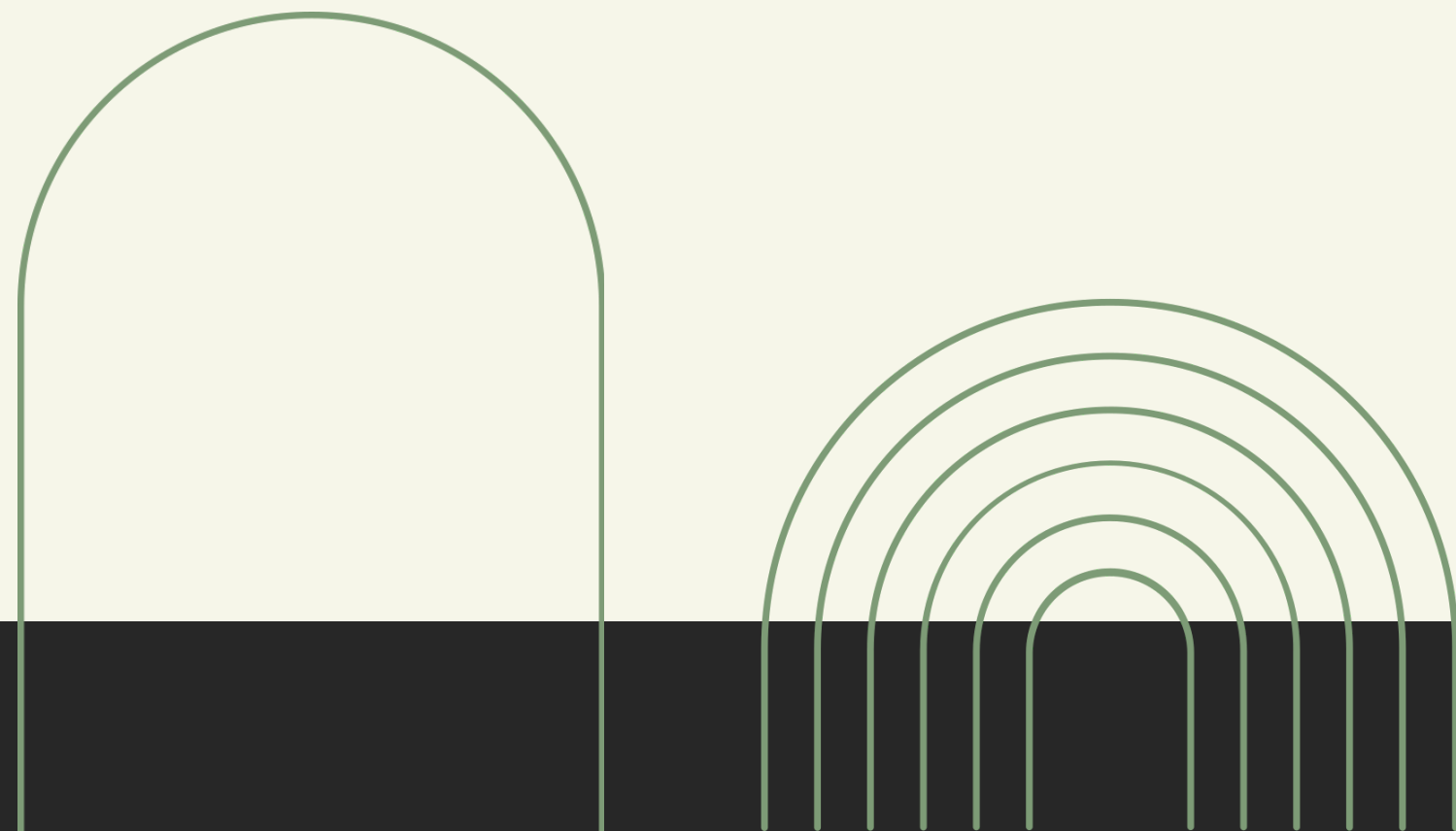




creating clarity by applying an ad agency model to library projects

Jen Hunter | June 1, 2023
ALA Core Project Management Interest Group





Resolve Ambiguity Early

Expectations

- Project requirements are figured out, agreed upon, and communicated early in the process
- Expectations about deliverables, timeline, and measuring success are built into the process

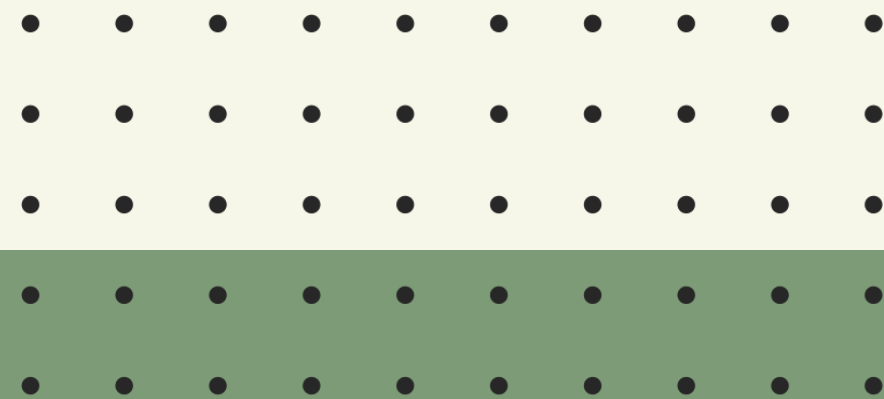
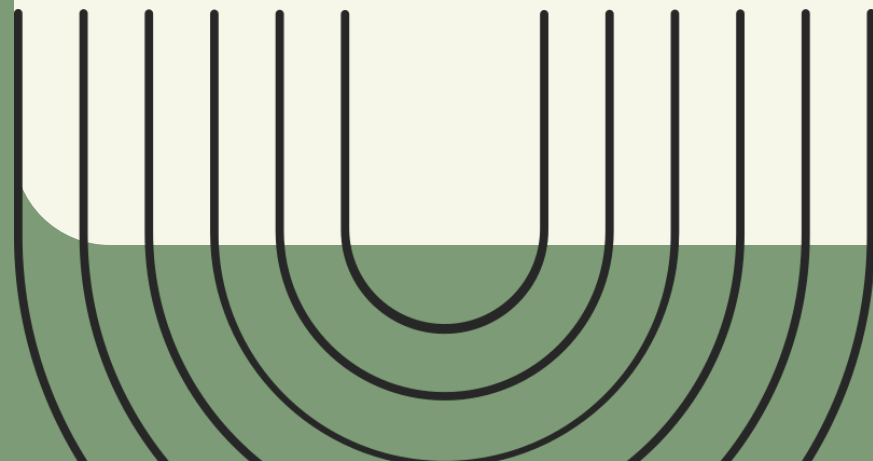
Roles

- Everyone has clearly defined roles
- People's strengths are honored (but collaboration is essential)



OI.

clearly defined expectations





project brief components

Objective

Audience

Background

Stakeholders

Tasks

Expertise

Team

Feedback

Timeline

Budget

Assessment

Communication expectations





next steps:
create a project brief

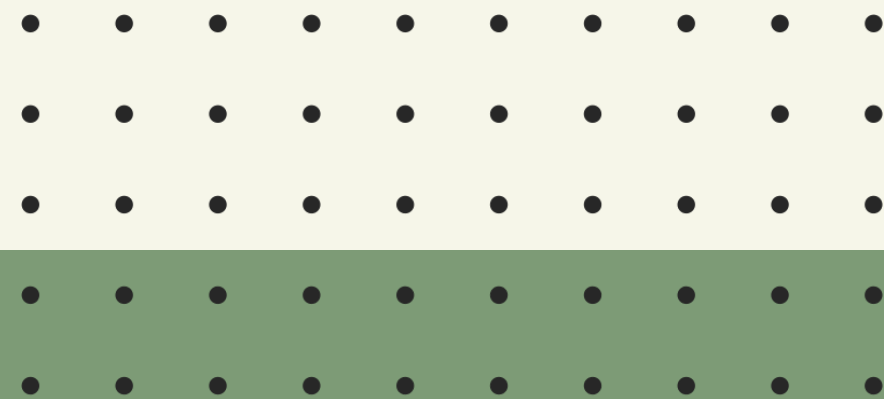
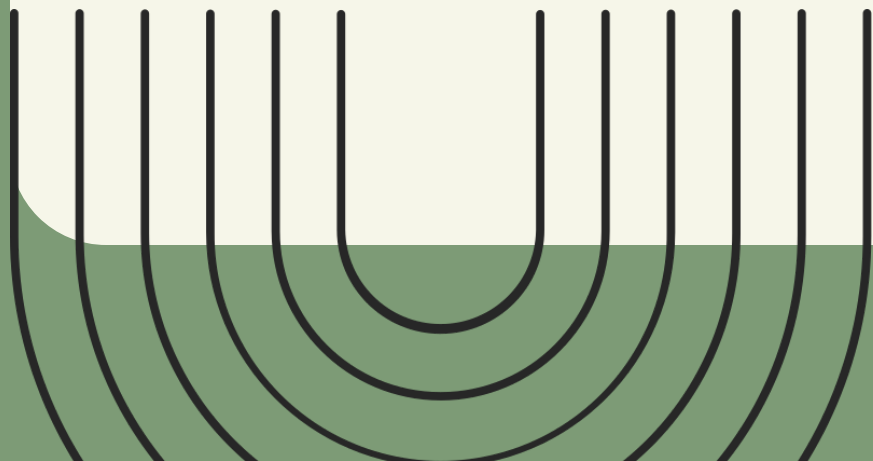
Take the elements of the previous slide and make
a project brief

Have a kick off meeting with the team



02.

clearly defined roles





account manager

External > internal
Liaison to the client

writer

Owns the copy
Sets the tone and makes sure its consistent
Collaborates closely with the designer

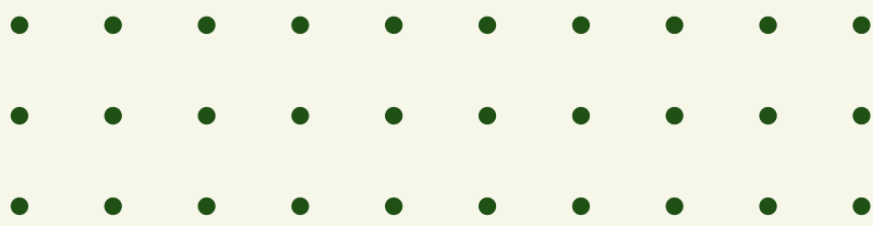
project manager

Internal
Coordinates internal project team

visual designer

Owns art direction
Creates and consistent look and feel
Collaborates closely with the writer





but everyone is a
librarian!





next steps:
create project roles

Make a list of tasks

Group them by like

Make a list of team members

Ask about hidden talents based on the project list

Create clear project roles for your team



03.

thanks for listening!

Jen Hunter | jenhunter@princeton.edu

