

UnCollege Project Planning System

❑ 1. Brainstorm Project and Evaluate Needs (two weeks)

Brainstorm project ideas and evaluate their feasibility. You will create a list of resources needed to execute your project. Think about the who, what, when, where, why, and how of potential projects. Example projects include hosting an event, writing a book, creating a product, raising money, starting a business, or selling art.

❑ 2. Draft Project Proposal and Scope Coaching (two weeks)

Write a draft of a Project Proposal. Your Project Proposal should be 250-500 words in narrative form and address the time frame for your project, learning goals, project deliverables, and people or parties with whom you plan to work on the project.

Balance an ambitious approach with a realistic scope, as well as the format of the Project Proposal in preparation for getting together your Project Advisory Group.

❑ 3. To Do List (one week)

You will create a to do list of every task that needs to be done to complete your project. This list will help you understand the scope of your project, and will be your guide when it's time to take action.

❑ 4. Project Advisory Group (two weeks)

You will assemble a Project Advisory Group specifically for your project. This may include mentors that you bring forward. It may be specialists that can uniquely contribute to your project.

❑ 5. Project Rubric (two weeks)

Create a Project Rubric, which will provide a framework to at first guide, but ultimately evaluate, your work. You will share this with your Project Advisory Group.

❑ 6. Final Project Proposal, Schedule of Deliverables (two weeks)

Complete a Final Project Proposal with an action plan, and schedule of deliverables. By this point, you should have finalized the scope, the concept, the rubric, and the deliverables.

❑ 7. Public Launch Plan (one week)

You will create a Public Launch Plan based on the proposal and final project rubric.

❑ 8. Project Phase (three months)

You will carry out your action plan over three months. During weekly check ins you will work on goal setting, overcoming obstacles, and keeping on track.

❑ 9. Project Check Ins

Project Check Ins will be scheduled and carried out at 15% completion, 50% completion, and 85% completion with, and involvement from Project Advisory Group, as deemed necessary by you.

❑ 10. Final Review with Gap Year Staff and Project Advisory Group.

Over web-meeting or in-person, you will present your final project to your Project Advisory Group, with the audience using the established Rubric to discuss and evaluate your project.

❑ 11. Public Launch

Strategize a public launch of your project. The type of public launch will vary based on your project. Commit to executing on your public launch strategy in the Public Launch Plan.

Sample UnCollege Project Proposal

Food for Good

Overview

I will create a program that partners with San Francisco restaurants in which a meal is donated to a local food shelter for every meal that they sell. The event will incentivize restaurants with publicity and customers, and bring fresh cooked food to underserved communities.

Timeline

I will work for 3 weeks developing the program's website, and 9 weeks building the brand, planning the event, and marketing the event to restaurants. I will work with Gina Risotto, the owner of Bourgie Foodie, who has agreed to host my first event. I will also work with Ginger Paprika who is the community manager for A Home Cooked Meal - an SF non-profit in the food sector - who will help me with branding and marketing. My mentor Zim Ferrari, and my friend Shakira will serve as members of my advisory board.

Learning Goals

Over the course of my project phase I will learn how to plan, host, and promote a successful event, how to build and market a successful brand, and how to initiate mutually beneficial partnerships between businesses and nonprofits.

The deliverables for my project will be a website, an event at Bourgie Foodie, homemade food delivered to a local food shelter, and an organization that can continue to coordinate events in the future.

Budget

Item	Cost	Revenue
Web dev costs	\$100	
Food sales		\$1000
Marketing printing costs	\$50	
Total	\$150	\$1000

Project Advisory Group

Project Rubric

Public Launch Plan

To launch *Food for Good*, I will focus on being featured in local press, local food blogs, and social media. The launch date is 8/15, so I will need to begin reaching out to outlets on July 1st.

Date to Pitch	Date for feature	Channel	Outlet
7/1	8/15	Print	SF Chronicle Food Review
7/15	8/10	Radio	KQED Yum! Show
8/1	8/10	Online	UnCollege Newsletter