

IPRO 311 - Campus Branding/Sustainability Image  
Spring 2008

**Overarching Principle:**

“To spread the image of IIT as a campus that is eco-friendly and sustainable and further enhances this image through additional implementation of economically friendly sustainable endeavors while maintaining honesty, respect and integrity with all parties.”

**1) Law**

*Canon:* The team will work to be informed on all city ordinances that need to be met and permits that are required to implement a branding image of any kind.

*Pressure:* Display the IIT campus as an economical sustainable campus.

*Risk:* City ordinances are not met and permits aren't received from lack of complete research.

*Risk:* Receive punishment, including fines, for not meeting all city codes for signing from lack of research.

*Measure:* The team will have identifying city codes and ordinances as a top priority and assign it to several people in order that nothing gets overlooked or bypassed from lack of research. These members would need to give regular updates and have city approve all plans before implementation.

**2) Contracts**

*Canon:* The team will uphold all contracts regarding implementation of any signing including billboards. The team will also not enter any contract that conflicts with its own code of ethics.

*Pressure:* Complete the implementation of billboard by a set date.

*Risk:* Entering into a contract with a company that has a reputation of acting unethical or has a cloud of integrity issues hanging over it just because they will save the most money.

*Risk:* A mistake is made and the terms of the contract have been violated by one party but are never reported to the other side. This could lead to major delays further on down. If the other party finds out about the violation, they could take them to court and receive settlement if it cannot be down outside of court.

*Measure:* The best way to avoid problems with the contract is communication between all parties involved. A meeting will be set up every month so that the leaders

of all parties can come together and discuss any issues one is having. Any concerns or problems can here be worked out through negotiation and if necessary, amendments to the contracts.

### **3) Professional Codes**

*Canon:* Team members should adhere to the code of ethics established by Project Management Profession<sup>1</sup>.

*Pressure:* Produce a new and lasting image for a billboard by IPRO day to present to the committee.

*Risk:* Tasks are assigned to members that are not educated or trained in such a field that leads to incorrect data. This is a direct violation of the Project Management Profession code under Article 1 which states a person should only be allowed to “undertake projects and accept responsibility only if qualified by training or experience.”

*Risk:* Budget cost and time estimation is deliberately reported lower than anticipated to make a better impression on the committee. This is a direct violation from the code which states that members must “Be honest and realistic in reporting project quality, cost, and time.”

*Measure:* Compliance with this canon will be indicated from the lack of wrongful lawsuits filed against the school for unprofessional conduct.

### **4) Industry Standards**

*Canon:* The team will strive to use the best possible materials and current techniques that are available and have the greatest cost efficiency.

*Pressure:* Install the signing with the cheapest cost possible.

*Risk:* Cheap and inefficient materials are used for the signing that are not up to industry standards. This is done to save money which takes away from the meaning or purpose of the sign.

*Risk:* Not researching all different techniques or new eco-friendly materials that are available just because they are more expensive.

*Measure:* One of the main research groups will focus only on environmental friendly signing no matter what the price tag is on it. When the signing is implemented, all materials used will surpass industry standards to create a lasting and efficient message.

### **5) Community**

- Canon:* The team will only implement the campus signing through economically friendly means that will not pollute the surrounding community.
- Pressure:* The new billboard or signing will need to be very unique and be able to draw attention to itself from the surrounding area.
- Risk:* May lead to the use of unsustainable products such as un-recycled products or chemical hazards in order to create signing that is attractive.
- Risk:* The signing may be placed in an area that is distracting to the community and could increase chance of injury (increase chance of crash while driving).
- Measure:* Compliance with this canon will be indicated in the absence of complaints about the sign or any discussion of misbehavior in media outlets.

## **6) Personal Relationships**

- Canon:* All team members will be honest, truthful, and respectful while communicating with other members and team leaders.
- Pressure:* Make the work assigned to you look complete and presentable.
- Risk:* Criticize another team member when they are not spending as much time on the project as other team members are. The final work done by this team member, as a result, is sloppy and confusing.
- Risk:* A team member makes an error in the research but covers it up and never communicates it to the rest of the team. Further research done on the faulty facts will lead to incorrect data which is then presented falsely before the committee.
- Measure:* The team leader will make known that any team member that feels like they are being overworked or taken advantage of should immediately make it known to the group. Compliance with this canon will be seen by the absence of such complaints.

## **7) Personal/Moral Values**

- Canon:* The team will not require any members to participate in actions that conflict with any personal, moral, or spiritual values.
- Pressure1:* Have extra meetings on the weekend to discuss research or even visit off campus sites to further develop ideas and research.
- Pressure 2:* The marketing idea needs to be original and stand out from the surrounding area in order to be noticed by the community.
- Risk 1:* Many religions require Saturday or Sunday as a day of rest or a time for spiritual reflection.

Risk 2: In order to draw attention, the signing may insult a certain religious or political group.

*Measure:* The team leader will be given a time sheet of when everyone is available and only then will schedule extra meetings. An outside meeting will be scheduled during a time in which all members are available. If a time can not be found for all members to be present, then one will be scheduled so that the maximum number of students can attend but the meeting will then not be mandatory. All ideas for billboards will first be sampled to see if any objections are found on the basis of a violation of moral beliefs.

***References:***

<sup>1</sup>Project Management Profession Code of Ethics  
<http://www.bethedream.net/UoP/Code%20of%20Ethics%20for%20the%20Project%20Management%20Profession.htm>