

MOREnet Project Outline MPO

1. Project Name *	<u>Podcasting Research</u>		
2. Project Number	<u>365</u>	Outline Submit Date:	<u>July 26, 2006</u>
Project Manager	<u>Lamar Henderson</u>	Outline Signature Date	
Project Sponsor *	<u>Ben Colley</u>	Project Start	<u>Aug. 14, 2006</u>
Submitted By: *	<u>Lamar Henderson</u>	Project End	<u>Nov. 3, 2006</u>

3. Brief Description

The Podcasting team will research software and hardware used to create podcasts, develop best practices for podcast production and create a series of sample podcasts using this research as proofs of concept. It will then produce a white paper detailing the results of this research, and prepare a presentation proposal for the spring conferences.

4. Alignment to Organizational Objectives <http://internal.more.net/depts/pod/sp/mnspdo02.html>

MOREnet will influence and deliver high value services that support the effective use of technology in accomplishing Missouri's research and education goals.

Podcasting is a popular and effective use of technology to communicate with a target audience. Some of MOREnet's members are already using podcasts to communicate with their constituencies. By publishing reference materials on what tools to use and what methods to follow, MOREnet would be assisting our members to successfully use this technique.

MOREnet will aggressively conduct information technology research to provide solutions that create value.

Podcasting is a new and popular medium for delivering information to a target audience. As such, it requires some research into the technology behind it. It can also serve as a means by which MOREnet distributes its technology research, including that about podcasting.

5. Environment <http://internal.more.net/depts/pod/projectmgmt/ProjectSize.htm>

5.1. Stakeholders

Ben Colley, director of Strategic Technologies, sponsor of this project.
Megan Gill, manager of Communications.
Lamar Henderson, project manager.
Connie Coy, Kevin Gilmore, Debra Kidwell, Podcasting Team members.
Other MOREnet employees who will be recruited to help provide information for the podcast series.

5.2. Key Environmental Issues or Constraints

Members of the team should have to spend no more than an hour or two a week working on this project.

6. Scope Statement

Potentially, any part of MOREnet will be involved in this project, as one aspect of it is to produce a series of podcasts that deliver information to our members. Most of the work will be conducted by the team members, however. The involvement of other employees should be minimal, possibly an hour or two of effort.

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6.1. Intangible Outcomes

Difficulty: How difficult is it to produce a brief podcast on a weekly basis? Is it too much effort, or is it something that can be done with minimal effort.

Audience: How many people subscribe to the podcasts? If there are too few subscribers, then the project probably isn't worth the effort. If there enough subscribers, then it may be an effective new tool for communicating with our members.

Usefulness: How many MOREnet members start up and maintain a podcast based on the information we publish? How many episodes do they produce? Is the effort sustained, or does it fall by the wayside after a few attempts?

6.2. Deliverables

1. A section of the MOREnet website devoted to podcasting, including best practices, reviews of software and hardware that can be used to produce podcasts and a list of MOREnet member and other podcasts.
2. A series of six MOREnet podcasts, each episode about a half hour long.
3. A white paper detailing the team's efforts and the results of the project.
4. A brief presentation suitable for the MOREnet booth during Fall Conference.
5. A full presentation to deliver the project findings as a presentation at Connections/HELIX 2007.

6.3. Schedule

Initial Team Meeting Monday, Aug. 14

This initial team meeting will involve working out the details of what specific tasks are required for the project, who is responsible for which task and the deadlines for each task. Some of the tasks assigned at this meeting will be to develop the initial content for the website, to develop ideas for podcast content and to recruit content providers for the podcast series.

Episode 1 Pre-Production Week of Aug. 21

This first production meeting will be to establish and document the details necessary for producing the first podcast in our proof-of-concept series. Subsequently, we will attempt to hold pre-production meetings each week to plan for the production of an episode the next week. Details determined in this meeting will include the content of the podcast, the content providers for the podcast, how the podcasts will be produced, such as what software, hardware and techniques will be used, and so on.

Episode 1 Production Week of Aug. 28

The necessary team members plus the content providers will gather to actually record the content. Subsequently, we will attempt to hold these productions each week based on the pre-production plan created the previous week. A goal for this project is for these productions to be come a regular, ongoing task.

Episode 2 Pre-Production Week of Aug. 28

Episode 1 Post-Production Week of Sept. 4

Team members will work on editing and composition of the episode 1 podcast. Once the podcast is ready, we will record the "about the podcast" commentary and create the final complete podcast. Much of the review process involved in post-production can be done by e-mail, online chat or other methods rather than requiring face-to-face meetings. The actual podcast episode should ready to go live by the end of this week.

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Episode 2 Production	Week of Sept. 4
Episode 3 Pre-Production	Week of Sept. 4
Episode 1 Live	Friday, Sept. 8
Podcasting Website Live	Friday, Sept. 8
Episode 2 Post-Production	Week of Sept. 11
Episode 3 Production	Week of Sept. 11
Episode 4 Pre-Production	Week of Sept. 11
Episode 2 Live	Friday, Sept. 15
Podcasting Website Update	Friday, Sept. 15
Episode 3 Post-Production	Week of Sept. 18
Episode 4 Production	Week of Sept. 18
Episode 5 Pre-Production	Week of Sept. 18
Episode 3 Live	Friday, Sept. 22
Podcasting Website Update	Friday, Sept. 22
Episode 4 Post-Production	Week of Sept. 25
Episode 5 Production	Week of Sept. 25
Episode 6 Pre-Production	Week of Sept. 25
Episode 4 Live	Friday, Sept. 29
Podcasting Website Update	Friday, Sept. 29
Episode 5 Post-Production	Week of Oct. 2
Episode 6 Production	Week of Oct. 2
Episode 5 Live	Friday, Oct. 6
Podcasting Website Update	Friday, Oct. 6
Episode 6 Post-Production	Week of Oct. 9
Episode 6 Live	Friday, Oct. 13
Podcasting Website Update	Friday, Oct. 13
White Paper Draft 1	Friday, Oct. 20
Podcasting Presentation in MOREnet Booth	Monday-Tuesday, Oct. 23-24, Fall Conference

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White Paper Final Draft on Website Friday, Nov. 3

Full Podcasting Presentation Connections/HELIX 2007

The pre-production, production and post-production phases of the project need to be repeated for each episode. The details of these phases will be evaluated and altered for the next round in the hope of improving and streamlining the process as much as possible. The team's progress in this area will be documented for use in the white paper, presentation and website.

7. Implementation

7.1. People Resources

Lamar Henderson: Project management, podcast production, website design, software and hardware review, content development, presenter recruitment.

Connie Coy: Software and hardware review, podcast production, content development, presenter recruitment.

Kevin Gilmore: Software and hardware review, podcast production, content development, presenter recruitment.

Debra Kidwell: Content development, presenter recruitment.

Other MOREnet Personnel: Content development and presentation for a specific episode.

7.2. Capital Budget *

The project does not envision any significant capital expenditures. We may need to purchase some royalty-free music to use in connecting edited portions of the podcast episodes, and perhaps some higher-quality recording equipment than that which is available.

7.3. Risk Management / Mitigation

A goal of the project is that no one should need to put more than an hour or two a week into it. It may be that this is too ambitious a goal, and that the project may require more effort than this. However, this is good information, as one of the other goals of the project is to determine how much effort actually goes into the production of a podcast series.

The schedule outlined above may be too ambitious. We may need to spread it out so that new podcast episodes and website updates are available biweekly instead of weekly. We would still be able to have a presentation at the Fall Conference MOREnet booth, just with an ongoing series rather than a completed one. The publication of the white paper would be delayed, but there is nothing sacrosanct about the publication date on the schedule. This would still leave ample time to have a full presentation ready for Connections/HELIX 2007.

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Approved:

Approval Date:

Priority: 1 2 3 4 5

Funding:

* Minimum required sections