**The Western Michigan University - 2020 Library Plan**

**Communication Technology and Innovation, Com. 4490
 R. Gershon, Instructor, School of Communication**

**PROJECT DESCRIPTION**

The following research project is a simulation. Imagine that you are part of a consulting group that specializes in project design and innovation. Western Michigan University has put out a request for proposal (RFP) to consider a redesign of its current WMU Waldo library facilities.

Working as a member of a project design team, you are competing against four other companies to win the contract to redesign Western Michigan University’s Waldo Library as part of its 2020 plan.

You will be asked to present your proposed design to a set of WMU leadership officials who will award the contract. Your proposed design must meet the learning needs of students in 2020, must accommodate 24,500 students, must consider current and future communication and information technology and must make use
of the basic operational parameters of the library’s current location.

**THE PROCESS**You will be working in teams of four or five people. The project report will be broken into seven parts. They include:

**I. THE EXECUTIVE SUMMARY (1.5 - 2 pages)**

The purpose of the executive summary is to capture the interest of the executive
board (or leadership team) so they will want to find out more about your proposed strategy. The target group is likely to spend no more than 3 to 5 minutes before making a preliminary decision about your proposal. This section is important and

should therefore capture the main highlights from each section of your report.

***Things to Consider:***

In terms of actual writing, the executive summary is usually written after the project

has been completed.

**II. WALDO LIBRARY: HISTORIC OVERVIEW AND BACKGROUND (3-5 PAGES)**

The purpose of this section is to provide a brief backgrounder for the reader

as to organization’s development and design. For purposes of this assignment,

it should contain information pertaining to the history and development of
Waldo Library to its present day configuration. Special attention should be given to the library’s major redesign in 1990-1992. It might be useful to provide the reader with a set of tables or illustrations as to the library’s current structure, layout and organization

***Things to Consider:***

 The history and development of Waldo Library

 The purpose of a research I. University Library

 The organization and structure of Waldo Library

* Books and journal holdings
* Media holdings
* On-line resources

 Professional staffing

 Equipment and support technology

**III. PROBLEM DEFINED (2-3 pages)**

What is the problem defined? As you consider the Waldo Library 2020 plan,
 what needs to be different and why?

***Things to Consider:***

 Changing nature of how people access and seek information

 Changing nature of information storage

 How people best learn in today’s digital media environment

**IV. PRODUCT/PROCESS DESIGN CHANGE PROPOSAL (3-5 pages)**

The purpose of this section is to develop a design proposal for addressing
the problems and issues identified in Part III. Your job is to convince the senior leadership at Western Michigan University of the soundness of your plan.

Your strategic solution should be logical and supported with a set of compelling arguments.

In this section, your project team should identify the basic strategy and approach.

I recommend that you use subheadings to describe each part. It should be supported with appropriate tables and figures that fully support your argument.

The goal is to develop a design strategy intended to create new opportunities

for the University community, including undergraduate and graduate students,

faculty, professional staff as well as guests and visiting scholars.

***Things to Consider:***

 Possible changes in information storage

Possible changes in communication and information technology

 Possible changes in how library space is used

 Possible changes in how students are trained to use new and

 enhanced information technology

 The future 2020 Waldo Library plan - Possible relationship to
 newly proposed WMU Student Union

**V. IMPLEMENTATION (2-3 pages)**

Implementation is the process by which your proposed design proposal and recommended strategies are put into practice. This presupposes an understanding of library use, budgets and procedures

***Things to Consider:***

 What will be needed for the project?

* People
* Communication and Information Technology
* Enhancements to the library in terms of physical facilities
* Instructional training for professional staff and future users

 Budgetary Considerations

* Provide large overview of associated costs

 What is the time frame for implementation?

* Project map (time frame) for implementation
* Periodic updates and project monitoring

 What are the potential sticking points that might delay the project?

* Project design goals are unrealistic or poorly defined
* Implementation is too difficult to accomplish given current
staffing, resources and operating budget

**VI. FORECAST (1-2 pages)**

The forecast section of your design proposal provides a final statement for
the reader as to why and how the proposed strategy makes sense from an operations standpoint. In this section, you should restate the anticipated
benefits as well as potential risks and problems associated with the proposed strategy. The forecast section lends authority to the project mission.

Things to Consider

* How will the proposed changes affect student life at Western

 Michigan University as well as the overall University community?

* Summary of intended benefits

**VII. REFERENCES and APPENDICES (APA or Chicago Style format)**

This section of the report gives the reader a list of sources used for the project team report, including all books, journals and articles used. The appendices section can include such things as:

* Annual reports, financials
* Interviews with specialists in the field
* Organizational reports, internal communication etc.
* Product literature
* Customer comments

|  |
| --- |
| **The Problem**Working as a member of a project design team, you are competing against five other companies to win the contract to redesign Western Michigan University’s Waldo Library for the year 2020. |

|  |
| --- |
| **Deliverables**Completed 18-22 page project report on Monday, April 10th. Prepared 20 minute PP presentation to WMU leadership |

|  |
| --- |
| **Consulting Teams**[Edwards, Micah A.](https://bssp3.cc.wmich.edu/PLS/BPROD/bwlkosad.P_FacSelectAtypView?xyz=NjY1NDY5) \*[Andersen, Madeline C.](https://bssp3.cc.wmich.edu/PLS/BPROD/bwlkosad.P_FacSelectAtypView?xyz=Njg5NzAy) **The Precision One Group**[Fellows, Christopher S.](https://bssp3.cc.wmich.edu/PLS/BPROD/bwlkosad.P_FacSelectAtypView?xyz=NTQ4NTQ0) [Cozad, Peter R.](https://bssp3.cc.wmich.edu/PLS/BPROD/bwlkosad.P_FacSelectAtypView?xyz=NjQ2NjMy) Abare, Nicholas[DeHaan, Gregory S.](https://bssp3.cc.wmich.edu/PLS/BPROD/bwlkosad.P_FacSelectAtypView?xyz=ODIzNDM0) \*[McKean, Patrick N.](https://bssp3.cc.wmich.edu/PLS/BPROD/bwlkosad.P_FacSelectAtypView?xyz=NTI2NTg4) **Information Builders, Inc.**[Drabicki, Catherine G.](https://bssp3.cc.wmich.edu/PLS/BPROD/bwlkosad.P_FacSelectAtypView?xyz=NjkxNzU3)[Allard, Emelia R.](https://bssp3.cc.wmich.edu/PLS/BPROD/bwlkosad.P_FacSelectAtypView?xyz=NjkwMTEw)Sienkowski, James[Grant, Joshua M.](https://bssp3.cc.wmich.edu/PLS/BPROD/bwlkosad.P_FacSelectAtypView?xyz=MTgzNzM=) \*[Peete, Rashida C.](https://bssp3.cc.wmich.edu/PLS/BPROD/bwlkosad.P_FacSelectAtypView?xyz=NjU0NjAz) **Western Edge Consulting**[Jevens, Carter M.](https://bssp3.cc.wmich.edu/PLS/BPROD/bwlkosad.P_FacSelectAtypView?xyz=ODM2NDgw) [Mikel, Mckenzie R.](https://bssp3.cc.wmich.edu/PLS/BPROD/bwlkosad.P_FacSelectAtypView?xyz=NjcwMTY2)[Maxwell, Jacob A.](https://bssp3.cc.wmich.edu/PLS/BPROD/bwlkosad.P_FacSelectAtypView?xyz=Nzc0MTkx) \*[Zimmerman, Eric S.](https://bssp3.cc.wmich.edu/PLS/BPROD/bwlkosad.P_FacSelectAtypView?xyz=NTg3MjQ4) **Under the Radar Consulting**[Maitland, Zack T.](https://bssp3.cc.wmich.edu/PLS/BPROD/bwlkosad.P_FacSelectAtypView?xyz=Nzg0MTM0) [Jones, Faith N.](https://bssp3.cc.wmich.edu/PLS/BPROD/bwlkosad.P_FacSelectAtypView?xyz=NzI3MzUx)Robertson, Walter[Wages, Sam A.](https://bssp3.cc.wmich.edu/PLS/BPROD/bwlkosad.P_FacSelectAtypView?xyz=ODAzODg0) \*Dunlap, Nathan **SkyHawk Consulting**[Sobolewski, Trey L.](https://bssp3.cc.wmich.edu/PLS/BPROD/bwlkosad.P_FacSelectAtypView?xyz=Njc0MzYx) [Perry, Kayla A.](https://bssp3.cc.wmich.edu/PLS/BPROD/bwlkosad.P_FacSelectAtypView?xyz=NjYwOTcw)[Heppler, Anthony N.](https://bssp3.cc.wmich.edu/PLS/BPROD/bwlkosad.P_FacSelectAtypView?xyz=NjQ1MTk2)**\*** indicates person will serve as project manager and liaison person |