

1.0 | Revised Objective/Goals

The goal of IPRO 317 is to create an operational and business model for Urban Forestry Management. Presently, the future of Chicago's urban forest is in question. While few refute the claim that trees are good for our community, allocating the resources to properly maintain or even expand our urban forest remains beyond our grasp.

Our team seeks to make the urban forest a viable commodity in addition to its status as an asset. This would include examining the problem as a closed loop process as well as the sustainable harvest potential of the urban forest. The overall goal would be to create a business model that would increase the number of trees within the city, turn the revenue loss of tree maintenance into a revenue gain, and create a self sustaining model which will have the ability to stand on its own.

There has been no change made to the objectives since the original project plan.

2.0 | Revised Task Definition

Work Breakdown Structure

IPRO Deliverables

- Project Plan
- Code of Ethics
- Midterm Written Report
- Scribe/ Minutes Compilation
- IPRO Day Presentation

Research

- Case/ Precedent Study
- Association with City, State, Federal Government
- Chicago Forest Information

Market

- Potential Products / Placements
- Community Outreach
- New Products Inverse Income Flow

Forest Management Plan

- Process Cycle Movie
- Graphic Representation of Process

Maps

- Regional Resource Map
- Detailed Maps

Module

Definition
Programming
Prototyping / Schematic

Summary Tasks

-IPRO Deliverables
-Research
-Market
-Forest Management Plan
-Maps
-Module

Individual Tasks

Justin Olson – Team Lead, Module Team Lead
Martin Cooper – Team Manager, IPRO Deliverables Lead,
Frank Carello – Research Team Lead
Melissa – Market Team Lead, Team Scribe
Abin Koshy – Forest Management Lead
Jennifer Palma – Map Lead
Jason Klopping – Research Team
Jong Mu Song – Products Research
Jong Hwa Song – Products Research
Yak Yong Chung - Forest Management Team
Sung Koo Kang – Map Team
Yewon Lee – Map Team
Hee Chan Shin – Map Team
Bradley Weston – Module Team

3.0 | Revised Durations

IPRO Deliverables	34hrs
Project Plan	6hrs
Code of Ethics	12hrs
Midterm Written Report	4hrs
Scribe/ Minutes Compilation	4hrs
IPRO Day Presentation	8hrs
Research	32hrs
Case/ Precedent Study	14hrs
Association with City	12hrs
Chicago Forest Information	6hrs
Market	24hrs
Potential Products / Placements	8hrs
Community Outreach	10hrs

New Products	30hrs
Inverse Income Flow	6hrs
Forest Management Plan	35hrs
Process Cycle Movie	20hrs
Graphic Representation of Process	15hrs
Maps	80hrs
Regional Resource Map	40hrs
Detailed Maps	40hrs
Module	24hrs
Definition	6hrs
Programming	6hrs
Prototyping / Schematic	12hrs

Individual Tasks

Justin Olson – 18hrs: Module team Lead, Team Lader
Martin Cooper – 24hrs: Team Manager, IPRO Deliverables Lead,
Frank Carello – 18 hrs: Research Team Lead
Melissa – 20hrs: Market Team Lead, Team Scribe
Abin Koshy – 20hrs: Forest Management Lead
Jennifer Palma – 20hrs: Map Lead
Jason Kloeping – 16hrs: Research Team
Jong Mu Song – 15hrs: Products Research
Jong Hwa Song – 15hrs: Products Research
Yak Yong Chung – 15hrs: Forest Management Team
Sung Koo Kang – 20hrs: Map Team
Yewon Lee – 20hrs: Map Team
Hee Chan Shin – 20hrs: Map Team
Bradley Weston – 16hrs: Module Team

4.0 | Revised Accountability

We structured our IPRO by summary task, so each task has its own team leader.

IPRO Deliverables – Martin

Responsible for the completion of the IPRO required deliverables including the project plan, code of ethics, and midterm report

Project Plan - Martin

Code of Ethics - Martin

Midterm Written Report - Martin

Scribe/ Minutes Compilation - Melissa

IPRO Day Presentation - Justin, Brad, Martin

Research – Frank

Responsible for find case and precedent studies, as well as keep, organize, and arrange research based background for the project.

Case/ Precedent Study - Frank

Association with City, State, Federal Government - Jason

Chicago Forest Information – Jason, Frank

Market – Melissa

Responsible for identifying uses and market for urban forest production, as well as community relations program.

Potential Products / Placements – Melissa, Jennifer

Community Outreach - Melissa

New Products – Jong Mu, Jong Hwa

Inverse Income Flow – Melissa

Forest Management Plan - Abin

Responsible for the display of process chain; from tree as sapling to harvest in context of the city of Chicago.

Process Cycle Movie - Abin

Graphic Representation of Process – Yak

Maps – Jennifer

Responsible for compiling necessary urban canopy, available space and similar information into map form.

Regional Resource Map – Hee Chan, Yewon

Detailed Maps – Sung Koo, Jennifer

Module – Justin

Responsible for the development of a production module prototype and determining area to be served.

Definition - Justin

Programming - Brad

Prototyping / Schematic- Brad

5.0 | Revised Role and Resource Allocation

Please see above for role and resource allocation.

IPRO Day display budget:	\$80
3 – Posters:	60
Display Board:	20
Product Sample:	\$25
Hinges:	20
Sandpaper:	5
Wood Samples:	0
<u>Project Budget:</u>	<u>\$105</u>

6.0 | Results to Date vs Original Plan

As far as IPRO deliverables go, we are one schedule and current with the project. The research team has most of the research finished and now are beginning to serve in support aspect- finding any necessary data for the other subteams. The Market group has completed its research about inverse income flow, as a part of a closed system, but has yet to show any other diagrams or present anything else. The forest management group is currently producing a movie showing the life of a city tree and as far as I can tell how our program may effect the tree's life. They have yet to begin developing other graphic sort of representation of plan as they are waiting for product from the map group. The map group is currently accumulating the data for their land use maps and detailed location maps. The module team has completed the definition and programming of the module, they have only to develop a prototype, or schematic design, for the production site.

We are as far as I expected us to be with the project at this point in the semester. The subteams are in various stages of development. I am concerned about the map team's progress however. I believe a lack of communication is the biggest problem facing that subteam. I believe the best course of action for the map group would be to show the team exactly what they have produced, present it in their own words and allow the team to review the work and comment on the direction the map group is taking. This will take place at the next class period.

7.0 | Monitoring of Project Status

Our project is actually going much smoother than it was earlier in the term. We do have some barriers we will need to overcome. Probably the largest one deals with the extended scope of the project. The project

has so many components to discuss it is hard to develop the key concept that really sells the idea. We have to learn how to present the idea, and not just a few team members. Every person on the team should be able to give the five minute speech that covers the most important details with just the right amount of information so that the listener has to hear more. The other key barrier our team must overcome is that of time. Soon we will be unable to put the amount of effort into the project to make it a success because we will be out of time.

To best solve these project maladies I propose that we develop the final IPRO day materials over the next five weeks so that every week we will be acquainted with the status of every aspect of the project. We also need to spend time every week to develop our key concept or tagline. These two activities, if developed under repetition, should yield a positive result for our IPRO tea.

8.0 | Code of Ethics

Overarching Team Principle

“Develop a sustainable model for the responsible management of Chicago’s urban forest.”

Law and Regulation

Canon The IPRO team will develop our model to be in accordance with the law and work to enact such necessary changes to Chicago’s public policy and forestry operations in a lawful way.

Pressure Allowing corporate interest to supersede that of the people.

Risk One entity gains control of the urban forestry in the city.

Risk Quality of forest management is reduced as perceived cost effective.

Contracts

Canon The IPRO team will adhere to any contracts arranged during the course of this IPRO project.

Pressure Ensuring project receives grant money or sponsorship.

Risk Misrepresenting project as a means for securing financial support.

Risk Not following through with contract.

Professional Codes

Canon The IPRO team is expected to conduct themselves in accordance with the Code of Ethics for Members of the Society of American Foresters.

Pressure Allow model to focus on revenue generation.

Risk Failure to “avoid conflicts of interest.”

Risk Failure to “advocate and practice land management consistent with ecologically sound principles.”

Risk Failure to “utilize [knowledge and skills] for the benefit of society”

Business and Industry Environment

Canon The IPRO team will strive to create a model which will operate under such standards as determined by the American Forest and Paper Association as well as other industry standards.

Pressure Identify forest products as structural members to appeal to a wider market.

Risk Potential safety risk because forest product fails to meet structural specifications as written by the Wood Council.

Risk Lack of credibility within industry and trades and total loss of market.

Community

Canon The IPRO team recognizes a commitment inherent in the planning of our model which endeavors for the ultimate health and expansion of the urban forest and the stewardship thereof as offered by the people of the City of Chicago.

Pressure Creation of a purely business driven model for the management of Chicago’s urban forest

Risk Discredit emotional ties residents have with their trees

Risk Reduction in urban tree canopy and the social benefits it provides.

Personal Relations

Canon The IPRO team will work to hold highest the ideals of interpersonal communication with everyone involved with the project and strive to develop such relationships for the benefit of the urban forestry model.

- Pressure Making the project look good to win on IPRO day.
- Risk Disregard other team member's opinions on the project.
- Risk Discredit the work of the team by falsifying information.

Moral Values

Canon The IPRO team sees ethical behavior as a chief lesson in the IPRO curriculum, as such it regards such behavior as the ideal. We seek to engender this behavior by capturing it as the basis for our urban forestry model.

- Pressure Create a system in which capital comes before social responsibility.
- Pressure Outsource operational resources to reduce cost.
- Risk Lose sight of moral values inherent in project.