

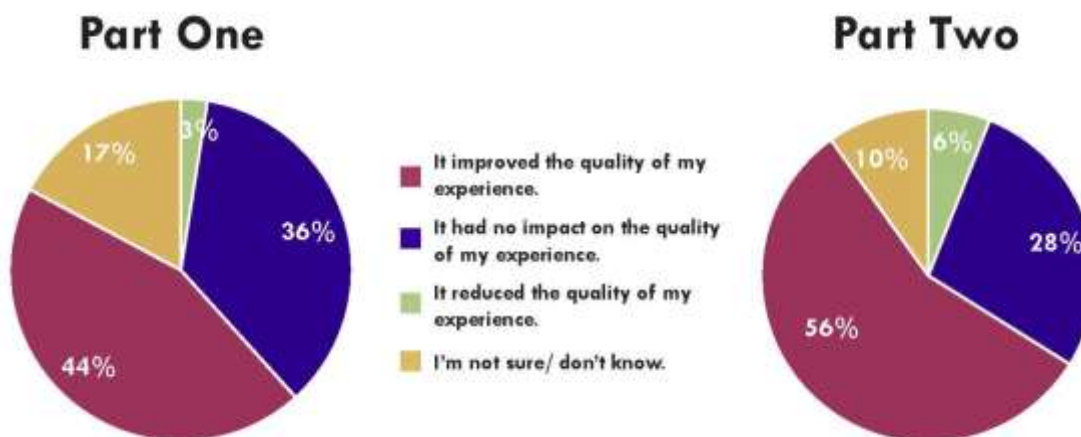
PROJECT MANAGEMENT 101 WEBINARS

The Coalition developed and facilitated a two-part Project Management 101 webinar in February 2015. Planned by Coalition members and marketed towards participants from all three sectors, the events introduced the fundamentals of planning a project.

Part One: [Key Elements of a Project Plan](#) was attended by 842 participants; Part Two: [Evaluating Your Project Plan](#) was attended by 450 participants. All three sectors were well-represented and the geographical spread of participants included all 50 states, Canada, and other countries.

The Benefits of Cross-sector Collaboration

Many participants felt the cross-sector nature of the event improved the quality of the experience. Surveys following each webinar demonstrated this to be true for 45% of Part One participants and 56% of Part Two participants.



Participants provided the following feedback about cross-sector participation, organized by theme:

Diversity brings innovative responses to shared challenges.

- “It **made me aware of the similar problems across different types of institutions** and hence, how **cross-commentary can help find solutions.**”
- “I think it improved the quality of my experience, because I think librarians/archivists traditionally try to solve problems within existing library/archives paradigms; by lumping us together in a group **it is easier to realize that the problems we are experiencing are not necessarily specific to our jobs or industries**, and **it is wise to seek help/advice/practical solutions from outside our own walls** and take lessons from experts - even experts in the corporate world.”

Sharing builds community.

- “It's always nice to see that **others are grappling with similar issues**. I'm not alone!”
- “It was awesome to realize that despite my day to day isolation with this content **there are hundreds of people in the western hemisphere** online learning with me.”
- “I liked seeing comments from other walks of life. Sometimes we think **issues/problems/challenges are unique**, but **often times they are shared by many.**”
- “I loved seeing all the **chatting from archives/library/museum people across the country** and beyond. It's a big plus for me.”

- “It’s always wonderful to see the **breadth and range of LAMs.**”

Lessons Learned

Marketing

- Co-marketing worked to broaden the audience. Many registrants were affiliated with Coalition member organizations.

Content

- The content demonstrated that LAMs (Libraries, Archives, and Museums) have similar interests and struggles, which was a comforting notion for many attendees.
- It helped to have a pre-existing curriculum and subject matter expertise. Some adaptation for the shorter length and online format was necessary, but the existing curriculum was helpful.

Establish Clearly Defined Roles and Expectations

- It would be helpful to clearly define specific roles and expectations up front so individuals and organizations who are working on the project understand the time and effort commitment they have made.
- It was helpful to share cross-sector and cross-organizational practices around webinar design and delivery and learn from each other.

Branding

- Branding issues need to be determined, answering the question of which organization’s logo and branding will be on all materials.