BlueSky to BluePrint

SUSTAINING DIGITAL RESOURCES
The Business Model Bootcamp for Digital Project Leaders
Northwestern University Library
August 8-10, 2016

AGENDA
[Note: Some slight changes to sequence are likely. Start and end times are firm.]

Monday, August 8

1:00   **Welcome and Introductions**

1:30   **What is Sustainability?**
        Using examples drawn from case studies of successful initiatives, the group will explore definitions of sustainability and the factors that make it possible.

2:30   *Break*

2:45   **Goal Setting and Metrics**
        You may have a clear sense of the goals of your project now, but what will you need to sustain over time? This session has participants zero in on the activities they will need to sustain in order to continue delivering value, post-launch. Using the *Framework for Sustainability Planning*, participants will work through goals and establish the metrics by which progress and success can be measured.

3:45   *Small Groups Meet: Goals and metrics*

4:15   **Building a Strong Value Proposition: Or, "Who Cares?"**
        Don't let the business-speak fool you: every project needs a strong value proposition. In this session, you'll learn to develop a VP that keeps your users front and center.

5:30   *End of Day One*

6:30   **Group dinner @ [TDB]**

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Tuesday, August 9

9:00   **Understanding your Audience**
How well do you know the "audience" for your work? Why do you think your work is valuable to them? How will they use it? Participants will use audience segmentation to probe assumptions concerning the motivations of those who will engage with their work. This session will also address stakeholders, including the host institution and funders.

10:30   *Break*

11:00   **Environmental Scan: Competitors or partners?**
We all work in an intensely collaborative setting, so "competition" might not sound quite right. In this session, you'll think about the broader environment in which your work operates. This can help surface actual competitors, or… your next partner.

12:00   *Lunch*

1:00   **Research Tactics**
With a sense of what we wish we knew more about – audience, the environment – how to obtain that information? This session will review research tactics and have participants map out their plans to know more.

2:00   *Break*

3:00   *Small Groups Meet: Audience and environment*

4:00   **Prioritizing**
With multiple projects to manage (or several audiences to consider, or new revenue strategies to evaluate) how to prioritize? This session will introduce useful tools for difficult decision making.

4:30   *Recap. Evaluation.*

5:30   *End of Day Two*

Dinner on your own.

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Wednesday, August 10
(**note early start!)

8:30   **Planning for beyond the grant**
Budgeting. You may already have a project budget (or not), but what will you need once the grant ends/the project launches? This session will help you to consider cost-management tactics and introduce you to an "activity-based" method for creating a budget addressing your ongoing operational costs.

9:15   *Teams work with Budgeting Tool*

10:00   **Funding models**
You know what you want to do and what it will cost to get there. Now, how to come up with the funds? This session will introduce a framework for considering the "best fit" funding strategy. Participants will brainstorm potential new funding strategies and sketch out a plan to test them.

11:00   *Break*

11:15   **Sustainability model**
A model is not just one idea ("get a grant!") but a logic for where your support will come from over time. Based on the previous days' work, participants will refine their notion of an ideal sustainability plan and outline the steps needed to achieve it.

11:45   **Your next steps**

12:30   *End of Program*

Farewell.