

## 1. WBS Outline Form (Graphical Form is attached)

### 0 Water Bottle Project

#### 1 Water Bottle Design

##### 1.1 Water Bottle Artwork and Logo

###### 1.1.1 EdCC Logo

1.1.1.1 Contact Marketing for EdCC logo file

1.1.1.2 Use provided EdCC logo in black, white, specific green or specific blue with no background image

1.1.1.3 Design water bottle artwork with protected space around EdCC logo equal to the size of the top line of the "E"

1.1.1.4 Design water bottle artwork with EdCC logo at least 1" wide

1.1.1.5 Email Marketing Department a .pdf file to approve EdCC logo design on water bottle 1 week in advance

###### 1.1.2 The Green Team Logo

1.1.2.1 Contact Green Team for logo

1.1.2.2 Ensure Green Team logo is 30% larger than any other co-sponsor logo

1.1.2.3 Email Green Team for logo design approval.

###### 1.1.3 Design Bottle Artwork

1.1.3.1 Obtain bottle design from Art 226 class

1.1.3.2 Present bottle design to EdCC Marketing department

1.1.3.3 Get design approval from EdCC Marketing

1.1.3.4 Get approval from sponsors

1.1.3.5 Contract Art 226 class

1.1.3.6 Survey students to ensure water bottle design is aesthetically appealing

1.1.3.7 Provide requirements to Art 226 class.

###### 1.1.4 Co-Sponsor Logos

1.1.4.1 Contact co-sponsors for logo design approval

1.1.4.2 Contact co-sponsors for their logo

1.1.4.3 Put co-sponsor's name on water bottle

1.1.4.4 Make sure co-sponsor logos are not larger than Green Team logo by 30%

1.1.4.5 Monitor co-sponsors to ensure there are no competitor logos

##### 1.2 Water Bottle Construction

1.2.1 Find water bottles that are composed of biodegradable material

1.2.2 Make sure water bottle design has a screw top cap

1.2.3 Ensure water bottles have a comfortable handle/grip

1.2.4 Make sure design of water bottle has 2" wide mouth opening

1.2.5 Order affordable water bottles

- 1.2.6 Pick up water bottles
- 1.2.7 Negotiate and secure contract for bottle purchase
- 1.2.8 Give design to bottle manufacturer

## 2 Funding

### 2.1 On-Campus

#### 2.1.1 EdCC Foundation

- 2.1.1.1 Contact Kathy Coffee of EdCC Foundation about funding for project sustainability.
- 2.1.1.2 Make sure EdCC Foundation funding doesn't overlap other EdCC programs
- 2.1.1.3 Implement suggestions
- 2.1.1.4 Ask EdCC Foundation for money

#### 2.1.2 Financing

- 2.1.2.1 Speak to Kevin Mckay about financing a pilot program
- 2.1.2.2 Implement suggestions by Kevin McKay

### 2.2 Off-Campus

- 2.2.1 Find co-sponsor within 10 miles of EdCC Campus
- 2.2.2 Find financially committed co-sponsor
- 2.2.3 Monitor co-sponsors so funding stays independent (Don't take funding from other programs).
- 2.2.4 Obtain funding
- 2.2.5 Sponsor follow-up
- 2.2.6 Official letter from EdCC finalized

## 3 Distribution and Awareness

### 3.1 Posters

- 3.1.1 Design Posters
- 3.1.2 Post water awareness posters
- 3.1.3 Get approval from all stakeholders
- 3.1.4 Send posters to EdCC Marketing Department as a .pdf 1 week in advance for approval
- 3.1.5 Have Center for Student Engagement and Leadership produce posters

### 3.2 Jumpstart Program

- 3.2.1 Order 600 water bottles for Jumpstart program
- 3.2.2 Distribute 600 water bottles per year to the Jumpstart program
- 3.2.3 Write water awareness leaflet
- 3.2.4 Put leaflet inside every water bottle

## **2. Summary of observations of Building the WBS:**

On Tuesday, 7/29/2014, the Project Management day class constructed a Work Breakdown Structure (WBS) for the water bottle project. Based on our observations throughout the class we learned that it was best to communicate and work in a collaborative environment to construct a WBS. Working in a collaborative and diverse environment contributes to cross-functional knowledge and skills. Creating a WBS individually can be challenging because it is difficult to consider multiple perspectives as an individual. Additionally, it is important to work with other teams to get diverse perspectives and inputs to improve the overall WBS. For example, contributing the Bottle Artwork Design work packages from the Business Partners Team improved our overall WBS because it clarified and contained specific steps to accomplish the section deliverable. Additionally, incorporating the Green Team Stakeholder Team's work packages on creating awareness through posters was a new perspective that our team had not fully considered. By adding these work packages it greatly benefited our WBS. By collaborating with the entire class we were able to create specific intermediary steps in our WBS and gain new insight on how to promote the awareness and distribution of the project's deliverable.

We also learned that it is very important to keep the WBS in the scope of the project. We initially had work packages related to promoting awareness through a club. These ended up being out of scope and their removal greatly improved our WBS. We also found that it is better to have more intermediary steps rather than fewer. Additionally, it is important not to have redundant steps and work packages. In order to accomplish this, it is good to keep the titles of intermediary steps broad so that they can better accommodate the project. For example, our initial WBS contained two separate work packages for creating an EdCC club.

## **3. Summary of where you see this project going based on your team's stakeholder**

### **a. How you envision the project's next steps:**

Some initial first steps for the project include finalizing the water bottle design and then ordering the water bottles. The project team must contact the co-sponsors to finalize their commitments, funding, and requirements to the project. Next, the team must acquire all logos from co-sponsors, The Green Team, and the Edmonds Community College Communications and Marketing Department. After this, the project team needs to submit the logos and design requirements to the art department/class that will be creating the water bottle and poster design. After this is complete, the design must be approved by all stakeholders. Once the water bottle design is approved, the design can be submitted to the water bottle manufacturer and the water bottles can be ordered.

Once the water bottles are ordered, the project team must write the water bottle awareness leaflets that will be included in the water bottles once they are received. Around this time, the project team will need to have the awareness posters approved by the EdCC Marketing Department. Once the posters are approved, they will need to be submitted to the Center for Student Engagement and Leadership in order to have the posters printed.

### **b. What do you think needs to happen to move forward:**

There are several things that need to occur for the project to move forward. First, the project team will need to synthesize the knowledge gained from the Summer 2014 day class (co-sponsors teams) and night class (bottle ordering teams) in order to combine the project goals into a complete whole. Next, the project team needs to open and continue communication with the stakeholders involved in the project. This will include opening communications with Kathy Coffee of the EdCC Foundation and Kevin McKay of EdCC Financing Department about acquiring additional funding for their project. The recommendations of these two individuals will then need to be incorporated into the project. During this time, the project team also needs to

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ensure that local co-sponsors are committed to the project and any new requirements from them are understood and incorporated into the project via a change order if necessary (in order to prevent scope creep). Additionally, the project team must open communications with the art students/department that will be designing the water bottle logo.

