



**IPRO 370
Crisis Management & Security (CMS)
Program**

**Midterm Report
Spring 2008**

Faculty

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1.0. Objectives

IPRO 370: Crisis Management & Security Program (CMS), Spring 2008, is the fourth and final IPRO phase. Our goal is to continue developing the capabilities of the web based program, and to market our product to organizations. Additional features will be added to the CMS website for the user.

Every year, companies invest millions of dollars creating plans to ensure that their business only experiences minimal interruption during a crisis. One of the most important and often overlooked aspects of this preparation is fully testing the crisis management plan to ensure that it is sufficient. A proven method for testing these plans is constructing scenarios and executing what are called “table-top” exercises. During these exercises, crisis management planners use these scenarios to walk through their crisis management plans, providing them with a process to recognize their vulnerabilities.

The purpose of the CMS Program is to test crisis management plans through various levels of impact and penetration throughout an organization. This will allow Crisis Management Teams not only the ability to gain a better understanding of their plans, but more importantly, will allow an organization to create the necessary scenarios to test their crisis management plans. As a result, we will be able to allow an organization to further develop their scenarios with injects, giving them the ability to measure success (or failures) of their plans. Thus giving them a way to measure the success (or failures) of their plans. Our program will also provide them with measurable data. This measurable data will show the potential impact to an organization’s sustainability if ever faced with a crisis, thus answering the biggest question a company faces. Will their crisis management plan hold to, but more importantly, help them survive a crisis?

There are multiple objectives and goals the team has set forth this semester:

- Expand the number of scenarios and injects that we currently have.
- Allow CMS website users greater customization for scenario building.
- Develop a help section on the website detailing how to use a scenario while setting up an exercise so as to create a successful live test.

- Continue to debug the CMS website and ensure complete functionality.
- Develop tutorial videos for walk-through assistance with the website.
- Post videos on popular websites such as YouTube and MySpace to get attention.
- Have a strong focus with marketing our website to outside companies.
- Attract a larger and self-sustaining community to utilize the CMS website.
- Integrate the CMS website with the website of our sponsor.
- Submission of required reports/documentation.
- Create website tutorial videos and upload to YouTube.

The continued development of our web-based application and a focus in marketing and promoting use of our web-based program will be our main objectives for the spring 2008 semester. Our team will achieve these results by satisfying the objectives of customizing our website, expanding the number of scenarios and injects, and testing of crisis management plans with the available selection of scenarios in our database.

2.0. Results to Date

Details on current activities of the project process

- Our current main focus is making the user's experience more effective when using our CMS website, by adding more scenarios and injects.
- Our leadership & deliverables team is successfully managing our team to completion.
- Our record management team and formal reports team are completing their assigned duties on time.
- Our programming and technical team is continuously working on the additions and modifications for the CMS website and updating our videos on web-sites that will assist in promoting our CMS website.
- Our presentation team is already at work on our final presentation for submission.
- Our marketing team is working with outside companies to use our website tool and help us improve it, as well as for their own usage.

Current marketing and testing involved in the project

We are actively looking for organizations to utilize our web-site. We are monitoring any use, and any feedback left by the users. This feedback is then discussed within the group to see if we want to make any of the suggested changes to our product.

Current or potential outputs produced through the execution of objectives

We will have implemented the additional website features outlined such as additional help for the users. Other changes that will be implemented are those which are received from user feedback.

Current results in terms of deliverables that will be produced by our team

By the end of the term, we will have marketed and promoted the use of our CMS website along with updating functionality of the website.

Current results with reference to customer/sponsor problem

Currently we have not had any negative sponsor impact. Our sponsor has provided broad assistance with marketing and promoting of our web-site.

How the current results will be incorporated into our solution

These results will allow us to make user suggested changes to our CMS web-site and to find and incorporate new ways to market and promote the use of our CMS web-site.

Completed Tasks:***Leadership & Deliverables Team******Accomplishments to Date:***

- Created a timeline with each sub-team to ensure project completion.
- Effectively lead our team to meet the goals of our team with the direction of the IPRO.

Records Management Team

Accomplishments to Date:

- Posted weekly meeting notes on iGROUPS.

Formal Reports Team

Accomplishments to Date:

- Completed the Project Plan report.
- Completed the Midterm report.

Code of Ethics Team

Accomplishments to Date:

- Completed Code of Ethics report.

Marketing Team

Accomplishments to Date:

- Find organizations to use and promote the website.
- Create YouTube video tutorial.
- Other video sites.

Programming and Technical Team

Accomplishments to Date:

- Renamed website domain.
- Improve functionality.

Presentation Team

Accomplishments to Date:

- Midterm presentation done.

3.0. Revised Task / Event Schedule

The following charts have all due dates, milestones, and task deliverable dates.

Tasks, Milestones, and Due Dates:

IPRO 370 Tasks	Start Date	Completed	Remaining	IPRO Milestone	Notes
Project Plan Draft Due	11-Feb-08	7	0		
Project Plans Due	22-Feb-08	0	11	1	
Midterm Oral Presentation Draft	25-Mar-08	1	0		
Midterm Oral Presentation	3-Mar-08	21	0	1	Alt. date is 14-Mar-08
Code of Ethics Draft	3-Mar-08	21	0		
Code of Ethics Due	7-Mar-08	0	0	1	
Abstracts, Posters, Presentations Due	9-Apr-08	0	24	1	
iKNOW upload Due	10-Apr-08	0	25	1	
Final Reports Due	10-Apr-08	0	25	1	
Complete Final Presentation	10-Apr-08	0	25	1	

Weekly Assignments:

Required IPRO Course Activities and Deliverables		Deliverables	Due Date	IPRO Submit to Office	Maintain Version in iGROUPS	Upload to iKNOW	Include on Deliverables CD at IPRO Day Exhibit.
1	IPRO Syllabus (instructor uploads to team's iGROUPS web space)						
7	IPRO Project Plan	D		x	x	x	x
9	Mid-Term Progress Report	D		x	x	x	x
12	Website	D	Live by 4/30				
13	Exhibit/Poster	D	TIF/PDF file				
14	Abstract/Brochure	D	Word/PDF file				
15	Presentation	D	PPT File				
16	Final Report with table of contents	D					
17	Team Work Product; Team Minutes	D					
18	IPRO Deliverables CD and printed table of contents which must be on the team's IPRO Day exhibit table	D				Contents include all of above, uploaded to iKNOW.	

Budget:

Due to no longer having a Pilot Testing team, the budget for this semester is significantly decreased. We have itemized in broad groups based on possible expenses that could arise.

Included below is the current itemized budget for the project:

Leadership & Deliverables Team	Expenses
Teambuilding **	\$50.00
Deliverables **	\$50.00
Subtotal	\$100.00
Marketing Team	Expenses
Business Cards **	\$25.00
50 brochures **	\$25.00
Miscellaneous handouts for IPRO Day **	\$50.00
Subtotal	\$100.00
GRAND TOTAL	\$200.00

**Estimated amounts

4.0. Updated Task Assignments and Designation of Roles

There were no updated task assignments or designation of roles changes that were initially planned.

5.0. Barriers and Obstacles

Since most of our focus is marketing, our main challenges exist with that portion of our project. We are still working on exactly how to market our product to organizations. We are mostly utilizing feedback we are receiving to improve our tools. While nearly all organizations can use a crisis testing program, we are still unsure which organizations we should focus on marketing to.

Some other obstacles we have encountered are in doing the tutorial videos. The video production is not so much a problem as the placement of these videos on outside websites. Currently we have made accounts with YouTube, Google Video and MySpace. We are looking at building a Facebook group for CMS, as well. We would also like to expand our Help section to include these videos.

The feedback we are receiving is worthwhile, but we obviously cannot fix everything that is suggested. Weeding out what is and is not feasible is a job in itself. We have been trying to obtain feedback from other crisis management organizations, but this is proving difficult.