



Project Initiation Plan

Project Name:	Key Priority Name
Business Unit / Program Area (Customer)	WDI
Sponsor:	Mary Opperman, VP for HR, Police & EHS
Start Date:	July 2010
End Date:	June 2011
Responsible Director:	
Project Leader: (include contact info)	Kerry
Project Team Members:	Kerry, Christa, Beth, Greg

Project Purpose *(What are the goals/objectives of this project? Why are we undertaking it? What is the problem to be solved or the opportunity?)*

Increase connection between Wellness offerings and University’s commitment to diversity.

Success Criteria *(How do we know we are successful? What metrics will be used to measure success?)*

Identification of gaps, if any. If gaps identified, reaching out to at least one affinity group with new method of communication, new program or new funding source. Using metric data from Google docs and help crunching data by HRIS to see if method used for reaching out to affinity group was successful.

Project Scope *(What is in scope and what is not in scope for this project?)*

In scope:

Not in scope:

Key Deliverables with time frames <i>(What and When)</i>		
Deliverable	Description	Date
Research the needs of identified diversity groups.	Review research and talk with representatives of diversity groups (or entire affinity group as a whole if group is established) to discover what the unique needs of the diversity groups are.	December
Review current programs.	Pull together program offerings for FY 2010-2011	December
Perform Gap Analysis	Examine FY 2010-2011 programming to see if it addresses the unique needs of target diversity groups selected for this year. This year focus on individuals of color, generational groups, and veterans.	January
Develop targeted communication and programming strategies for the diversity groups identified.	Develop new communication strategies or new programs to reach gap affinity groups identified above.	January
ID funding sources that can be used to enhance programs to better meet the needs of diversity groups.	If gap areas have been ID'd, search for funding sources (i.e. grants) to purchase supplies, pay for lectures, etc. that will increase programming offered to gap targeted diversity groups.	June
Needed Resources <i>(\$, people, communications, equipment, facilities, software, etc)</i>		
<ul style="list-style-type: none"> • HRIS, Cassie, Cheryl McGraw 		
Stakeholders <i>(Who is the Sponsor, Project Manager, Customers, other key groups who can impact, or be impacted by this project?)</i>		
<ul style="list-style-type: none"> • 		
Risks <i>(Resource limitations, deadlines, budget, technology, other constraints, or risks of the project)</i>		
<ul style="list-style-type: none"> • 		