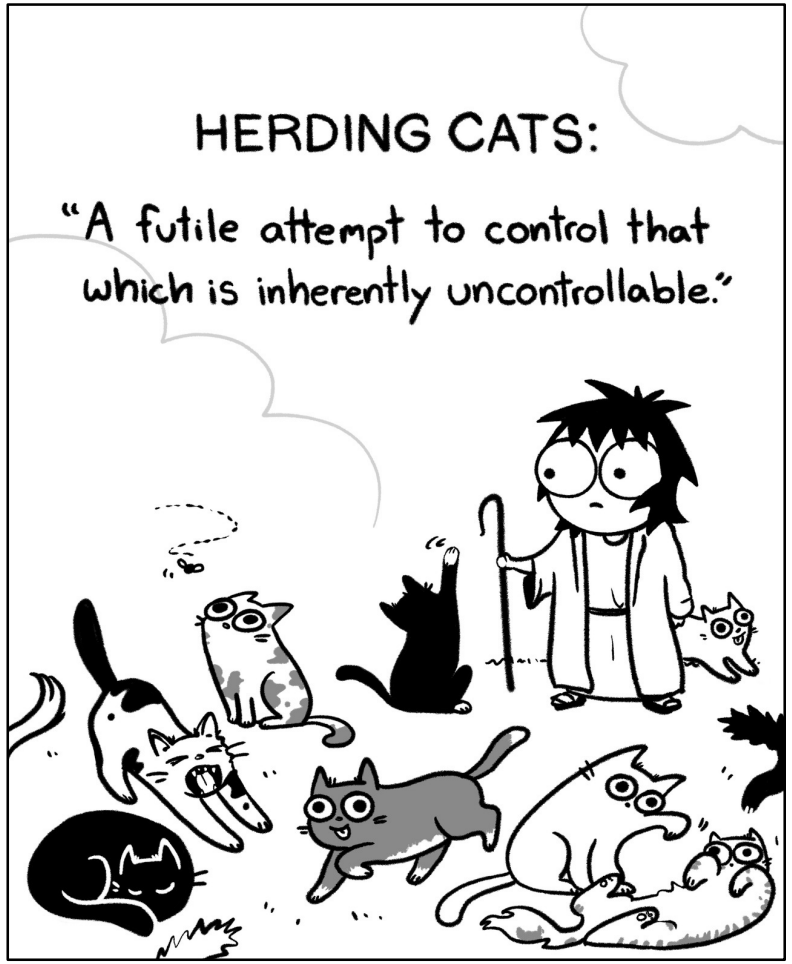
"I don't **need** a Project Manager."

Value your Work

Danny's AMBITION

Establish solid *Boundaries*

Your time is incredibly **valuable**.

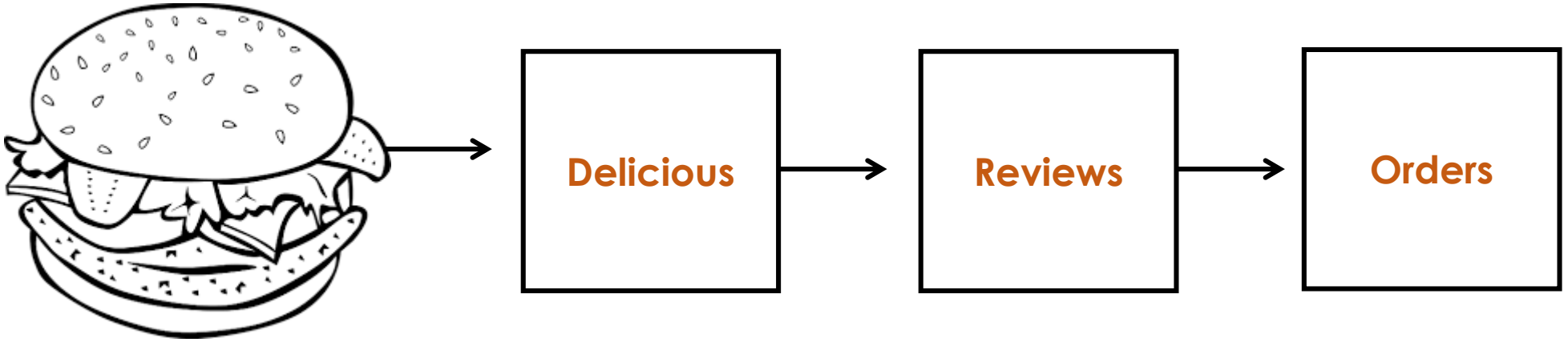


Value your Work

Think about your

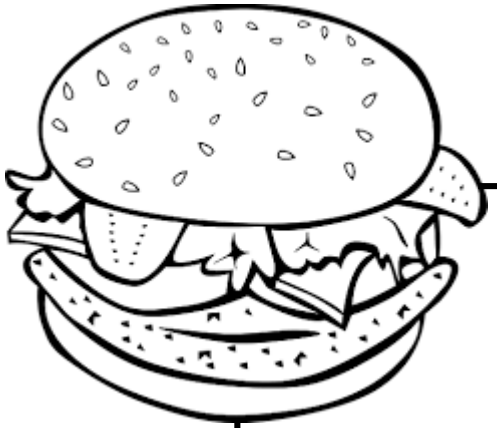
Transparency

Build a chain of **evidence** for your **value**.



Think about your Transparency

All of our work has an estimated **length** associated with **services**.



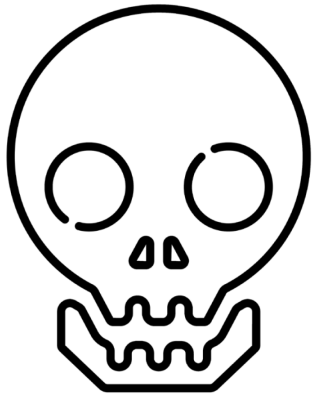
10 mins

Cheeseburger
Prepare Ingredients
Toast Buns
Cook Beef
Assemble Hot Ingredients
Add Cold Ingredients
Apply Condiments
Wipe off plate with T-shirt
Put Cheeseburger on Plate and Serve

Think about your *Transparency*

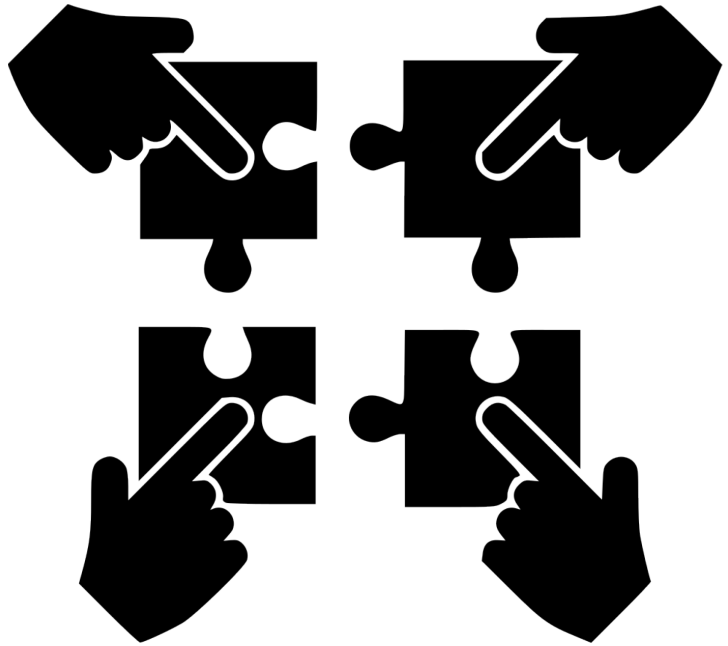
Nanolabs at U of Oregon

Think about your Transparency



Acknowledge the *Bones*

It doesn't work without **all of us**.



Acknowledge the Bones

Take aways.

1. Evolve or pivot as needed
2. Embrace the unknown
3. Define what you are, and what you are not
4. Start by saying maybe
5. Stick to your metrics
6. Create a chain of evidence of value
7. Avoid the dreaded scope creep
8. Be transparent with value and cost
9. Acknowledge the parts of the team

The Value and Development of *Special Projects*

Paula Matano

Danny Powers