

AuDearStudent

2022

We see you, we hear you, we are you.

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Table of Contents

01	<i>Introduction</i>	p 03
02	<i>Stakeholders</i>	p 11
03	<i>Allocating resources</i>	p 17
04	<i>Budgeting</i>	p 20
05	<i>Scheduling</i>	p 23
06	<i>Marketing process</i>	p 26
07	<i>Monitoring and Control</i>	p 30
08	<i>Evaluation and Closing</i>	p 33
09	<i>Resources</i>	p 38

About Our Website

A Brief introduction about us

Living in Dubai is great! yet it is challenging..

The idea of having people from all over the globe, emerging from all kinds of cultures, religions, and different ideological backgrounds, establishes unlimited creativity and knowledge until now it is stunning. However, the challenging part is getting them to live together in peaceful harmony, to interact with each other and learn from one another. The government had done its job by building efficient facilities and encouraging businesses and innovation. Therefore now the ball is OURS!

Since The American University in Dubai (AUD), according to QS 2022 world university ranking, is ranked second worldwide in student diversity and fourth worldwide for faculty diversity, we decided to take more advantage of our diversity richness and direct it in our favor to help each other and be more and more collective.

Vision

To have a collective society where everyone is noticed, helped and satisfied, a society where every AUDian matter.

Mission

01

To help students overcome study struggles.

02

To get students to be more engaged in the AUD society.

03

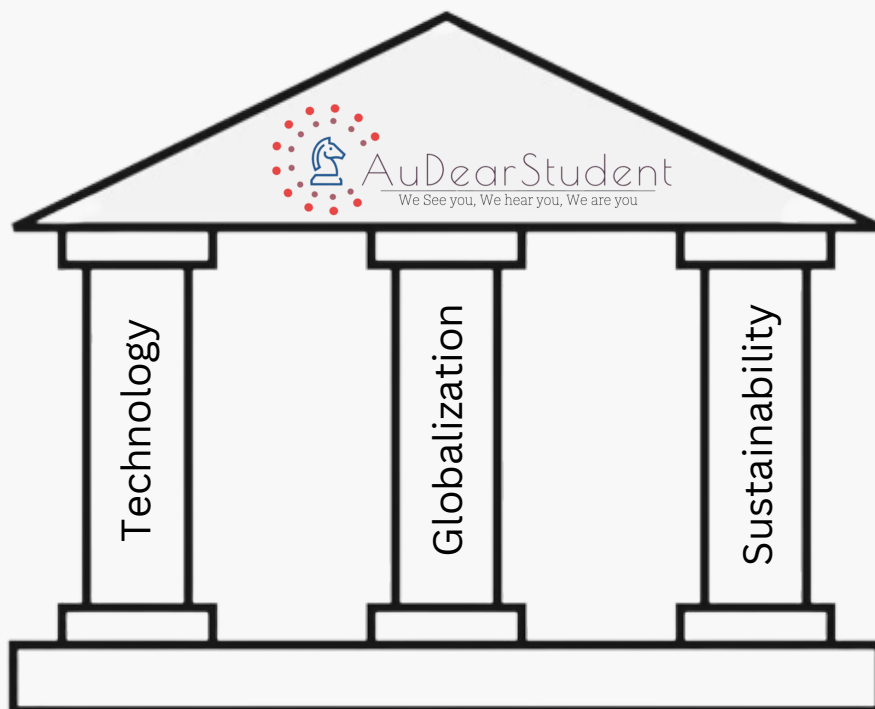
To educate students about important events happening inside and outside the borders of the university.



Why A Website?

In choosing a project we wanted to satisfy all the 3 pillars of competition in today's business environment:

-  In terms of Technology: We choose a business that is online-based and could be accessed at any time of the day.
-  In terms of Globalization: Regardless of our current focus on AUD and its students, in the future we are aiming to target all University students worldwide.
-  In terms of Sustainability: We believe that human sustainability is as equally important as all tangible sustainability, if not more.



Objectives

01 To have more supporting environment by helping and guiding students

In our team, we are looking to have at least a volunteer student from each major to help us gain a better understanding of the major and its requirements, we as well are actively looking for professional life coaches and psychologists who are willing to volunteer and help students in-need.



02 To contribute to increasing knowledge and awareness

We will be working hand-in-hand with AUD departments to reach a wider section of students. We will be participating in the bake sale organized by the health department and contributing to breast cancer fundraising. We will be encouraging students to participate in the event, as well as sharing its details on our website, Tiktok, and Instagram accounts.

03 To be the person we needed and could not find

The feeling of not belonging, the awkwardness of the first semester, the cold and harsh feeling of being pressured and losing control, all pushed us, after suffering from them, to break the chain once and for all. AUD's slogan is "getting life ready", we intend to make it happen in every aspect: academic, mental, and social.

UNSD Goals

01 Good health and wellbeing

Health and Well-being indicate a positive outcome in an individual's life and can be measured in a variety of ways, including living standards and mental/social status. Numerous studies, such as the NHIS and NHANES, have found that determinants of individual-level well-being are represented in genes and personality, age and gender, income and work, and, most importantly, relationships, meaning supportive relationships positively affecting well-being. The studies have also discovered several national correlates of well-being, including: high economic development, low corruption rates, high levels of trust, and meeting the basic needs for food and health.



02 Quality Education

We are confident that by applying our strategies to improve the education of our students, we will be able to meet the needs of our customers. By being present and offering assistance through challenging moments such as time management or an excessive amount of work. We are able to provide them with solutions that will make their academic life easier, which will ultimately result in a higher level of education. As "Education significantly affects the socio-economic sector of the national economy development. Currently, transformations and changes occurring in numerous spheres of human activity also imply the corresponding requirements for education quality and knowledge obtained while training specialists in various spheres of human activity." (Monostori et al.)

03 Sustainable Communities

We hope to establish an intangible long-lasting community, and one of the ways we plan to do so is by fostering an atmosphere of positivity throughout the AUD community. We want to create a welcoming setting that is free from hatred, and we want to assist the students in reaching their full potentials.

Strengths

- From students to students.
- The first of its kind in AUD.
- Anonymous messages.
- More understanding due to us being through the same situations as our costumers.

Weaknesses

- Students' interest is not guaranteed.
- It is hard to build trust.
- After all we are not website experts.
- It is hard to find volunteers.

Opportunities

- Will contribute to increasing the social well-being on campus.
- The website will help making AUD students more collective.

Threats

- AUD can shut the website down.
- Competing with AUD counseling services.
- The website could be hacked.
- Volunteers may not preserve the privacy of the students.

SCOPE



In order to be courteous, robust, and comfortable, students should actively participate in their own welfare, easily relate, and apply their social and psychological abilities. AUDearStudents aim to inspire all students to take an active role in creating a culture that respects diversity and promotes harmonious association. This is through:

A community website that supports students by ensuring that they may participate in counseling program and have fair access to counseling resources is an essential link. These will expand to include additional support services for the post-COVID intervention and play a significant role in the openness of the school community.

Creating an environment that is customized to resolve students' needs. Students will get the chance to personal pressing issues and what needs improvement in order to improve their personal welfare, social environment and coexistence. Further, it will give students the chance to make real decisions on issues that concern them through the wide information offered and interaction on the platform.

They will feel linked to personal counselors and have relationships that are secure thanks to short guides. Students are more likely to participate actively in their wellbeing status and to have improved physical, psychological, interpersonal, and academic outcomes if they feel helped, safe, and comfortable.



Stakeholders

Stakeholders play a massive role in ensuring success in our day to day activities. Building relationships, bettering our organization, and having long-term sustainability within our organization and the AUD community are some of the perks when recognizing potential stakeholder and solving them. Our goal is to empower our stakeholders and to work with them to provide the best service we can possibly offer to our community.

Customers and Stakeholders



It might be challenging to determine how to support students most effectively when there are unpredictability and shifting learning environments throughout the world's schools. AUDearStudents is a student-centered website. They form the central part of the platform. Its a two-sided platform with both customers and stakeholders.



Customers:

- Students – Both junior and senior students
- students have high interest in our service as it can help them throughout their university experience. Also, they hold high power as they decide whether our service succeeds or not.

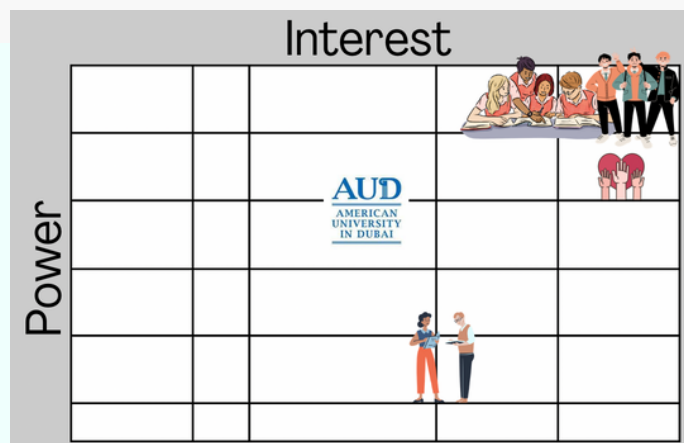
Stakeholders



- AUD Management have medium interest as our service will coexist with their service, and if the project succeeds, AUD benefit from having a healthy community of students. AUD holds high power as they can shut us down anytime they desire.



- Volunteers have medium-high power as they are not contractually obligated to continue with us. They have high interest as they can help others using their expertis.
- Our organization has high power as we can change anything at anytime, and we have high interest in the project that we are implementing.
- AUD professors have medium interest as they can help students adjust to life in university; they also have low power as they do not influence the project as much.



Roles and Responsibilities



The management of the platform is a collaboration of efforts in carrying out the following responsibilities:



Ahmad

Maintaining open channels of contact with volunteers and AUD management for updates and feedback is crucial to ensuring stakeholder satisfaction.



Sakshi

Evaluation of the efficiency and effectiveness of the project With the data we collected throughout the procedure, we may start to pinpoint flaws and make plans on how to address similar problems in the future.



Rayhan

Solve Emerging Problems – It is preferable to foresee any potential difficulties before they occur. The ability to adapt and solve problems are essential for maintaining project control.



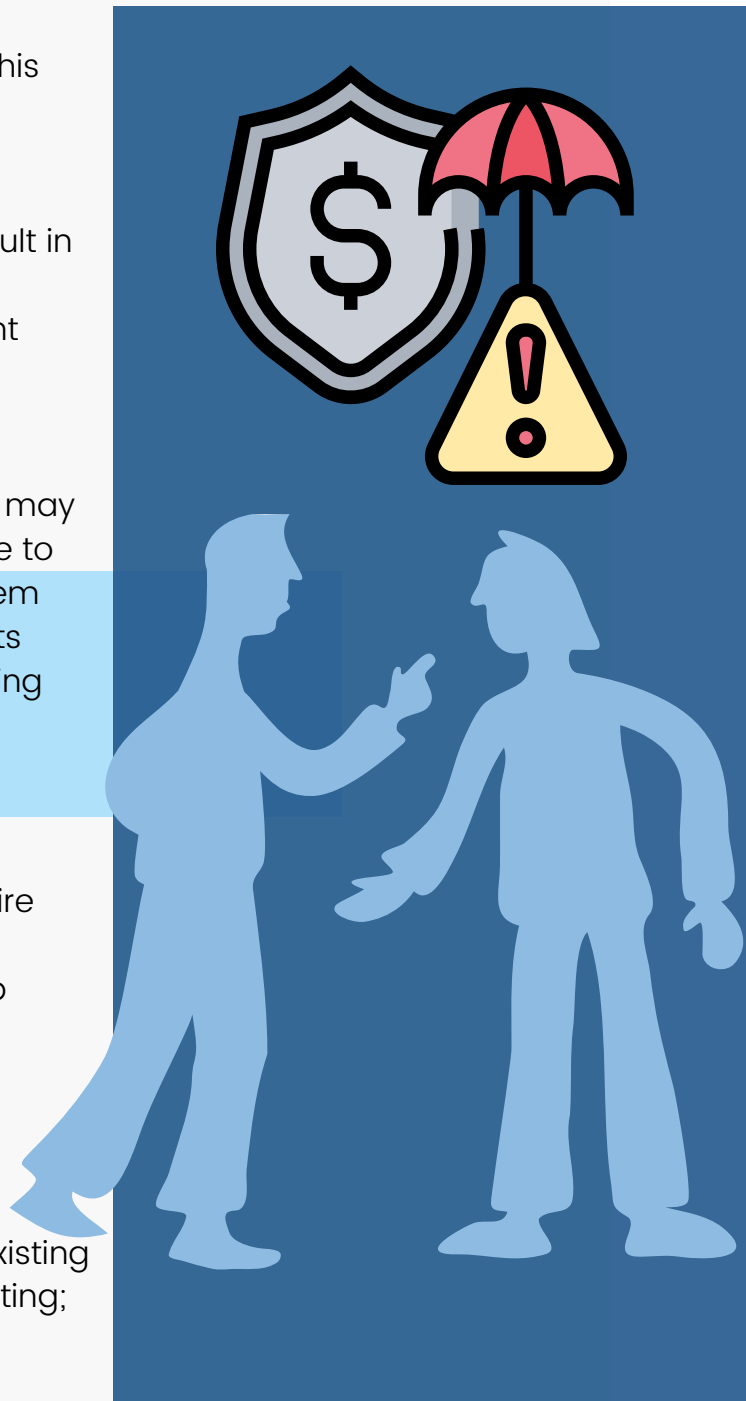
Omar

As the project advances, identifies and assess any potential risks. They will put policies in place to prevent hazards or at the very least lessen their effects in the future.

Potential risks and conflicts

The common issues that we anticipate in this project include:

- Skills resource risk – Relying on internal volunteers and management could result in high risk events because counseling activities can occur in waves at different times and places, necessitating the presence of internal stakeholders.
- Volunteer turnover – volunteer turnover may present a challenge to the students due to continuous change of counselors to them making the platform unreliable. Students may not be prepared to accept changing counselors often after developing a connection with them.
- Volunteer Management – How long are retaining employees for? Will they require compensation? They will not be contractually paid, so how can we keep them for the long term?
- Interest-based conflict with AUD – how much leeway will AUD allow for us to promote our website? can we use their website for promotion? they have an existing counseling service that they are promoting; we must co-exist with them.



How to resolve them

- Provide an explanation of the general profile of the services we have. Arrange information about our services in a systematic and fact-based manner. Also express our pride in the service that we have done well.

🌐 Accommodating Volunteers

Preserve trust
Earn goodwill from others (helps our reputation)
Restores peace
keeps customers satisfied

Example: providing non financial compensation (flexible working hours, flexible way of working)

🔗 Comprising with AUD

win-win situation for both stakeholders
Encourages cooperation

Example: working with AUD's counseling center to coexist with them; while providing our own unique service.



Top risks



Risks we might face

Throughout this project, we might have some difficulties we might face, some of them include



AUD shutting us down

Because there is a counseling center of their own, and might not want two



Volunteers not motivated

No matter how hard we convince them, each person would work on their own will



Not following confidentiality rules

Anyone can break this rule easily, by telling someone close to them, and thus can expose secrets of our clients

Allocating resources to the project

There will be capital and human resources.

Us, the members of this project will be the human resources, since we will be working on most aspects of the process like the website, managing social media etc.

Then there will be capital resources, we will use our own money to pay for website domain subscription, printing etc.

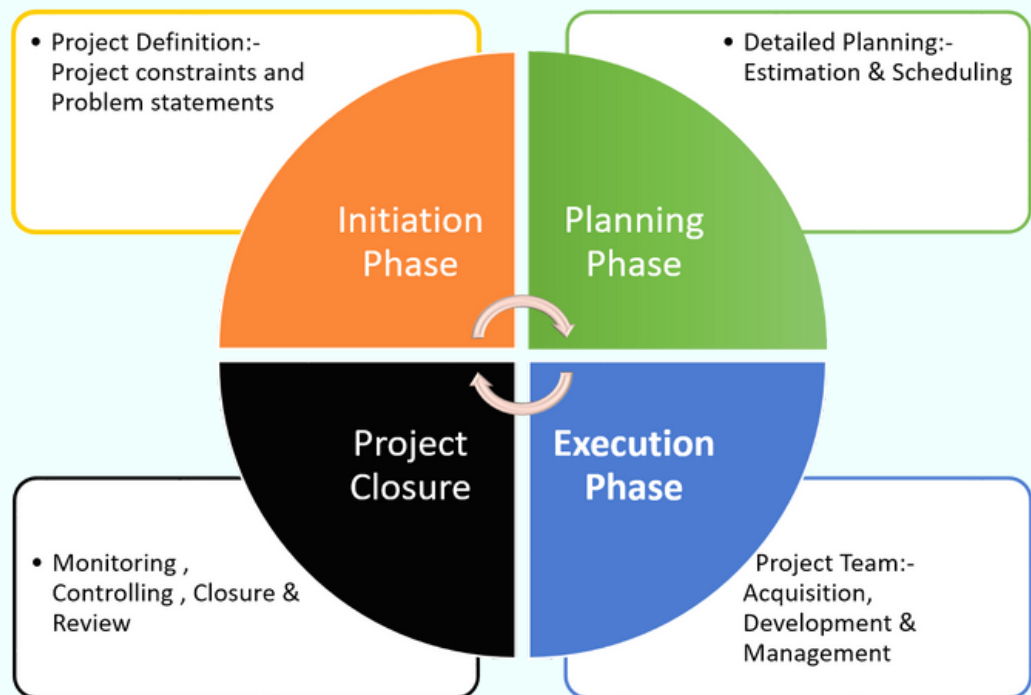
Method of resource Allocation



For allocating resources, projects use four major methods, which are:

1. The Critical Path Method
2. The Critical Chain Method
3. Resource Leveling Method
4. Resource Smoothing Method

In this project we allocated the resources using the critical path method



Resources Allocated include:

- Time
- Internet
- Newsletter Lists.
- Software to build the site
- Photos.
- Symbols + Icons.
- Backgrounds + Textures.
- UI (User Interface) Kits/Guides

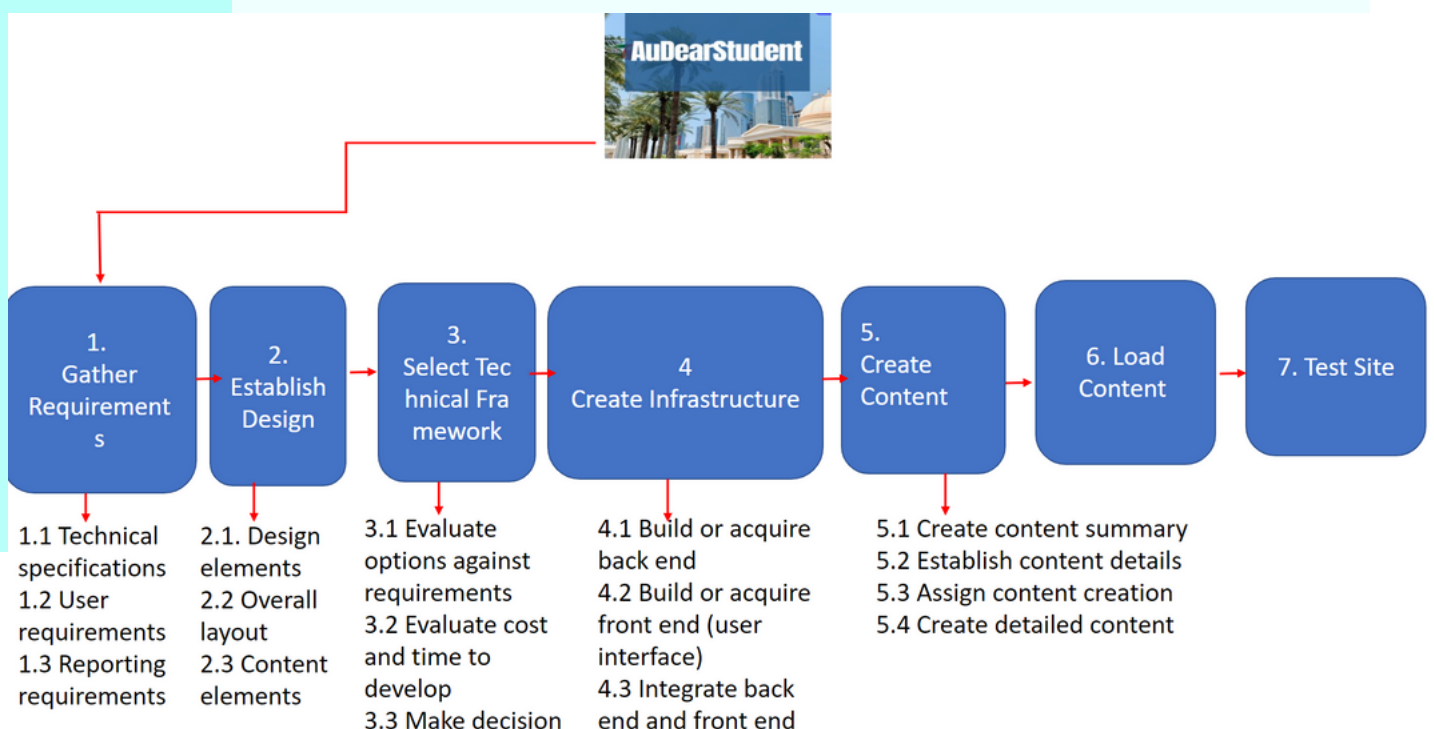
Critical Path Method/Work Breakdown Structure



- The resource allocation is based on a time constrain in our project all the resources are allocated based on the time constrain of the whole project.
- Our project maintains Finish to start a relationship.
- The predecessors has to start and finish early or on time for the next activity to move on.
- Critical Path should not be changed

Advantages Of Critical Path Method in resource allocation

- 1.It has aided in efficiency in resource planning
- 2.It allows Close Monitoring of our Project
- 3.It is to adjust tasks and resourses due to the close monitoring



Budgeting

Budgeting is an important factor that most organizations neglect. Throughout this non-profit organization we intend to start, we have to calculate and use our money efficiently, in order to reduce our costs, especially since we have no sources of revenue. Also, we intend to use our own personal savings rather than taking loans.

List of Expenses and Fundings

Website Domain 59dhs per year

Mystery box and papers 200dhs

Bakesale 150dhs

Prizes for volunteers Limit of 150dhs maximum

Canva professional subscription 441 dhs per year

Total minimum of 850 dhs - maximum of 1000 dhs



Budget uncertainties

- We might have some difficulties if we do not use of capital wisely, for example not making a fully functional website through canva, this will force us to hire an expert to help us create the website and maintain it, Other than that everything is on track.



Scheduling

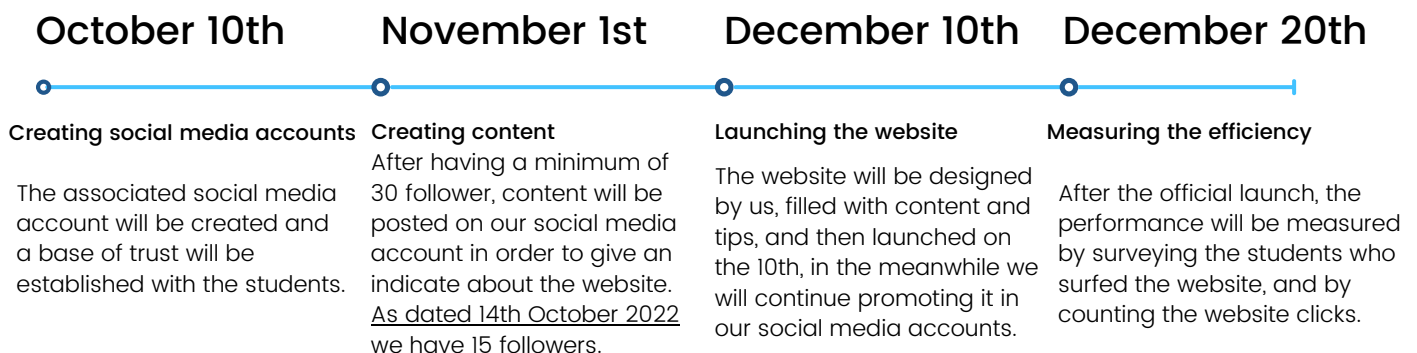
Scheduling is as important as planning, to ensure that our plans are followed precisely we have to plan events, schedule a deadline and follow it. This chapter will portray our important milestones, their estimated completion, as well as some of our events and finally the estimated probability of completing each step on the scheduled time.

Planning and Milestones

Building the groundwork for our website's future success requires careful planning. The process incorporates the following steps:

- Defining Our Website's Goals - The planning of our website depends on defining our website's goals. Choosing our major objective first is the simplest approach to accomplish this.
- Search engine optimization (SEO) is the process of making a website more search engine-friendly so that it may be found for particular search terms.
- Creating sitemaps will provide you with a summary and a visual representation of all the pages on the specified website.
- Planning our content is important because it will help determine how successful our website will be in the long run.
- Run several tests to make sure our website is as prepared as it can be.
- Hosting the webpage for the kids to utilize.

Timeline of our milestones:



A change of Mile stones

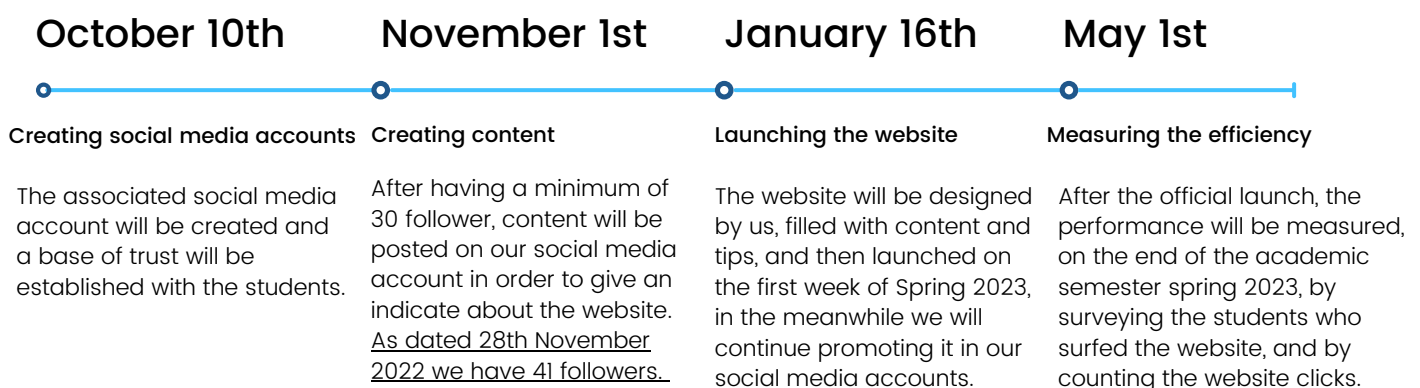
prior to start working on the website, the team of four of us sat together and agreed upon the following:

- Postponing the launch of the website.
- Keep on creating content on social media platforms.
- Keep on researching for various and innovative ways to engage the newly enrolled students and help them blend into AUD's society.
- Continue on participating in AUD's events in addition to raising awareness.

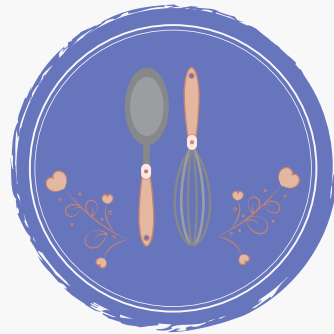
The agreed-upon previous terms were in the common favor of the Website and the four senior students-us. As by having a 1-month break, from December 16 to January 15, more time will be available with fewer responsibilities, whereby currently the students are overwhelmed and do not have enough resources in terms of time and effort. Another perspective to the change is that we should set a good model for the newly enrolled or as we call them "community friends" in addition to launching in the first week of the semester, Spring 2023, and start our mission step-by-step with our community friends.

And as we believe in self-empowerment and responsibility, we decided to divide our work based on mile stones and not a strict week-to-week plan.

The new Timeline of our milestones:



Some of our Events



Bake sale

We participating in the AUD's Health center bake sale to raise funds for Aljalilah organization for breast cancer research and cure. We proudly contributed to raising more than 1,000 AED.

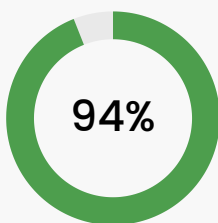
24



Mystery box

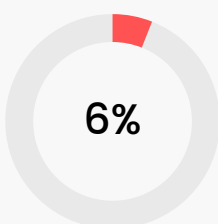
A box will be placed in multiple places around AUD's campus, hints will be posted on our social media accounts, the concept of the box will be "take one leave one", where students can read a motivational quote and leave another for the student after them

Probabilities of completing on time



Completing on time

Completing on time is high because the planning has been done in a systematic way keeping everything on mind. For example, for the bake sale fundraising, everything was organized 2 days prior to the event.



The chance of not completing on time

There are chances of us not completing something on time because if there is some emergency, things can be delayed.

Marketing Process

The Process of Marketing Because our website is a nonprofit organization, we are going to make every attempt to reduce the costs that are related to the marketing plan that we employ. We are capable of persuading powerful people to talk about us; yet, doing so would result in a huge increase in the associated costs. As a result, throughout the course of the process of marketing, we are going to make preparations to implement a variety of strategies that will not lead to an increase in the amount of money that we spend.

Marketing Methods



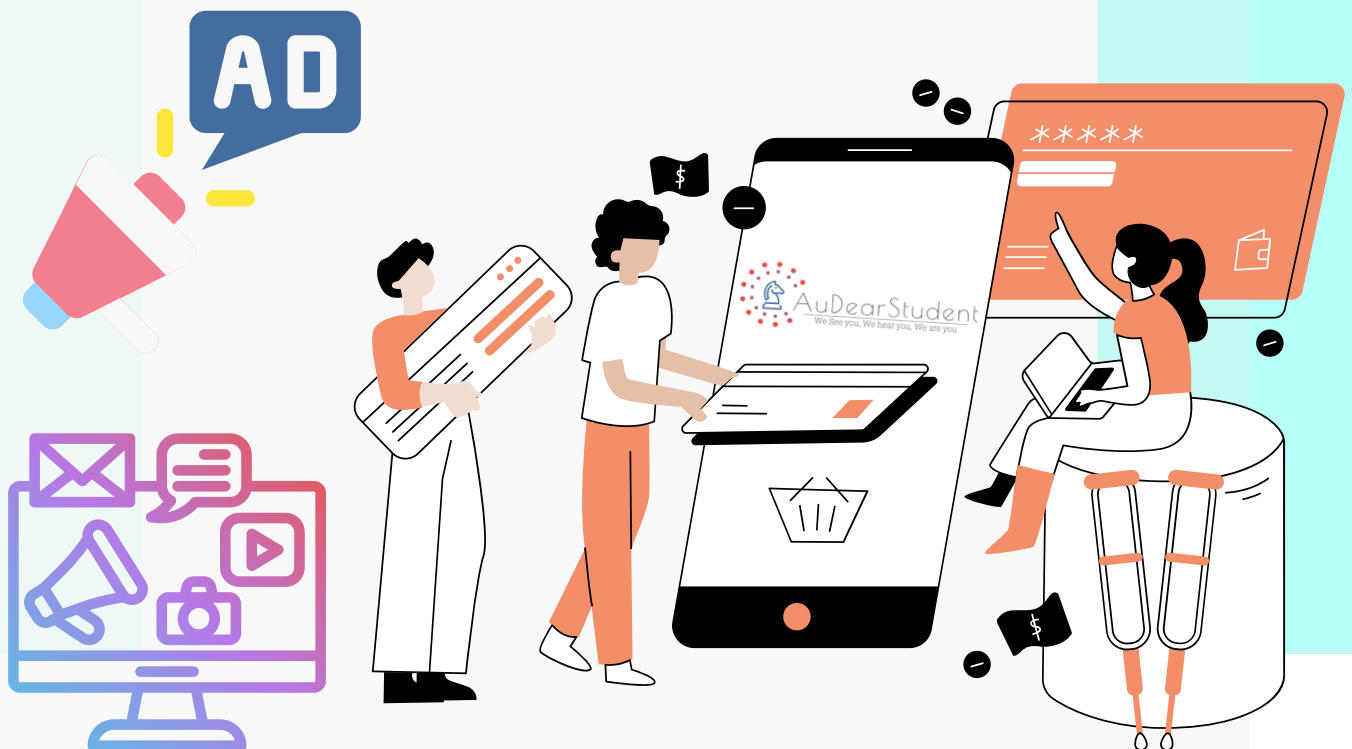
For our marketing methods:

Word-of-mouth: we will rely largely on word-of-mouth marketing to promote our website because AUD is home to a large population of students and staff members who are skilled in social interaction.

Instagram: we'll be able to sell using not just our own profiles but also those of our friends.

Subscriptions by email: We will update our customers about any news by sending it to them via email so that they can share it with any other students they believe may be interested.

If we make proper use of each of the aforementioned strategies, we can achieve a great deal with little to no financial investment.



Monitoring and controlling

The process of the project plan, a review of the project status, identification of potential issues, and implementation of adjustments will help us measure the project performance and maintain it on schedule, within budget, manage risk, and minimize scope creep. The customer will accept our finished project after the monitoring and control phase.



Monitoring system

- **Monitoring Key Performance Indicators (KPIs):** will let us know whether or not our project is progressing as planned and how well it is performing. Changes will be made to avoid issues and seize opportunities using data on schedules, finances, and quality to enable smarter decisions.
- **Schedule Change Requests:** Project performance information will show whether or not changes are required to keep the project on track.
- **Identify Risks:** Risks will be identified throughout the project, and when they do, we'll have the knowledge we need to take the appropriate action.
- **Connect with the team's stakeholders, clients, and other parties:** Maintaining constant communication is always essential in any relationships, especially in business. By doing so, Our projects will be on schedule and free from misunderstandings that waste time and money if we have effective communication. It's critical that team members and stakeholders get all pertinent information on time.

Project Control Mechanism



01 Cybernetic Control

There are inputs and outputs to a project. The outputs may take the form of deadline-bound milestones and are the main focus of robotic controls. If these benchmarks or outputs fall short of the expectations, the situation is examined to determine whether there is adequate justification to alter activity patterns.

02 Go/No-go Control

This control involves testing to confirm that specific prerequisites are satisfied before a task is started. A certain area of the project may also apply this kind of control. The real plans are related to the go/no-go controls, which are not separately established on a calendar.

03 Post-performance Control

This control is implemented after the project or job is over. The goal here is not to change what has already occurred, but rather to ensure that both good and bad practices are noted for use in subsequent initiatives. The post-performance controls also contain a list of suggestions for future projects to enhance.

Evaluation and Closing

Evaluating and closing could be considered the most important step of any project. As based on it, the method of closing will be chosen and the performance will be measured to identify whether or not the project has succeeded and was in line with its objectives and expected outcomes. This chapter will portray our expected outcomes and why they are relevant, our evaluating criteria in addition to what are we evaluating, and finally our closing process and the chosen method of closure.

Expected outcomes

STUDENTS LIFE WILL BE MORE EFFICIENT

In terms of education and stress management by tackling the subjects the right way. By doing this, the student can plan exams, study time and personal time accordingly. Therefore, they won't have any burden in the end of the semester.

CONTRIBUTING TO INCREASE IN KNOWLEDGE

Based on education as well as socially. We will discuss different subjects as well as what is going around.

SUPPORTIVE SOCIETY

The society will be supportive. When a bunch of students come together having the same problem, they share empathy and show support to each other.

BETTER SOCIAL AND MENTAL WELL-BEING

When one is up to date with everything, their confidence is higher than before. Therefore, they won't be stressing too much.



Evaluating criteria and measurements

Schedule: we will continually evaluate our progress weekly which will make us sure of what everyone in the team is doing. We will have short term and long term goals, by checking the progress weekly we will achieve short term goal which will lead us to our long-term goal.

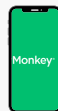


Quality Assurance: for us as we don't have a tangible product, we will make sure that the quality of the posts and information we use is perfect and does not bother any one.



96,17%

Customer satisfaction: AUDiens satisfaction is the utmost important thing. We will have surveys to analyze what they want and give us feedback.



Project Budget: we will be satisfied if the amount is 1k AED but more than that would be a problem because our resources doesn't cost that much.



Stakeholder Satisfaction: All the stakeholders being satisfied is also important because if all are not happy with the service then how will "community friends" be happy.



For **measuring satisfaction** we will be using the following methods:

- Surveys: we will have a short online survey that includes: Rating and Likert scale questions in addition to only one open-end question due to our perception of surveys as "quick" and "on-the-go" tools.
- In-depth interviewing: we will have at least one interview with a stakeholder or partner, most likely from AUD PHE, to better discuss our performance and contributions to their progress in addition to ours.
- Events attendances: from the data shared by AUD events organizers and our social media polls we will compare the percentages of the current and past attendance and decide upon it if we were successful enough or not.

We believe by having two quantitative and one qualitative approaches we will have better and more accurate insights on our performance in addition to constructive feedbacks as we believe that there is always a room for growth.

Closing process



Our closing method will be Closure by integration as we will no longer directly manage the project, however, it will carry on. As most of us are graduating our direct part will last until May 2023. By that time we will be already trained our chosen committee, of volunteered students on how to manage the website, social media accounts, create content, and event management in addition to managing performance. Moreover, we will not cut all the stings to the project that we are extremely proud of, on the contrary, we will continue monitoring from the outside and contributing our time and efforts occasionally. We were also planing to collaborate with AUD and host events regarding life after AUD, especially to freshmen.

Thank You

Because, we're here to help

Write down your hopes for the future of AUD.
We will appreciate any suggestion and/or contribution.



Address

American University in Dubai, UAE



Website

www.AuDearStudent.com

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