

PROJECT SUBMISSION FORM
For Central Management Information Systems Projects

Instructions: Complete this form and e-mail it along with any requested documents to the chair of the CMIS Advisory Committee: Diana Blake (dkblake@ksu.edu).

Project Name: **Date:**
Revised July 7, 2005

Submitted By:

1. Points of Contact

Indicate the individuals responsible for sponsoring, planning, and implementing this project.

Position	Name and Department	Phone	E-mail
Project Sponsor	Pat Bosco	532-6237	bosco@ksu.edu
Project Manager	Jennifer Gehrt	532-1886	jgehart@ksu.edu
Functional Lead	Jan Elsasser	532-7589	janel@ksu.edu
Technical Lead	Royce Gilbert	532-0547	royce@ksu.edu

2. Business Problem

Provide a brief description of the business problem.

The Vice President for Institutional Advancement unit desires to purchase and implement a system to improve student recruitment. The original intent of the LASER project was to utilize Oracle Constituent Relationship Management (CRM)-Advanced Recruitment for this function but that has been determined to not meet K-State's business needs. The implementation of Oracle Student Solution and elimination of the SIS necessitates the implementation of a replacement system for some of the recruitment functionality.

3. Statement of Work

Describe the overall goal of the project. The statement should be short, precise, and clear.

Select and implement a system that improves student recruitment through long-range cost savings, reduction in manual effort to manage recruitment events, ability to better sort targets for events, higher yield from each event, ability to track and report on effectiveness of campaigns. The system will have some integration with the new Oracle Student Solution for some sharing of data, and possibly with FAMS in the interim. The long-range goal is to utilize this system to facilitate student recruitment by the Graduate School, DCE, and the colleges.

4. Project Objectives

Provide a brief list of what the project is to accomplish (maximum of 5 objectives). Along with the statement of work, the objectives define the boundaries (scope) of the project. Objectives may be both short and long term.

1. Implementation of a student recruitment system to manage and improve student recruitment efforts at K-State.
2. Reporting capabilities to track effectiveness of recruitment campaigns and to establish trends for the purpose of analyzing the results of recruitment efforts.
3. Improve overall effectiveness and efficiency of the communication plan with prospects and applicants.

5. Regulatory or Policy Changes Driving This Project

If this project is a result of a regulatory or policy change, place an "x" in the appropriate column below. Attach a separate document (e.g., Federal or State statute), or provide a URL to a website that can provide detailed information about the regulatory or policy change.

	Federal Government	State of Kansas	Board of Regents
Regulatory			
Policy			

6. Institutional and Information Technology Strategies

Place an "x" next to each statement to indicate how this project aligns with university or IT strategies.

Strategic Planning Themes (From the 1999-2001 Strategic Planning Committee) See: http://www.ksu.edu/provost/planning/index.htm .	
1. Support recruitment, retention, and professional development of high quality faculty.	
2. Strengthen the learning and teaching environment.	
3. Enhance the quality of graduate and research programs.	
4. Develop the library infrastructure.	
5. Develop the Information Technology infrastructure.	
6. Enhance a diverse and multicultural environment.	X
7. Enhance the international emphases.	X
8. Define the university's role in mediated learning.	
9. Contribute to the state's economic development and environmental health.	
University Aspirations (From the "Review of Tuition Principles" PowerPoint Presentation) See: http://www.ksu.edu/vpaf/	
1. Become a Top 10 Land Grant university as a composite of all three categories of our mission - teaching, research and extension.	X
2. Retain K-State's traditional enrollment pattern even though student costs may increase.	X
3. Provide competitive compensation packages for all employees.	
4. Provide a level of Other Operating Expense support consistent with K-State's status as a doctoral research-extensive university.	
5. Maximize financial flexibility at all levels within the university.	
IT Strategies (from annual IT Management and Budget Report to the State of Kansas)	
1. Leverage information assets to serve faculty, staff, and students.	X
2. Move to a networked system with capability to support the clients as the user access device.	X
3. Create a system of information assets that are well organized on centrally managed Oracle relational databases.	
4. Create tools and sources of information to allow users to do most of their computing without assistance.	X
5. Make information available widely on the campus.	X
6. Provide remote monitoring and maintenance of IT systems.	
7. Expand continuing professional education through use of the Internet.	

8. Purchase commercial products when they exist and create tools to bridge the time until commercial products are available.	X
9. Identify the most critical university facilities and their IT resources to facilitate recovery and increase awareness of the business risks of IT service outages.	
10. Maintain and advance the reliability, redundancy, and recoverability of the information technology infrastructure.	
11. Enhance user assistance and support.	
12. Empower the user and expand the user base with an increasing variety of computing and telecommunication tools, capability, and interfaces.	X
13. Encourage mediated instruction, distance learning, e-tech transfer, digital library functionals, and e-life-long learning.	
14. Establish policies to guide the access, use, organization, confidentiality, and integrity of information assets.	
15. Develop and maintain integrated information structure and access.	
16. Seek additional funding sources.	
17. Encourage a teamwork approach and enhance staff education.	

7. Estimated Project Schedule

Provide estimated start and end dates for each major phase of the project. Dates may overlap. See definitions of project phases below.

Project Phases	Est. Start Date (Mo./Yr)	Est. End Date (Mo./Yr)
Concept	6/1/05	7/14/05
Planning	7/15/05	10/31/05
Implementation	11/1/05	5/31/06

Definition of Project Phases

Concept: Establishes the conceptual view and general definition of the project and includes the CMIS Advisory Committee submission, review, and approval process. Include the estimated time to prepare and submit the Project Submission form to CMIS.

Planning: Activities include developing a detailed Project Plan/Work Breakdown Structure (WBS). The Project Plan/WBS should define the tasks and estimate the time, cost, and resource requirements for the project.

Implementation: Includes project start-up, execution, and close-out activities described below.

*During project **start-up** the Project Team is formed, a kick-off meeting is conducted, and requirements are reviewed. The Project Plan/WBS should be finalized and approved by the Project Sponsor, Steering Committee, and Executive Computing Committee as appropriate.*

*Upon receipt of necessary approvals, the Project Team **executes** the Project Plan/WBS. Project activities are tracked, monitored, and communicated. The Project Plan/WBS is reviewed and updated on a regular basis. Activities also include change control, risk management, and issue identification.*

***Close-out** activities include user acceptance of project deliverables, conducting a lessons learned session, completion of project documentation, and celebration of project completion.*

8. Functional and Technical Resources

Indicate all functional and technical resources and estimated person hours required for this project. List the names of the resources, not the position title, unless the name of the resource is unknown. Include new positions if needed and place an “x” in the “New Resource” column. For assistance with technical resource estimates contact the appropriate IT unit. See the CMIS website (www.ksu.edu/infotech/cmris) for a list of current IT contacts. Add additional lines if needed.

Name of Resource	New Resource	Estimated Person Hours
Jennifer Gehrt		375
Jan Elsasser		1,000
Christy Crenshaw		800
Nick Austin		800
Mindy Cooper		800
Teresa Conde		500
Sara Blankley		400
Mandi McKinley		400
Admissions Staff Member	X	300
Royce Gilbert		100
CNS Staff- Directory Services & Server Administration		500
CNS Staff-Network Systems Analyst		500
Aimee Hagedorn		16
Ashley Wondra		48
John Struve		80
Lloyd Walker		70
Della Cook*		100
Grand Total – Estimated Hours		6,789

** Work by ISO staff to interface the new Student Recruitment System to/ from the new Oracle Student Solution (iSIS) is considered to be within the scope of the LASER Project. However, work to interface the new Student Recruitment System to/ from the legacy Financial Aid Management System (FAMS) is considered to be within the scope of the Student Recruitment System project.*

9. Out-of-Pocket Costs

Provide estimated out-of-pocket costs by fiscal year and indicate types of expenditures (e.g., hardware, software licensing, consulting services, etc.). Add additional lines if needed.

Fiscal Year	Type of Expenditures	Est. Low	Est. High
FY 2006	Hardware	\$ 30,000	\$ 40,000
FY 2006	Software Licensing (includes Year 1 maintenance)	\$ 190,000	\$ 230,000
FY 2006	Consulting Services	\$ 80,000	\$ 150,000
FY 2006	New Admissions Staff Member (3/4 fiscal year)	\$ 32,000	\$ 38,000
FY 2006	Existing Staff Salaries – CNS Staff Support*	\$ 30,000	\$ 45,000
FY 2006	Existing Staff Salaries – All Other**	\$ 137,225	\$ 137,225
Grand Total – Estimated Costs		\$ 499,225	\$ 640,225

** Reflects the amount expected to be paid to CNS under the terms of a Service Level Agreement.*

*** All other existing staff salaries calculated as follows: 5,489 hours x \$25/hour = \$137,225.*

10. Project Funding

If this project has out-of-pocket costs indicate source(s) and amount of funding.

Source of Funds	New Resources	Existing Resources	Total
Administrative Department or College	\$	\$	\$
IT Department	\$	\$	\$
Central IT (VPAST)	\$	\$	\$
Separate Project Funds (Tuition Revenue)	\$ 503,000	\$ 137,225	\$ 640,225
Other: (Describe)	\$	\$	\$
Don't Know	\$	\$	\$
Grand Total	\$ 503,000	\$ 137,225	\$ 640,225

11. Project Dependencies and Relationships

List other major projects that must either precede or follow this project. Also list other projects, if done concurrently, which could result in an over-commitment of resources.

Other major projects that must precede this project:

Other major projects that must follow this project:

Other major projects, if done concurrently, could result in an over-commitment of resources:

LASER Project, Legacy Database Project, Mainframe Decommissioning Project, 2006-07 Federal Financial Aid Regulatory Updates

12. Risks and/or Consequences

Briefly describe the risks and/or consequences of not doing this project, or if the project cannot be completed within the estimated timeframe indicated in Section 7. Include impact on operations, students, staff, other systems, etc.

If the university does not have the tools available to effectively recruit students, our student population would decrease along with our tuition revenue.

13. Planned System Retirement

If this project will have a major impact on a system that is planned for retirement within the next two years, explain why this change must be completed prior to system retirement.

The current plan is to integrate this student recruitment system with the new Oracle Student Solution, not with SIS. If all modules of the Oracle system do not go live, there will be a need to integrate this system with FAMS to allow stakeholders easy access to financial aid award information.

14. Other Information

Provide any other information you feel is important about this project.

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