SACVALLEY MEDSHARE	PROCEDURE: *Marketing Procedure*	PROCEDURE NUMBER: *SVMS-PRO-001.001*
	Author: Elizabeth L Steffen & Dr. Kevin Dorsey-Tyler	Origination Date: 12/15/2014
	Revised By:	Revised Date:

Purpose: To ensure that marketing materials are developed, discussed, modified, finalized, and presented to the Board of Directors for approval in a timely fashion.

Procedure:

1. A project plan should be created to define the who, what, when, where, why, how and with deadlines and expectations for each material piece or set (Attachment A, 9 page Microsoft® Excel® Workbook).
2. Each item should have one or two (no more than three) team members responsible for it and have a separate, "mini" project plan to keep on track (Attachment B, 2 page Microsoft® Excel® workbook).
3. Materials should be presented to the Development Committee as final drafts to be discussed and revamped if necessary by the committee.
    a. Depending upon need, documents shall be put together in one of the follwing three formats:
        i. Microsoft® Word®,
        ii. Microsoft® Publisher®, or,
        iii. Microsoft® Excel®
    b. Document final drafts will be published in PDF format.
4. Approval at Development Committee is by majority vote.
5. Basic descriptive marketing materials, not involving decisions concerning pricing or business strategy changes, shall not require approval of the Board of Directors, only committee majority vote.
6. Major documents, including all those pertinent to pricing, financing, and/or major strategy must be approved by the Board of Directors and must be sent to the Board for review prior to the next scheduled Board meeting. They are not to individually comment back, but to discuss at the Board meeting.
7. Further recommendations for revision would come as majority decision at the Board meeting.

Authorization	Name	Signature	Date
Board Chair	Myron Machula	Myron E Machula	01·23·2015
Executive Director			

Reference:
Project Plan Tool created by Mons Jensen

Attachment(s):
A: *Project Plan Tool (pages 3-9)*
B: Mini Project Plan Tool (page 10)

SACVALLEY MEDSHARE	PROCEDURE: *Marketing Procedure*	PROCEDURE NUMBER: *SVMS-PRO-001.001*
	Author: Elizabeth L Steffen & Dr. Kevin Dorsey-Tyler	Origination Date: 12/15/2014
	Revised By:	Revised Date:

Version	**Date**	**Author**	**Comment**
.001	12/31/14	E. Steffen/K. Dorsey-Tyler	Initial release.

Attachment A: Project Plan Tool (9 Page Excel Workbook)

Page 1

	Name	Title	Contact
Sponsor			
Stakeholders			
Project Lead			
Project Team Members			

Attachment A: Project Plan Tool (9 Page Excel Workbook)

Page 2

Workplan Template as of:

Line #	done	Task	Responsible Person	Area	Notes	Start Date	Target Date	Date Done
1		**Project Initiation**						
2		Create G: shared project folder		IT				
3		Prepare the Business Case		IT				
4		Write the Project Charter						
5		Form Project Team		HR				
6		Identify project sponsor		Admin				
7		Identify project leader						
8		Identify project manager						
9		Create master workplan template.						
10								
11		**Workplan Creation - Identify who will collect initial workplan tasks and from whom**						
12		Schedule project meetings						
13		Collect workplan tasks from...						
14		Collect workplan tasks from...						
15		Collect workplan tasks from...						
16		Collect workplan tasks from...						
17								
18								
19								
20								
21								
22		**Plan / Design - Planning tasks and process decisions that need to be made**						
23								
24								
25								
26								
27								
28								
29								
30								
31								
32								
33		**Develop Resource List - Document equipment and materials needed on separate "Equipment List" tab**						
34								
35								
36								
37								

SVMS-FORM-004-002-ProjectPlanTool.xlsx Page 2

Attachment A: Project Plan Tool (9 Page Excel Workbook)

Page 3

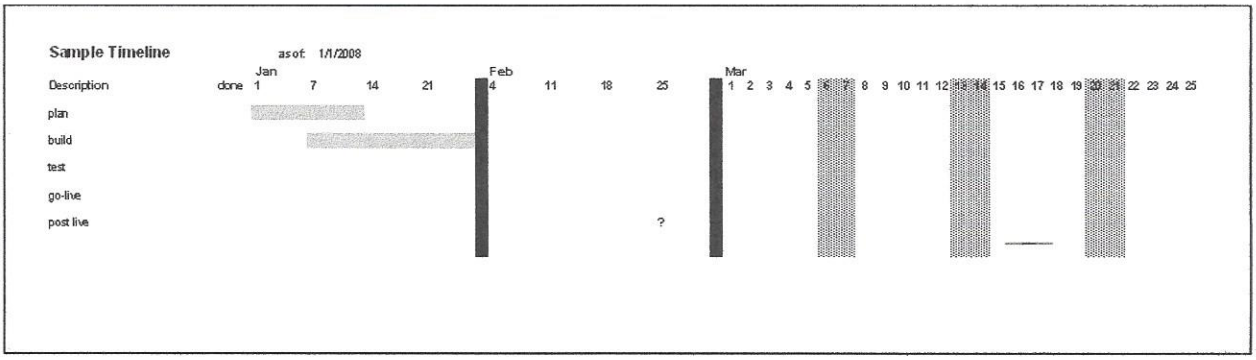
Workplan Template as of:

Line #	done	Task	Responsible Person	Area	Notes	Start Date	Target Date	Date Done
38								
39								
40								
41								
42		**WorkPlan - This is the "do" section, list active work tasks that need to be accomplished (but only after the plan is clear)**						
43								
44								
45								
46								
47								
48								
49								
50								
51								
52								
53								
54								
55		**Test - Did the things we built work as planned, if not go back to plan/design**						
56								
57								
58								
59								
60								
61								
62								
63								
64								
65		**Deploy - Tasks associated with the conversion to the new way**						
66								
67								
68								
69								
70								
71								
72								
73								
74								

SVMS-FORM-004-002-ProjectPlanTool.xlsx Page 3

Attachment A: Project Plan Tool (9 Page Excel Workbook)

Page 4



Page 5

Equipment List			CIP #	1251.xxxx							
as of:		Owner:									
Rm #	Room Description	Item Description	Location	Resp	Existing	Move	Purchase	Ordered	Cost	notes	Actual
		One item per line									
		One item per line									
		One item per line									
	----- end of filter										
Filtered Sub-Total					0	0	0	0	$ -		
Grand Total					0	0	0	0	$ -		
Notes											

Attachment A: Project Plan Tool (9 Page Excel Workbook)

Page 6

Project Communications Plan

Use this table to identify who needs to be communicated to, what information they need, what method of communication, and when.

Name / Group	Information	Frequency	Method
Sponsor	John Doe		
Steering Committee			
Stakeholders			
Leadership			
Employees			
Community Members			
etc...			

Attachment A: Project Plan Tool (9 Page Excel Workbook)

Page 7

Project Budget Template

Name: Your name here — As of: 6/2/08

One Time Startup Cost	Amount	Actual
External Hard Costs		
License Fees	0	0
Interfaces (software, fees)	0	0
Implementation Fees	0	0
Training Costs	0	0
Vendor Travel Expenses	0	0
File Server	0	0
Server software (OS, database, etc.)	0	0
User Equipment (PCs, printer, etc)	0	0
Network/Communications	0	0
Other	0	0
Sub-total External Costs	$ -	$ -
Internal Hardware / Software		
File Servers (including disk storage)	0	0
SQL software (3 X 5 user licenses at $500 each)	0	0
User Equipment (PCs, printer, etc)	0	0
Network/Communications	0	0
Interfaces (software, fees)	0	0
Other	0	0
Internal Implementation Costs		
Implementation Team Time (capitalizable time)	0	0
Travel / Site-Visit Expenses	0	0
Other	0	0
Sub-total Internal Costs	$ -	$ -
Contingency (typically 10-15%)	$ -	$ -
Startup Total	$ -	$ -

Ongoing Operational Cost	Amount	Actual
Monthly support fees	-	-
Monthly supply cost	-	-
Annual Operational Total	$ -	$ -

Attachment A: Project Plan Tool (9 Page Excel Workbook)

Page 8

	Significant Issues	Date	Action Needed	Resp	Resolution	Date
1	Record open issues here			one name only!!		
2						
3						
4						
5						
6						
7						
8						
9						
10						
11						
12						
13						

Page 9

Date	Decision	Notes
	Record key decisions here for future reference	

Attachment B: Mini Project Plan Tool (2 Page Excel Workbook)

Page 1

Workplan Template as of:

Line #	done	Task	Responsible Person	Area	Notes	Start Date	Target Date	Date Done
1		**Project Initiation**						
2		Create G: shared project folder		IT				
3		Prepare the Business Case		IT				
4		Write the Project Charter						
5		Form Project Team		HR				
6		Identify project sponsor		Admin				
7		Identify project leader						
8		Identify project manager						
9		Create master workplan template						
10								
11		**Workplan Creation - Identify who will collect initial workplan tasks and from whom**						
12		Schedule project meetings						
13		Collect workplan tasks from ...						
14		Collect workplan tasks from ...						
15		Collect workplan tasks from ...						
16		Collect workplan tasks from ...						
17								
18								
19								
20								
21								
22		**Plan / Design - Planning tasks and process decisions that need to be made**						
23								
24								
25								
26								
27								
28								
29								
30								
31								
32								
33		**Develop Resource List - Document equipment and materials needed on separate "Equipment List" tab**						
34								
35								
36								
37								

Page 2

Workplan Template as of:

Line #	done	Task	Responsible Person	Area	Notes	Start Date	Target Date	Date Done
38								
39								
40								
41								
42		**WorkPlan - This is the "do" section, list active work tasks that need to be accomplished (but only after the plan is clear)**						
43								
44								
45								
46								
47								
48								
49								
50								
51								
52								
53								
54								
55		**Test - Did the things we built work as planned, if not go back to plan design**						
56								
57								
58								
59								
60								
61								
62								
63								
64								
65		**Deploy - Tasks associated with the conversion to the new way**						
66								
67								
68								
69								
70								
71								
72								
73								
74								