creating clarity by applying an ad agency model to library projects

Jen Hunter | June 1, 2023
ALA Core Project Management Interest Group
Resolve Ambiguity Early

Expectations
- Project requirements are figured out, agreed upon, and communicated early in the process
- Expectations about deliverables, timeline, and measuring success are built into the process

Roles
- Everyone has clearly defined roles
- People’s strengths are honored (but collaboration is essential)
01.
clearly defined expectations
project brief components

Objective  Team
Audience  Feedback
Background  Timeline
Stakeholders  Budget
Tasks  Assessment
Expertise  Communication expectations
next steps:
create a project brief

Take the elements of the previous slide and make a project brief

Have a kick off meeting with the team
clearly defined roles
**account manager**

External > internal
Liaison to the client

**project manager**

Internal
Coordinates internal project team

**visual designer**

Owns art direction
Creates and consistent look and feel
Collaborates closely with the writer

**writer**

Owns the copy
Sets the tone and makes sure its consistent
Collaborates closely with the designer
but everyone is a librarian!
next steps:
create project roles

Make a list of tasks
Group them by like
Make a list of team members
Ask about hidden talents based on the project list
Create clear project roles for your team
03.

thanks for listening!

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