

PROJECT CHARTER: Christy McKinney

Project Title: *Career Essentials*

Collaborators: Employer Business
Partners **Date Prepared:** 01/14/2024

Primary Stakeholders: Associates, Enterprise Organization, Clients **Secondary Stakeholders:** SMEs, HR/L&D, Hiring managers

Project Purpose or Justification:

Purpose: To provide comprehensive training in essential technology tools and foundational business competencies to position associates optimally for advanced career growth.

Justification: Rapid technological changes require employees to be digitally literate and adaptable to keep pace with the evolving professional landscape. Proficiency in the foundational business competencies helps ensure employees remain relevant, productive, and capable of contributing to the organization regardless of whether business needs and goals change.

Project Description:

I propose to design, develop, and implement a 'Career Essentials' program. This program aims to provide resources, guidance, instruction, and activities to help associates build a strong foundation for their career growth and development. The program will cover topics such as professional technology, including computer literacy, collaboration tools, and cloud storage, as well as business essentials like communication, analytics, efficiency, problem-solving, collaboration, and strategy.

I propose a 24-week, blended learning environment incorporating Subject Matter Expert (SME) and instructor-led content to support individual learning objectives. The program will include practical exercises, simulations, and a culminating project to demonstrate skill progression from 'awareness' to 'developing' level. These competencies are considered essential 'table stakes' for career advancement within the organization.

High-Level Requirements:

Final program approval

Develop a comprehensive curriculum covering essential business and technology skills.

Organize a career development webinar series as part of program launch and maintenance to support Associate development.

Identify SMEs and supporting business partners

Implement a blended learning environment that facilitates both self-paced and instructor-led training.

High-Level Risks:

Potential failure to obtain program approval in its proposed form.

Potential delays in content development due to reliance on multiple SMEs.

Technology access for participating associates. (YouTube and other resource platforms.)

Low engagement or participation rates in the blended learning environment.

Scope:

Deliverable	Success Criteria
Curriculum Guides to assist with self-guided learning paths	All guides are developed and made available by TBD deadline. Positive feedback from users regarding the helpfulness and clarity of the guides.
Webinar series topics and presenter schedule	Schedule is established and communicated well in advance. Attendees report satisfaction and value gained from the webinars.
Communication plan	The plan clearly outlines the communication objectives, target audiences, messages, channels, and timelines. The intended audience is

	effectively reached, and there is active engagement with the communicated content (e.g., high open rates of emails, active participation in meetings).
SharePoint page highlighting the available resources for career development, including self-guided learning paths based on skill development needs	The page is easy to navigate and resources are readily accessible. High visitation and interaction rates with the SharePoint page. Positive reviews from users regarding the usefulness of the page.
Personal skills assessment	Accurately identifies individual skill gaps and strengths. Easy for associates to complete without confusion. Associates can effectively use the assessment results to choose relevant learning paths.

Timeline:

January 2024 – September 2024	Launch April 2024
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Summary Milestones	Due Date
Need project approval	February 02, 2024 is goal

Primary Staff/Stakeholder(s)	Role
Christy McKinney	Learning Consultant/Program Developer
Manager	Program manager and point of contact for approvals
Senior manager	Director and final approval point for program implementation
Associates	Participants in the learning cohort