ITM444 Capstone Project

Detailed Information for Prospective Clients
(Spring 2024)

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Project Scope

- We are open to a wide range of projects.

- The kinds of projects that are most likely to succeed will have the following attributes:

  - Are flexible to accommodate remote work;

  - Genuine client interest (a real business problem that matters to you);

  - Relatively well-defined deliverable (e.g., a working website, market research, social media strategy);

  - Modest scope (doable in ~10 weeks by 4 or 5 students);

  - **Not as IT heavy as you might think** since ITM444 is a minor, not a major.

Project Scope

- The final project scope will be defined in a Statement of Work document (SoW), prepared by the student team early in the semester. The client will provide feedback on this document and sign-off on it, before the student team can start working on the project.

- A key part of the learning experience for the student team is negotiating the specific scope of the project with their client. While the original project proposal guides the SoW, you as the client may need to accept a change of scope based on your student team's skills.

Project Scope

- Our role as instructors is limited to that of a "coach", giving students the basic tools on project management. We only monitor their progress; the client defines what needs to get done.

- Clients can expect roughly 400 person-hours of available effort. Please consider that a good portion of these resources will be consumed in the early stages of the project while the student team is becoming familiar with the client and the project is being defined.

Project Examples

1. Developing or redesigning a website; **or**

2. Creating a social media strategy/initial presence for your organization; **or**

3. Redesigning a work process to make better use of information technology; **or**

4. Selecting/recommending a software package; **or**

5. Developing a proof of concept; **or**

6. Market research or academic research; etc.

About ITM444 Students

- The students in ITM444 are mostly MSU seniors completing a <u>minor</u> in Information Technology. They come from various majors at MSU, such as Accounting, Finance, Supply Chain Management, Media and Information, Engineering, etc.

- Your project might not get staffed because of different reasons (e.g., mismatch between project requirements and current students' technology skills, lack of enough qualified and interested students for your project, etc.). We appreciate your understanding.

I.T. Minor Sponsorship Opportunity

- Prospective clients interested in supporting the I.T. Minor with a $2,500 gift <u>will be guaranteed a student team if the requisite expertise is available among them</u> (*note: the gift commitment is due upon signing the SoW*).

- Moreover, sponsoring clients will be given the opportunity to:
  - <u>prepare a short project pitch</u> to be shared with students.
  - <u>attend a dedicated Q&A session, online or in-person (see dates on slide 17)</u>**.**
  - <u>screen student applications to their projects</u>.

I.T. Minor Sponsorship Opportunity

- It should be noted that the funds raised through these gifts do not cover the full cost of offering the I.T. Minor, but certainly go a long way, with the remaining costs being shared by the participating academic units.

- ***Your gift commitment is for providing students with a learning opportunity***; it also puts your name out there as a partner of MSU.

- As with any project ***there is a risk of failure***. Although historically the majority of projects result in value to the sponsoring organization, please understand that the ***success of the project is not guaranteed.***

I.T. Minor Sponsorship Opportunity

- **If your organization is interested in becoming a sponsoring client, please send an email to itm444@msu.edu to inform us of your interest; or email us directly: Teagan Dixon (tdixon@msu.edu) and/or Tom Day (daythoma@msu.edu).** Otherwise, your project proposal will simply be assumed to be non-sponsored, most welcome for submission!

Non-Sponsored Projects

- We need and will happily accept projects from non-sponsoring clients as well. You will be equally affording students with real-world experience prior to graduation as students working on non-sponsored projects have the same responsibilities than students working on sponsored projects.

- Decisions for non-sponsored projects will be made by instructors and students during class and will be announced to all non-sponsoring clients via email. See slide 17 for dates.

Client Responsibilities

- Negotiating and signing off on the "Statement of Work" in a timely manner (early in the semester).

- Providing any specialized software, tools or training required to complete the work.

- Maintaining regular contact with the project team and providing timely information and feedback, as needed, for project completion (*note: expect to spend at least one hour per week working with your team; ultimately, what you put in correlates with what you get out of project engagement*).

- Providing feedback to the instructors on students' performance at the end of the semester (your general impressions of participation and quality of work).

Next Steps

- If this all sounds good to you, the next step is to gather the information shown on the next slide, which should only take 10-15 minutes to fill out.

- You will be asked to submit this information (copy/paste) on an online form hosted on the ITM444 website.

- Submission errors have previously occurred (e.g., due to server timeouts) so it is important to have an offline copy saved before attempting to submit it online.

Client/Project Information Template

- **Contact Information**
  - Organization:
  - Contact:
  - Address:
  - City:
  - State:
  - Phone:
  - URL:
  - Email:

- **Project Information**
  - Organization description:
  - Purpose of project:
  - Deliverables:
  - Software tools/environment:
  - Student's expected/required skills/experience:

Online Submission

1. You will need to create a user account. Visit https://www.egr.msu.edu/itcapstone and note the language "*If you represent an organization, please **Click Here** to create an account*".

2. Once you submit your email address, you will receive a registration confirmation email, in which a URL (website address) will be provided. You'll need to visit this URL either by clicking on the link, or by copying/pasting it into your browser's address bar.

3. You will then be able to complete your profile (First name, Last name, Password).

Online Submission

4. After you have saved your profile information, you will be instructed to login with the information you have just created.

5. Once logged in, click the left navigation link on labeled "Projects", to reveal a button labeled 'Add New Project'. Click this button and fill in all the information to the best of your abilities; once complete, click 'Save'.

6. After you have submitted your project proposal you will notice that your project appears in the projects list as unpublished. This is completely normal; we will be able to see your project, and there is nothing else you need to do at this point.

Key Dates

Deadline for all project proposal submissions	Monday, January 22 (11:59pm)
Sponsoring clients only: deadline for 1-minute project pitch video	*Tuesday, January 23 (11:59pm)*
Sponsoring clients only: Q&A session, online or in-person	*Tuesday, January 30 (10:20-11:40am)*
Sponsoring clients only: deadline for staffing decisions	*Tuesday, January 30 (11:59pm)*
Non-sponsored projects' staffing decisions	Thursday, February 1 (10:20-11:40am)
Announcement of non-sponsored projects' staffing decisions to non-sponsoring clients	Friday, February 2 (by 11:59pm)
Kickoff meeting for <u>all staffed</u> projects	Tuesday Feb. 6 or Thursday Feb. 8 (10:20-11:40am)
Final project presentations	Monday, April 15 through Friday, April 26 (based upon mutual availability)
Deadline for client evaluations	Sunday, April 28 (11:59pm)

(Obs.: all times above are in ET; details for online meetings will be shared via a follow-up email to involved parties before dates).

Thank you!

If you have any questions, please send an email to itm444@msu.edu; or email us directly: Teagan Dixon (tdixon@msu.edu) and/or Tom Day (daythoma@msu.edu).