



# Los Mininos Cat Sanctuary

**Client: Judy Odom**

May 1st, 2020

INOV 2010-4010.002

Dr. Colleen Stiles & Prof. John Bailey

2020 Spring Semester: Final Client Report



Bachelor of Innovation™  
UNIVERSITY OF COLORADO COLORADO SPRINGS

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May 1, 2020

Judy K Odom  
Los Mininos Cat Sanctuary  
Palmira Abajo  
Boquete, Panama

Dear Judy Odom,

On behalf of the Bachelor of Innovation and the Los Mininos Cat Sanctuary team, We really appreciate the experience we have had with you, while working with Los Mininos Cat Sanctuary this semester. Working with you has been a wonderful and unique experience, and we have learnt how to apply our skills in very unique situations, like out of the country, and even the COVID-19 situation. You had taught us a lot regarding working with a non-profit to teach the technical skills needed where there was a shortage. With your support and the commitment of the team, we were able to accomplish all that we had done this past semester, even through tough circumstances. We are honored and welcome the experience of being a part of Los Mininos Cat Sanctuary and thank you for giving us the ability to transform your ideas into impact.

The Report below is a deliverable of our objectives, accomplishment and outcomes while working with Los Mininos Cat Sanctuary this semester. We have attached the technical manuals and instructions regarding all the work we had done in the supporting materials, such as videos or screenshots. If you have any questions about our content or the project overall, please feel free to reach out to either of us team leads using my information provided on the cover page.

We wish you well and are looking forward to seeing many of your cats reach their perfect home, while supporting those at Los Mininos Cat Sanctuary for the upcoming future. The time we had worked with you had a great impact on the both of us, and we will not forget the time we worked together.

Respectfully Yours,

Joseph Ellison and Joshua Jaramillo

## **Introduction and Bachelor of Innovation Overview**

The Bachelor of Innovation, known as the BI, is a degree within the University of Colorado at Colorado Springs (UCCS) that specializes in taking students from around the globe and putting them in classes that have a core focus on a major, an innovation core, and one of four cross-discipline cores. The innovation core are classes that focus on: putting students on several multi-disciplined teams working with companies focusing on real world problems over the course of their degree; teaching students an understanding of the innovation process and giving students the experience of the innovation process first hand; teaching students business basics, policies, and intellectual property; and through the cross-discipline cores an understanding on globalization issues, creative communication, and technology's impact on business.

Innovation is where improvement in all industries comes from. It's where ideas get turned into impact. The purpose of innovation here at UCCS and within the BI is to get students into the mindset of an innovator. This requires students to understand the process of turning ideas into impact, as well as getting them "on the court" so that they can make the impact.. Innovation in UCCS and the BI is used to make the next batch of innovators for the world.

One of the sets of courses in the BI is INOV2010 (Innovation 2010), INOV3010, and INOV4010. These courses are designed to get the student better at working with a real client with real world problems, turning ideas into impact, and leading a team that is taking ideas and turning them into impact. All the courses are taught by the same professor at the same time. The difference between the three courses is experience level and what is expected out of the student. INOV2010 is a student's first taste of working for a real client with real world problems. INOV3010 is a student's second time around this class, so they are expected to help more with

guiding the INOV2010 students and do more for the team. Lastly, the INOV4010 students are tasked with leading the team they are on. This is usually the first taste of leading a team facing real world problems with real clients. These three classes are where the majority of learning occurs for students within the BI, and where the students begin to see what it truly takes to become an innovator.

This semester, the Spring of 2020, Judy worked with two teams. This team was the Los Mininos Cat Sanctuary Website team. How we worked with and served Judy is we would call Judy via Skype. During these Skype calls we would bring a progress report to Judy, explaining what we did between the last meeting and this one. Afterwards, we would ask for her feedback on our progress to make sure that we weren't going too far off course and that she was satisfied with our work. We would also email her anything that we needed her to look at herself to verify. After getting feedback from Judy we would take it into account and improve the work for the client. By the time the end of the semester hits, the work we told Judy we would get done would be, and is, finished and given to Judy. What was delivered to her is detailed in the Executive Summary.

## Meet the Team

The Website team for Judy consisted of six members. The leaders, the INOV4010 students, were Joseph Ellison, and Joshua Jaramillo. The other four members of the team were Steven Alijets, Josh Ellison, Sean Geismann, and Kyle Smart. Steven, Josh E, and Sean were INOV2010 students and Kyle Smart was an INOV3010 student. Contact information for each of these students is on the cover and in the supporting materials section of this report. Below is more information on each member of the team.

Joseph Ellison:



I am a Senior at UCCS and one of the Team Leads for the Los Mininos Cat Sanctuary Communication team. I am currently pursuing the Bachelor of Innovation in Business Marketing, and currently on track to graduate by Winter 2020. I began pursuing the Bachelor of Innovation largely due to the skills I would attain in team building and having real world experience with clients before I left college. I was initially a shy kid, but after my stay at UCCS and with the Bachelor of Innovation, I believe it helped me considerably with my communication and creativity skills for both myself and in a team.

Joshua Jaramillo:



I am a Junior at UCCS and the other Team Lead for the Los Minions Cat Sanctuary team. I am enrolled in the Bachelor of Innovation in Game Design and Development and am due to graduate in May of 2021. I chose the BI for the same reason most people do: they offer more than just a degree. The real world skills I have gained and the problems I have faced have made a huge difference in my life and I hope to carry that into the games industry, where leadership is essential.

Steven Aljets:





I am a Sophomore at UCCS majoring in the Bachelor of Innovation in Computer Science, I chose the BI because it offered a cross discipline and innovation classes which will aid me heavily in my career path, but more importantly I have had many unexpected life lessons being in the BI. My Ultimate goal is to found a multimedia company that strives to bring smiles and make life a little easier. I am scheduled to graduate May or December of 2022

Josh Ellison:



I am a Freshman at UCCS majoring in the Bachelor of Innovation in Game Design and Development with a minor in computer science. I chose the BI program because it brings more to the table than a traditional degree would offer. While in the BI program I can obtain skills like leadership and teambuilding. The BI program is also helping me refine the skills that I currently possess as well. Also, the real-world experiences that are presented in the BI program are also extremely helpful for the field that I am studying.

Sean Geismann:



I am a sophomore at UCCS. I am planning on majoring in international business with a minor in information systems. I will also be receiving a Bachelor in Innovation. I chose the BI due to my creative nature and work ethic. It seems like the perfect major for my skills set. The BI offers a creative avenue that I would never even fathom exploring.

Kyle Smart:



I am a Junior at UCCS majoring in the Bachelor of Innovation in Game Design and Development. I chose the BI at UCCS because I know how competitive the Video Game's Industry is and how hard it is to get a job in it. So I wanted to not only have a leg up on my competition, I also wanted to have the skill set to thrive in other work industries if necessary and

if I decided to start my own indie video game company I would have the skill set and experience to pursue it. On top of that, Video Games made me the person I am today and helped me through life several times. My goal is to make a game that can impact people the way they have impacted me. I expect to graduate in May of 2021.

**Value in Client Experience**

The team is extremely thankful for this opportunity from Los Mininos Cat Sanctuary. We gained a lot from helping Los Mininos Cat Sanctuary. The entire team improved at communication and using everyone's strengths to accomplish all sorts of things. We also learned how to effectively communicate and work with an overseas client, something none of us had done prior. The team leads have learned how to effectively lead a team while working with a client to deliver a set of deliverables. The team members learned how to best assist the leads and the client in reaching the end goals and make the deliverables for Los Mininos Cat Sanctuary. Lastly, the team overall has furthered ourselves as innovators for future opportunities and endeavors we may come across.

## Executive Summary

**Bottom line up front:** The team has accomplished making the following for Los Mininos Cat Sanctuary: A new website, two new social media accounts, a manual on how to edit the website and how to run the social media accounts, and a new logo.

The team over the course of the semester talked with Judy so that we can get a clear and precise goal of what the Los Mininos Cat Sanctuary needs. After a few meetings, the team had a clear idea of what Los Mininos Cat Sanctuary needs and how the team is going to go from idea to deliverable. The team then stated that: we are going to make a new website and a marketing manual to increase traffic to the Los Mininos Cat Sanctuary website to help increase the amount of donations going towards the Sanctuary and to increase the amount of adoptions at the Sanctuary. After this was shown and approved by Judy, the team began on working toward the deliverables to make this happen. Those deliverables are: To make a new website; make a greater social media presence for Los Mininos Cat Sanctuary by creating two new social media accounts for the Sanctuary; creating a manual so that post Spring semester of 2020 Judy could continue promoting Los Mininos Cat Sanctuary so that donations and adoptions can continue going up; and to create a new logo for the Sanctuary to help catch people's eyes online.

At the end of the semester the team had accomplished the following: Creation of a new website for Los Mininos Cat Sanctuary; two new social media accounts; a manual on how to run the website and the new social media accounts so that Judy can effectively get attention to the Sanctuary; and a new logo. The website, social media accounts, and the new logo achieve the goal of gaining attention to Los Mininos Cat Sanctuary so that adoption rates go up and the amount of donations go up. The manual accomplishes the goal of ensuring that someone in the

future with little to no experience can run the social media accounts and the website effectively to continue getting attention to the Los Mininos Cat Sanctuary.

## **Statement of accomplishments**

The purpose of our project was to develop the foundation of an outreach program that introduces people to the Los Mininos Cat Sanctuary cause. The team decided it would be best accomplished through a social media plan and layout, as well as a website that holds all of the company's information. This, supplemented with constant interaction with followers and strangers, would lead to success beyond the scope of the project.

To get started, the team developed a social media plan based around things that are important to the core values of Los Mininos Cat Sanctuary, including finding people to adopt the cats or allowing them to donate to the cause. The idea was that the plan would be followed as a guide line depending on situations and would help keep the Los Minions team organized in the complex world of social media. It would also allow them to gain visibility and interact with strangers in order to grow their following. The website is supplementary to that, so we decided to organize the site around Los Mininos Cat Sanctuary's priorities. This meant overhauling most of the info from the previous site and updating it to focus on adoptions and donations, as well as linking the social media so that the two are tied together.

The scope of work everyone agreed on was to create a website and a outreach plan for her. However, we were on track to finish this scope of work. So we rebranded the company by adjusting the logos and slogan, as well as created a job description for the company so that they could hire someone to handle the social media beyond the scope of work.

## Website

The team had set out to rework the website for Los Mininos Cat Sanctuary to update the visuals and information to provide an engaging website globally, as well as encourage both donations and adoptions from the sanctuary. The client had provided visuals for the website in order for the team to increase the appeal of the website to prospective donors and adopters. At first, the team had researched possibly hosting websites that can be used alternatively to the original weebly hosting. These hosting websites included hosting services like wordpress, wix and godaddy, and with the research given to us, decided that sticking with weebly is the smartest choice financially and mechanically.

Afterwards, the team set out to create frameworks, or skeletons, on how the site should look. With some of the team having prior experience in web design - specifically for non profits, we had consulted with web designers, such as Kyle Rush, an acquaintance with experience in web design and Jackie Gurzi, the president of Finding Zarephath, another non profit with access to their website development environment. The team eventually had come up with three frameworks;

- Framework 1: Home page, Consulted with Kyle Bush on what makes a homepage a good homepage this is the general idea of the info he provided
  - The front page should be eye catching but one shouldn't waste any space.
  - You want to inspire a general understanding of the organization/business as a whole without "preaching" to the viewer.



- Referencing Finding Zarephath's website, adding a value checkerboard - the checkerboard should be 9 squares total with 3-4 values.
- Framework 2: Fundamentally formed in the same process as the first framework but with greater emphasis making the website colorful, and shifting the focus ever so slightly to include the human aspect of the organization.
  - Background color was made brighter and more "active"
  - Rearrangement and removal of elements
  - Addition of photos more frequently
  - Including event info to encourage human contact
  - Including human pseudo-profiles on the about page to give a face to the entity that is the organization.
- Framework 3: The Multi-Organizational framework. The client had mentioned that they are partnering with other organizations and was wondering about the possibility of connecting their websites.
  - Homepage that hits all key points
  - About section that describes partnership/relationship
  - Attention catching image and pleasing display
  - Link buttons at bottom
  - Links to individual websites/organizations.
  - Donation page and why it's important

In conclusion, we had chosen to do Framework 1, with the client's approval, due to its simplicity and demonstrating Los Mininos Cat Sanctuary values and encouraging donation and adoption. Following this decision, the team had looked into plugins to make donations easier for

both donors and Los Mininos Cat Sanctuary as well as create a profile page for cats the client has deemed adoptable from the sanctuary. The plugins we had decided on were DonorBox and Team Cards. Donorbox was used in order to streamline the donations to the client while keeping track of monthly donations as requested. Team Cards was used to give the adoptable cats their own profile for adopters to get to know the cat before adopting. We had based the profiles based on other adoption centers such as the Dumb Friends League. Finally we kept the lighter theme, and used the photos provided by the client to give the Los Mininos Cat Sanctuary website a fresh look. The information we added include slogans, visions, values, mission statements and “why we do it” to grab the attention of the viewer on Los Mininos Cat Sanctuary’s overall goal and core values. The core values were shown through the checkerboard design as was researched prior with others experienced in web design.

### **Outreach Plan**

The outreach plan was created on google sheets so she could see any edits live and even make changes herself. This plan created a set of spreadsheets that guide Judy and her team on what to post and how to create a posting schedule. One sheet was built for the sake of ideas so that she always had something to post while another was built so that she had a calendar set up with posts to make for that day. In addition, we added a special events calendar to put things into so that she could organize herself in case special events came up. The last page is a small step by step tutorial so that anyone that reads the sheets can post on social media.

We realized that a plan is not enough to garner followers, so we gave her advice on how to handle social media on those same sheets throughout the tutorials. Things like interacting with followers and even reaching out to other pages or accounts with similar interests are great ways

of gaining a following. Since we will not be here after the semester ends, the best plan is to train her on how to interact on social media on her own.

### **Logo/Rebrand**

Alongside the creation of the new website and the additional social media accounts, whose goals are to increase engagement between Los Mininos Cat Sanctuary and visitors globally, a new logo was also made to help with increasing engagement between Los Mininos Cat Sanctuary and visitors from the internet. This was also done to assist with getting more adoptions through.

The first iteration of the new logo was basic and sketched quickly so that it could be made in photoshop quickly. These resulted in the first two logos made. The feedback we got from Judy was that she was leaning towards her current logo first and that she wants something that communicates “friendly” to the viewer. This feedback led to the next two logos, which involved the house in the background and the cat in the foreground. After showing this to Judy her feedback on this iteration was that the house in the background isn’t what houses look like in Panama. This feedback led to the final change to the logo which is the current logo for Los Mininos Cat Sanctuary. The change we made was replacing the house with a hacienda, something more common in Panama. After getting approval on this iteration, we moved forward with this logo and put it on the websites.

### **Manual**

In our scope of work, we had decided to make one of our deliverables a manual to deliver to the client Judy due to her lack of knowledge relating to technical skills such as websites and social

media. We had created a “manual” of sorts through videos and screenshots along with instructions as we felt it would be the easiest way for Judy to understand the content, especially the Social Media and Website plugins. The videos we had created are currently uploaded and links to the videos can be found in Social Media Document 4. The screenshots for the website plugins shows a step by step on how to edit the site in general along with step by step on how to create and edit profiles at the clients leisure. The manual contents contain the information Judy would be working in the future when this teams class is over, and does not include things such as the domain or donation plug-ins we had already finished and should not be altered. Following the instructions left in the Supporting Materials would put Judy on track with the outreach plan and maintaining her new website created when adoptions are made.

## **Recommendations and Innovation Discussion**

We recommend that the client uses the new website structure, marketing plan, donation options, and a new social media presence to make a positive impact on the non-profit organization. The decisions and improvements that our team has made on behalf of our client lays the concrete for the road ahead for Los Mininos Cat Sanctuary of Boquete, Panama.

Our innovative marketing plan has four layers. It starts with the Social Media Audit. Here, the client can locate a certain type of post. It contains the title of the idea, purpose of that idea, example post, items needed for update, target audience, and more supporting details.

The second sheet is the weekly posting schedule. Here, the client can locate what type of post should be posted on that certain day. This will help the client stay on track with a steady stream of posts. The weekly posting guide also references the social media audit for more in-depth guidance.

The third sheet includes a guide for special events. On this page, the client can locate the special posts that are unique to a certain holiday. It provides a month to month list of holidays and references the post to the social media audit for more information. The fourth page gives instructions to the client and is a platform for the client to locate the account information and references to model accounts.

As we have laid out a detailed marketing plan, we urge our client to use the guide to post frequent updates on the cats of the sanctuary. Updates may include recent adoptions, property posts, engaging activities, cat of the week, and special events. This guide was properly constructed based on similar organizations and prior digital marketing knowledge and studies.

This social media marketing guide is going to be pivotal to our client's brand recognition. It will ultimately increase cat adoption rates at the sanctuary.

For the website the team would suggest keeping the adoption page up to date with adoptions and social media in order to get the most donations and adoptions, this is taught in the manual in the supporting materials part of the final paper. Further recommendations include advocating for Los Mininos Cat Sanctuary and setting up a 501(c) documentation with their partners to benefit the organization financially and professionally. Finally, something we recommend that we had been pushing for this semester but had been unfortunately stopped short due to COVID-19 is to set up a camera for the Los Mininos Cat Sanctuary and add a livestream element to their Youtube channel. This would be an innovative way to advertise the cats and can be added to the website to show how the cats are doing and to bring more eyes to the sanctuary and its cats.

## **Conclusion and Discussion**

The client has been guided and consulted on how to successfully manage a social media campaign. It is imperative that our client keeps on top of her social media postings and updates. The social media guide has been provided by the BI team with the vision of future implication from our client.

The first step we would like to see from our client is a daily basis increase in social media updates. This can be done through her computer for Facebook and Twitter. Instagram posts can only be accessed via cell phone or iPad. Updates will include pictures of cats, property, and interactive polls. When our client starts posting more on social media platforms, she will gain attention and ultimately grow a following. A grow in followers and subscribers will indicate that the guide was followed thoroughly and successfully.

The second step regarding the social media accounts is to follow the manual we provided so that the Los Mininos Cat Sanctuary get the attention it is seeking by posting on said accounts with content that doesn't display a different message than intended. This is extremely important because if the Los Mininos Cat Sanctuary image were to be different than the intended image this could hurt adoption rates and donation amounts.

Regarding the website, it is complete and entirely functional. We had set up the donation button during the semester with the DonorBox plugin so that it sends donations directly to Judy with monthly payment options as requested by Judy. An additional plug-in was used to create the adoption profiles for the cats, which can be easily changed when an adoption is made and a manual to do so is in the supporting materials under Technical Manuals. The team had also fully

linked the new social media to the website to gather more of a following and following the outreach plan. The client only needs to update the website when seen fit.



**Scope of Work:****Scope of Work****Judy Odom****Joshua Jaramillo and Joseph Ellison****Name of the project:** Los Mininos Cat Sanctuary: Communication Team**Name and contact information of the client, include name, address, phone, email:** Contact

Name: Judy Odom

Email: [judykodom@yahoo.com](mailto:judykodom@yahoo.com)

Phone: 507-6415-4018

Website: [Losmininoscatsanctuary.weebly.com](http://Losmininoscatsanctuary.weebly.com)**Purpose of the project:**

The Communication Team will develop an improved website and an enhanced social media to more effectively solicit partnership and funding. Additionally, enhanced communications can target adoptions for those cats resident in LM, but suitable for adoption. As cats are adopted space is freed for incoming animals.

**Objectives and Success Criteria:** *This section is a list of all of the objectives for the project (i.e., it states “what” the outcome of the project should achieve for the client). Each objective should be written as a complete sentence. For each objective, you are to include objective criteria to determine whether or not your team achieved that objective.*

- Objective 1

- Complete an informative and engaging website for global visitors, as well as create a visible and reliable means of donating to the cat sanctuary.
- Objective 2
  - Create an outreach plan in order to communicate and market Los Mininos Cat Sanctuary.
- Objective 3
  - Create an outreach plan for use beyond the semester that will allow the client to continue supporting the above objectives without necessitating the help of this Bachelor of Innovation team.

**High-level requirements – the deliverables:** *This section is a list of the requirements. (i.e., it states “what” the project will deliver to the client.)*

- Requirement 1
  - A functional website that the team designs meets criteria of the outreach plan that both the client and the team agree with. This website will be reformatted with both existing and current info, as well as redesigned to attract more attention.
- Requirement 2
  - Creation of two new social media accounts, including Twitter and Instagram, as well as the restructuring of Facebook, Youtube, and the two newest accounts to better attract attention to the client. This will fall in line with an outreach plan that both the client and the team agree on.
- Requirement 3

- A manual on how to use the systems, social media, and website that this team works on.

**Assumptions:** *This section is a list of the circumstances and events that need to occur in order for your project to be successful, but are outside the total control of the project team (e.g., access to client data, access to specialized software, participation by client personnel in application testing, etc.). Each assumption should be written as a complete sentence.*

- Access to the current website, which will be reformatted with both new and current info in order to redesign it to attract more attention.
- Clients or their associates have a skill set required for social media.
- Access to technical knowhow to install new technology on site such as webcams.

**Constraints:** *This section is a list of the things that might restrict, limit, or regulate your project (i.e., the limitations under which a project “must” be conducted). The constraints can come from external factors (e.g., social, environmental, political, economic, and technological) or internal factors (e.g., resources, expertise, business requirements, legal requirements, facilities, and so on). Each constraint should be written as a complete sentence.*

- Creating and attracting the attention needed for funding globally while attracting locally in Panama for adoptions.
- A Los Mininos worker or bot that would handle maintaining the social media and/or updating the website.
- Communication from Colorado Springs Mountain Time to Panama’s Eastern Time.
- The client can have power outages at any time because of where she is located.

- Client's personal understanding of social media and lack of access to current technologies.

**High-level Project Description and Boundaries:** *This section clearly defines those items that are inside and outside of the project. What is included in this project?*

*This section also identifies activities that are "out of scope"; including these activities will greatly reduce ambiguity and provide clarity to your purpose. This section should be 2 – 3 paragraphs.*

Our project includes creating a redesign for the Los Mininos Cat Sanctuary website. This redesign should include a redesign involving revamped gallery, donation button (i.e, Patreon, Paypal or GoFundMe), and connection to social media. A live feed of the Sanctuary is possible on the website - so long as our assumption of having access to technical knowhow is possible. Otherwise, we believe connecting live feed footage onto the site would be out of scope due to our inability to set such a thing up due to distance. A possible addition in donation options is being considered, such as Patreon, to better match the wants of the client to have a monthly payment in donations that she can count on every month.

Regarding social media, as per the expectations of the BI, our project will not be to run this client's social media. Our job in social media is to set up the proper accounts and outreach plan in order for Los Mininos Cat Sanctuary to perform outreach to potential funding and adoptions. This also entails organizing the plan for the client to execute

during and beyond the scope of the project. This plan will include the type of posts, frequency, and target audience. Afterward, the team will create an in-depth manual for everything we had accomplished during the semester so that our client may operate it for ease of use for the future.

**High-level Risks:** *This section outlines the risks identified at the start of the project. It includes a quick assessment of the significance of each risk (probability and effect) and how to address them.*

- Risk 1: Website work
  - Description: If implementing features on the website takes longer than expected, then some pieces of the website may not be able to be accomplished.
  - Probability: medium
  - Impact on the project: medium
  - Planned mitigation actions: we plan to remove it from the plan of action if necessary or at least scope it back so that it is made easier to make a complete looking website.
- Risk 2: Social media handoff
  - Description: The team will create outreach plans, but the team cannot promise it will be effective if the client does not find a way to manage it beyond the scope of the project.
  - Probability: Low
  - Impact on the project: High

- Planned mitigation actions: Creating a detailed social media and website manual for the client
- Risk 3: Technical project
  - Description: when handing off the manual, the client may not understand all of the info that we have in order to manage it herself.
  - Probability: medium
  - Impact on the project: medium
  - Planned mitigation actions – The team will address this on call to explain how the system works and clear up any confusion about it prior to the end of the project. The team will also work the tech in a way that will make it more accessible to the client.

**Summary Milestone Schedule:** *This section identifies the significant milestones or events in the project such as phases, decision gates, or the approval of a deliverable.*

- Website Redesign
  - A redesign that will welcome new info and features to the client's standards and reasonability in order to reach out to more funding and adoptions.
  - Date April 20th, 2020
- Social Media / Campaign
  - Expansion of current social media with new additions in hopes to gather more funding and followers to Los Mininos Cat Sanctuary.
  - Date: April 20th, 2020
- Communication/Outreach Manual

- A complete manual on how to operate and maintain the new additions to Los Mininos Cat Sanctuary's website, social media, or anything technical.
- Date: April 27th, 2020

**Stakeholder List:** *This section lists individuals, groups, or organizations that are actively involved in the project, have interests that may be positively or negatively affected by the performance or completion of the project, and may exert influence over the project, its deliverables or its team members.*

- Judy Odom
  - The client of the Los Mininos Cat Sanctuary teams. She has asked the BI to provide her with a team to improve on her communications and marketing strategy in Los Minios and to gather more attention to her sanctuary.

**Signatures and emails:**

Name: Judy Odom

Email: [judykodom@yahoo.com](mailto:judykodom@yahoo.com)

Signature:



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Signature:



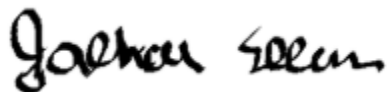
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Signature:



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Name: Sean Geismann

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Signature:



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Name: Kyle Smart

Email: [ksmart@uccs.edu](mailto:ksmart@uccs.edu)

Signature:



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Name: Steven Aljets

Email: [saljets@uccs.edu](mailto:saljets@uccs.edu)

Signature:



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#### Scope of Work Revisions:

- Improved the clarity and wording throughout the entire Scope of Work document.
- The addition of two more constraints in the “Constraints” Section.

**Supporting Material**

## 1) Social Media Audit

- a) This document is normally side by side, but due to the size of this report, we have compressed it to fit the margins of the page

## Social Media Document One: Social Media Audit

Purpose/Mission Statement (Specific reasoning for making a post)	Title of Idea (An overview of what will be done)	Handle and Posting Manager (Who will post it and on what account name)	Social Media Sites (Where will it be posted to)	Resources Needed to Accomplish (What are you trying to target with this?)	Target Demographics (Who are you trying to target with this?)
<p>The main plan for this document is to document all the ideas in the social media plan and place important information about these ideas here. This is a place to pull information from wherever a social media timeline is put together. There will be general concepts that you can post based on <a href="#">press and ads</a>.</p>					
<p>Permit audience of certain cats that are a priority to be adopted here.</p>	<p>Creating a Biography for a cat that needs to be adopted as a priority.</p>	<p>Los Minos Social Media Handler, @LosMinos, Instagram, Facebook, Twitter.</p>	<p>Instagram, Facebook, Twitter.</p>	<p>profiles of cats and important information about each for descriptions, access to social media accounts, list of priority cats</p>	<p>Anyone who may own a cat in Panama, particularly people with reasonable income age</p>
<p>Call attention to certain cats in order to push adoptions so that followers have a less to identify the cats with, as well as call people to action by adopting.</p>	<p>posting updates on those specific cats</p>	<p>Los Minos Social Media Handler, @LosMinos, Instagram, Facebook, Twitter.</p>	<p>Instagram, Facebook, Twitter.</p>	<p>picture and description of certain cats</p>	<p>animal lovers</p>
<p>show donors how their money is being spent in a positive and useful way</p>	<p>posting enticing property pictures with the abundance of cats seemingly enjoying the plentiful resources</p>	<p>Los Minos Social Media Handler, @LosMinos, Instagram, Facebook, Twitter.</p>	<p>Instagram, Facebook, Twitter.</p>	<p>picture and description of certain cats</p>	<p>animal lovers</p>
<p>in order for the company to get more diverse audience, we must express that the love of cats extends to more than just cat ladies</p>	<p>post pictures of cat owners and their cats of all different ages, sexes, and races.</p>	<p>Los Minos Social Media Handler, @LosMinos, Instagram, Facebook, Twitter.</p>	<p>Instagram, Facebook, Twitter.</p>	<p>picture and description of certain cats</p>	<p>animal lovers, (with donation money)</p>
<p>Tell a story about a specific litter so people can relate with your message. This can also be used to specify a particular cat that is at and a story about the cat to encourage people to take action even gain awareness about what is happening in Los!</p>	<p>post pictures of cat owners and their cats of all different ages, sexes, and races.</p>	<p>Los Minos Social Media Handler, @LosMinos, Instagram, Facebook, Twitter.</p>	<p>Instagram, Facebook, Twitter.</p>	<p>picture and description of certain cats</p>	<p>litty people of all ages, sexes, and races</p>
<p>prove to the audience that the litters are fully nourished, healthy and happy</p>	<p>post a picture (or video) of cats excited around their food for dinner time with a caption labeled "dinner for the litters"</p>	<p>Los Minos Social Media Handler, @LosMinos, Instagram, Facebook, Twitter.</p>	<p>Instagram, Facebook, Twitter.</p>	<p>picture and description of certain cats</p>	<p>previous litters owners, people with sympathy/sweet spot for litters</p>
<p>show the audience that the litters are in the christmas spirit and relate the post to the holiday times by spreading news of cute litters. Preferably marketing one of the cats that needs an immediate home</p>	<p>post a cute picture that has a litty posed with a christmas hat on, (handmade hat, uddolph nose, etc.)</p>	<p>Los Minos Social Media Handler, @LosMinos, Instagram, Facebook, Twitter.</p>	<p>Instagram, Facebook, Twitter.</p>	<p>picture and description of certain cats</p>	<p>previous animal owners</p>
<p>Celebrate New Years by promoting a new opportunity and a "new star" adoption event</p>	<p>post a picture of some litters dressed with cylinder caps, sparkles, and funny glasses to celebrate the new years. the caption will say "New Year new you, new litty!" (something along those lines). Promote the fact that adoptions can start a fresh year with a new companion.</p>	<p>Los Minos Social Media Handler, @LosMinos, Instagram, Facebook, Twitter.</p>	<p>Instagram, Facebook, Twitter.</p>	<p>picture and description of certain cats</p>	<p>christian cat lovers, not bringing any group out, but christmas is generally celebrated by a religious audience, not excluded everyone loves the holidays, try to tone it non specific Christmas, but rather mention holidays as a whole</p>
<p>Explain how the litters live in a perfect habitat by marketing the beautiful scenery of Panama (the cat sanctuary had)</p>	<p>post a picture of the property owned in Panama, go into detail about how the temperature and sunshine is perfect for cats to live in Panama. this picture should include the mountain view that is enjoyed from the property.</p>	<p>Los Minos Social Media Handler, @LosMinos, Instagram, Facebook, Twitter.</p>	<p>Instagram, Facebook, Twitter.</p>	<p>picture and description of certain cats</p>	<p>cat lovers that are celebrating the new years</p>
<p>market the litters as "coffee and towel lovers". the purpose of this is to market the cats to adoption sync with the coffee and towel festival in Boquete, Panama</p>	<p>Promote the festival by posting a picture of a purchased coffee bag with flowers surrounding a litty. the litty should be the center of attention, but the reader should also be able to notice the coffee and flowers. the caption should say something along the lines of: "Kisses, Coffee, and towels! What more could someone ask for! come on down to check out all of these wonderful litters after enjoying the festival downtown"</p>	<p>Los Minos Social Media Handler, @LosMinos, Instagram, Facebook, Twitter.</p>	<p>Instagram, Facebook, Twitter.</p>	<p>picture of property</p>	<p>Cat adopters who live outside of Panama, but catch word of Los Minos via social media</p>
<p>remind the audience that the litters are available even on rainy days!</p>	<p>post a picture of some litters being lazy and enjoying the snuggles of a rainy day. Caption the post like: "This litty knows how to spend a rainy day"</p>	<p>Los Minos Social Media Handler, @LosMinos, Instagram, Facebook, Twitter.</p>	<p>Instagram, Facebook, Twitter.</p>	<p>picture of property</p>	<p>cat lovers that are celebrating the new years</p>
<p>Let the audience know that cats are indeed being picked up! make it seem as if they are going fast and the reader doesn't act fast, the litters will be all gone!</p>	<p>post a picture of a new owner with his or her new litty! the caption should mention something along the lines of: "this is a picture of a happy new owner and his/her new litty!"</p>	<p>Los Minos Social Media Handler, @LosMinos, Instagram, Facebook, Twitter.</p>	<p>Instagram, Facebook, Twitter.</p>	<p>picture of a happy new owner and his/her new litty</p>	<p>litty owners</p>
<p>make a "litty of the week" poster to push adoption for specific</p>	<p>create a poster for a certain litty which has been behaving exceptionally well. The poster can have special colors and</p>	<p>Los Minos Social Media Handler, @LosMinos, Instagram, Facebook, Twitter.</p>	<p>Instagram, Facebook, Twitter.</p>	<p>picture of a happy new owner and his/her new litty</p>	<p>Kitty adopters</p>

Target Demographics (who are you trying to target with this?)	How it will be Done and Other Notes (explanation for how to accomplish) The posts will consist of a name, a picture, and a description for what the cat is like. Place priority information in the description. Post the image and type up the name and description as the caption on each social media site. There will be a similar example in other notes to the right of here.	Link to Example Post (should include a link to an example of some kind so that it can be followed correctly)	Prepost behind a hashtag Posts on this page are more likely to draw attention to a specific need. The caption page on Instagram is based off of hashtags. If you include a hashtag that is similar to someone else's interest, your post will appear on their public page. Twitter and Facebook are similar. Hashtags draw attention. Hashtags need to be simple and no more than 2 words. Use the ones specific to the niche, but choose them to be somewhat generic.	Engage Visibly Posting Schedule	Ever-Special Events Additional Posts
Hashtag Ideas For Each Post					
Anyone who may own a cat in Panama, particularly people with reasonable income aged 24-40		<a href="https://www.instagram.com/p/BZ2U1F5B1d/">https://www.instagram.com/p/BZ2U1F5B1d/</a>	#cats #adoption #kitty #kityadoption #catadoption #love #home #feline #love		
animal lovers	the following link is an Instagram post showing some of the property and lists the names of the dogs in the picture and tells a story. It also proves to potential investors/adoption that the kitties are loving their lives on the large property!	<a href="https://www.instagram.com/p/BZ3A5BpM1d/">https://www.instagram.com/p/BZ3A5BpM1d/</a>	#cats #adoption #kitty #kityadoption #catadoption #love #home #feline #love #mountains #home #sanctuary		
animal lovers (with donation money)	the following picture is a man with a doggy. This image can be replicated with man and his new kitty.	<a href="https://www.instagram.com/p/BZ3A5BpM1d/">https://www.instagram.com/p/BZ3A5BpM1d/</a>	#cats #adoption #kitty #kityadoption #catadoption #love #feline #love #mountains #home #sanctuary		
kitty people of all ages, sexes, and races	the following Instagram post is a fantastic example that should be followed. It includes attractive activities that a certain kitty does and give a detailed, brief description of the kitty.	<a href="https://www.instagram.com/p/BZ3A5BpM1d/">https://www.instagram.com/p/BZ3A5BpM1d/</a>	#cats #adoption #kitty #kityadoption #catadoption #love #feline #love #mountains #home #sanctuary		
previous kitty owners, people with sympathy for sweet spot for kitties	the following post is a kitty snacking on some food. The post can either involve just one kitty eating, or include a whole bunch of kitties eating.	<a href="https://www.instagram.com/p/BZ3A5BpM1d/">https://www.instagram.com/p/BZ3A5BpM1d/</a>	#cats #adoption #kitty #kityadoption #catadoption #love #feline #love #mountains #home #sanctuary		
previous animal owners	christian cat lovers: not singling any group out, but Christmas is generally celebrated by a religious audience, not excluded, everyone loves the holidays! (try not to tone it down specifically Christmas, but rather mention holidays as a whole.	<a href="https://www.instagram.com/p/BZ3A5BpM1d/">https://www.instagram.com/p/BZ3A5BpM1d/</a>	#cats #adoption #kitty #kityadoption #catadoption #love #feline #love #mountains #home #sanctuary		
cat lovers that are celebrating the new years	The following post includes a doggy with reindeer antlers on. This is a great example of an in-house (or holiday) post.	<a href="https://www.instagram.com/p/BZ3A5BpM1d/">https://www.instagram.com/p/BZ3A5BpM1d/</a>	#cats #adoption #kitty #kityadoption #catadoption #love #feline #love #mountains #home #sanctuary		
cat lovers that are celebrating the new years	the following example is a basic mountain view in Panama. The same stunning view can be captured from the sanctuary. Really brag about the property and how beautiful it is.	<a href="https://www.instagram.com/p/BZ3A5BpM1d/">https://www.instagram.com/p/BZ3A5BpM1d/</a>	#cats #adoption #kitty #kityadoption #catadoption #love #feline #love #mountains #home #sanctuary		
Cat adopters who live outside of Panama, but catch wind of Los Finnos via social media. Local adopters who appreciate your property	a YouTube video about the new house and the view from the house.	<a href="https://www.instagram.com/p/BZ3A5BpM1d/">https://www.instagram.com/p/BZ3A5BpM1d/</a>	#cats #adoption #kitty #kityadoption #catadoption #love #feline #love #mountains #home #sanctuary		
festival goers, locals, and kitty lovers	highlight reel <a href="https://www.facebook.com/pmp01767823472F?z=2F&amp;www.youtube.com/watch?v=3FwZ3D5-4Pm0V&amp;list=PL2858aue73Dyou.be/2858aue73Dyou.be/4P243W3veyou">https://www.facebook.com/pmp01767823472F?z=2F&amp;www.youtube.com/watch?v=3FwZ3D5-4Pm0V&amp;list=PL2858aue73Dyou.be/2858aue73Dyou.be/4P243W3veyou</a> This post should include some hashtags to attract the attention of a larger audience. Hashtags such as: #PanamaDay, #kitty, #snuggles.	<a href="https://www.instagram.com/p/BZ3A5BpM1d/">https://www.instagram.com/p/BZ3A5BpM1d/</a>	#cats #adoption #kitty #kityadoption #catadoption #love #feline #love #mountains #home #sanctuary		
lazy kitty owners		<a href="https://www.instagram.com/p/BZ3A5BpM1d/">https://www.instagram.com/p/BZ3A5BpM1d/</a>	#cats #adoption #kitty #kityadoption #catadoption #love #feline #love #mountains #home #sanctuary		
Kitty adopters	this is just another way to keep reminding your followers of a certain kitty. These posts can be fun and you can include the "baseball card"	<a href="https://www.instagram.com/p/BZ3A5BpM1d/">https://www.instagram.com/p/BZ3A5BpM1d/</a>	#cats #adoption #kitty #kityadoption #catadoption #love #feline #love #mountains #home #sanctuary		

## Social Media Document Two: Weekly Posting Schedule

Columns: Day of Week. Rows: Idea For Post, Link, Cell Reference to Audit

Weekly Social Media Schedule							
DAY	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Type of Post	Weely property post	Story of the week		Kittle of the week post	Weekly update	Feline Friday!	Saturday Feline Friday reminder/ thank donors
Ideas for post	- sorrounding mountains, big yard, brick fountain in backyard, green grass, picture of house, slumber area of cats,	-happenings around place, a kitty doing something goofy,		- Baseball card idea. the card will include basic stats such as height, weight, sex, age, favorable traits, where found.ect.	-new adptions, new arrivals, type of food being consumed, weekly accomplishments, any new updates to property	-The purpose of feline fridays are to entertain/interact with followers. Posts should entertain the audience.	-Picture of kitties thanking donors, directing viewers to the donation page, "with your help...".
Link to similar post Example cell from Social Media Audit	<a href="https://www.instagram.com/p/B88xidAW7H/">https://www.instagram.com/p/B88xidAW7H/</a>	<a href="https://www.instagram.com/p/6_WXpcRUvq/">https://www.instagram.com/p/6_WXpcRUvq/</a>		<a href="https://www.instagram.com/p/BNuTqIghkyU/">https://www.instagram.com/p/BNuTqIghkyU/</a>	<a href="https://www.instagram.com/p/B3vxBgnMcx/">https://www.instagram.com/p/B3vxBgnMcx/</a> , <a href="https://www.instagram.com/p/BO-aXULjdz/">https://www.instagram.com/p/BO-aXULjdz/</a> <a href="https://www.instagram.com/p/B9MlomGOA-qY/">https://www.instagram.com/p/B9MlomGOA-qY/</a> <a href="https://www.instagram.com/p/B8AKReBpKS/">https://www.instagram.com/p/B8AKReBpKS/</a>	<a href="https://www.instagram.com/p/B_ETPkIp6pZ/">https://www.instagram.com/p/B_ETPkIp6pZ/</a> <a href="https://twitter.com/LeBatar/status/1250818114507485185">https://twitter.com/LeBatar/status/1250818114507485185</a>	<a href="https://www.instagram.com/p/BJjgmrH9PZ/">https://www.instagram.com/p/BJjgmrH9PZ/</a>
Media Audit	A12	A21, A22		A16, A8	A6, A7, A9, A15	A23	A24

## Social Media Document Three: Special Events Post

Special Events Additional Posts					Other Posts: Weather		
Date:	USA/Panama/Both	Month	Link to Example Post	Cell reference from Social Media Audit	Weather Type	Link to Post	Cell reference From Social Media Audit
January							
1/1	Both	New Years day		A11	Rainy day	<a href="https://www.instagram.com/p/B-Si8QJ9b0/">https://www.instagram.com/p/B-Si8QJ9b0/</a>	A14
1/9	Panama	Matyr's Day		A25	Sunny day		A28
February							
2/25	Both	Mardi Gras	<a href="https://www.instagram.com/p/B9AM8Sllivt0/">https://www.instagram.com/p/B9AM8Sllivt0/</a>	A26	Windy day		
2/26	Both	Ash Wednesday					
2/14	Both	Valentine's Day	<a href="https://www.instagram.com/p/B86RHmJdTq/">https://www.instagram.com/p/B86RHmJdTq/</a>	A27			
March							
3/17	USA	St. Patrick's Day					
April							
4/5	both	Palm Sunday					
4/10	both	Holy Friday					
4/12	both	Easter	<a href="https://www.instagram.com/p/B-nl6WJ8m/">https://www.instagram.com/p/B-nl6WJ8m/</a>	A18			
4/22	USA	Earth Day	<a href="https://www.instagram.com/p/nGagpZEfqv/">https://www.instagram.com/p/nGagpZEfqv/</a>	A17			
May							
5/1	Panama	Labor Day					
5/4	USA	Cinco de mayo					
5/10	USA	Mother's Day	<a href="https://www.instagram.com/p/BiurA1cFZdo/">https://www.instagram.com/p/BiurA1cFZdo/</a>	A19			
June							
6/19	USA	Juneteenth					
6/21	USA	Father's Day					
July							
August							
7/4	USA	American Independence					
September							
Do not post in months near Halloween							
October							
10/29	Both	National Cats Day					
10/31	USA	Halloween					
November							
11/1	both	end daylight savings					
11/3	Panama	Separation Day					
11/4	Panama	Flag Day					
11/5	Panama	Colon Day					
11/10	Panama	Los Santos Uprising Day					
11/28	Panama	Independence Day					
December							
12/8	Panama	Panama's Mother's day	<a href="https://www.instagram.com/p/BiurA1cFZdo/">https://www.instagram.com/p/BiurA1cFZdo/</a>	A19			
12/11	Both	Hanukkah					
12/25	Both	Christmas Day	<a href="https://www.instagram.com/p/BNzggOtB00s/">https://www.instagram.com/p/BNzggOtB00s/</a>	A10			
12/26	Both	Kwanzaa					
12/31	Both	New Years Eve		A11			

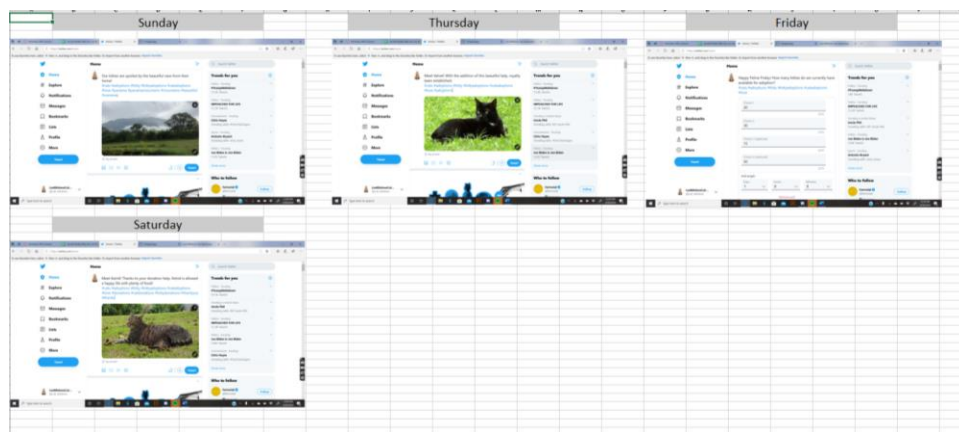
### Social Media Document Four: Instructions

Links Included:

Part 1: <https://youtu.be/AXaAjOp3o28> Part 2: <https://youtu.be/J982PiZxIMU>

How to use this guide to post			
Step 1:	Locate the weekly posting schedule. Follow the day of the week that is instructed.	Link to example video:	Part 1: <a href="https://youtu.be/AXaAjOp3o28">https://youtu.be/AXaAjOp3o28</a>
Step 2:	The weekly posting schedule gives a clear reference to the exact type of post that should be followed. Reference that post from the Social Media Audit.		Part 2: <a href="https://youtu.be/J982PiZxIMU">https://youtu.be/J982PiZxIMU</a>
Step 3:	Open the example links that are attached. These links should serve as a model of which you should follow.	Reference (example) accounts	Instagram: <a href="https://www.instagram.com/animaladoptioncenter/">https://www.instagram.com/animaladoptioncenter/</a>
Step 4:	Open Instagram/Twitter/Facebook		Twitter: <a href="https://twitter.com/kindnessranch/">https://twitter.com/kindnessranch/</a>
Step 5:	Replicate the post on each platform		<a href="https://twitter.com/TorontoCatRescu">https://twitter.com/TorontoCatRescu</a>
		Login Information	
		Username	Password
		Instagram	losmininoscatsanctuary
		Twitter	@cat_mininos
		Facebook	Mininos14Sanct181

### Social Media Document Five: Example Twitter Posts



2) Logo attempts

Attempt One:



Attempt Two:



Attempt Three:



Attempt Four:



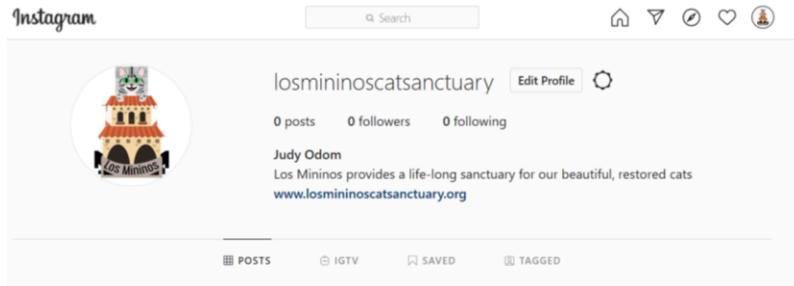
Attempt Five: (Final Logo)





### 3) Social Media Accounts

#### a) Instagram:



#### b) Twitter:

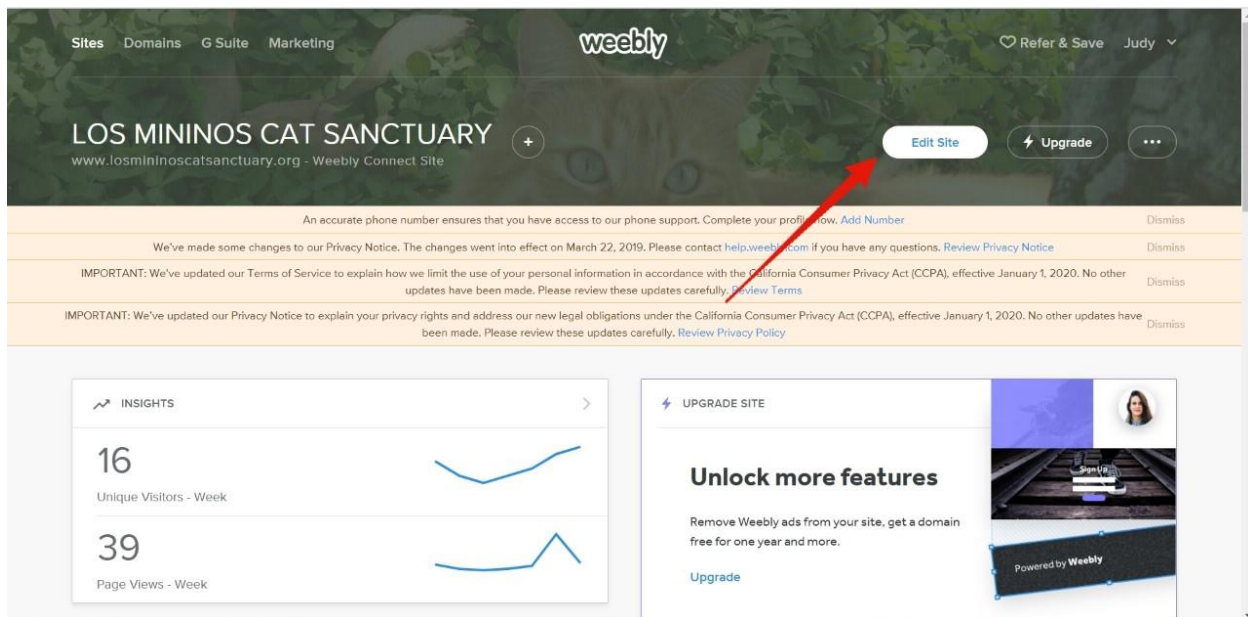


## Technical Manuals:

How to use website plugins:

### How to create/edit the adoption profile webpage

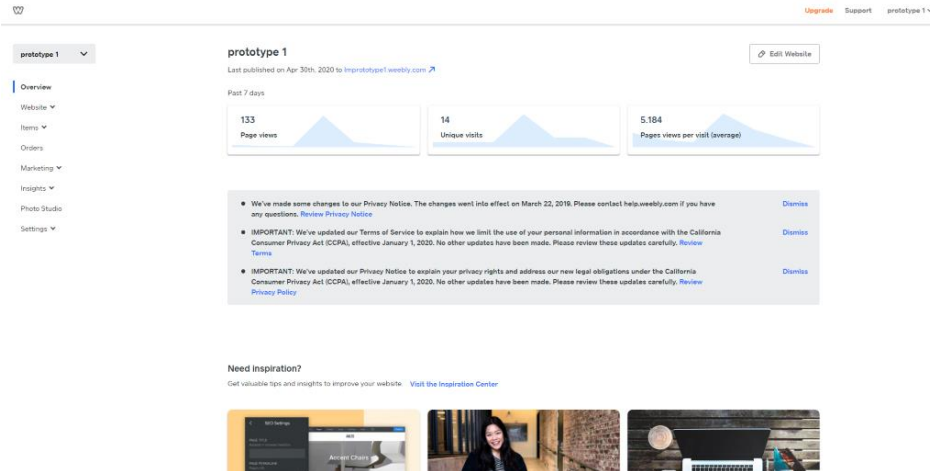
When you log-in to Weebly, to edit the website you click edit as shown below



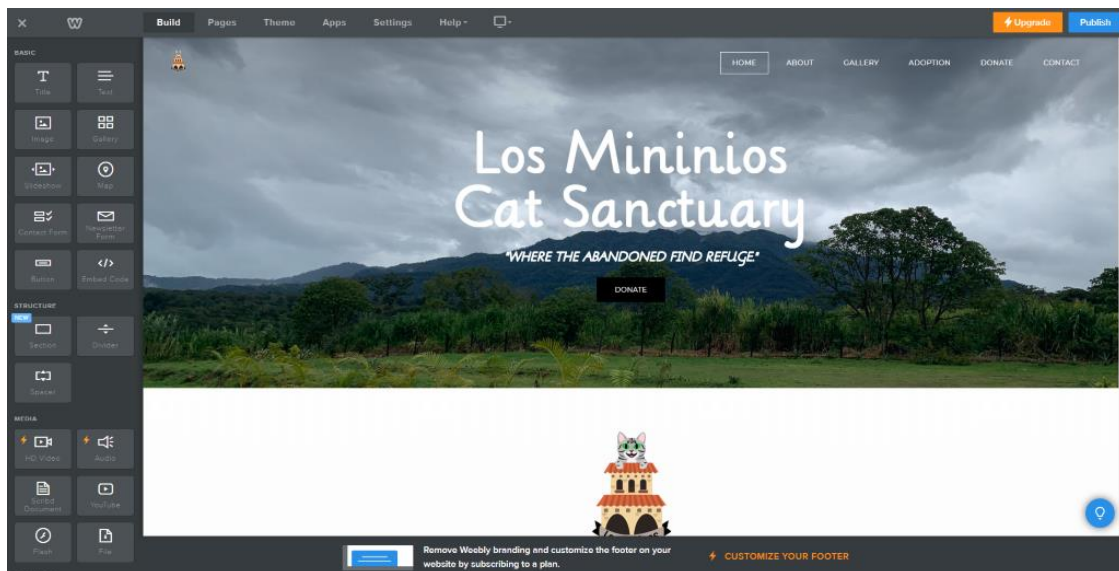
Overall - editing and managing the website is largely drag and drop from the black bar on the left, and to edit you typically double click and change the settings.

However when dealing with plug-ins such as with the Team Profiles, it requires more instruction as shown below.

Step 1 – Sign into weebly and get to this page:



Step 2- Click on the edit Website button on the top right of the screen to get to this screen:

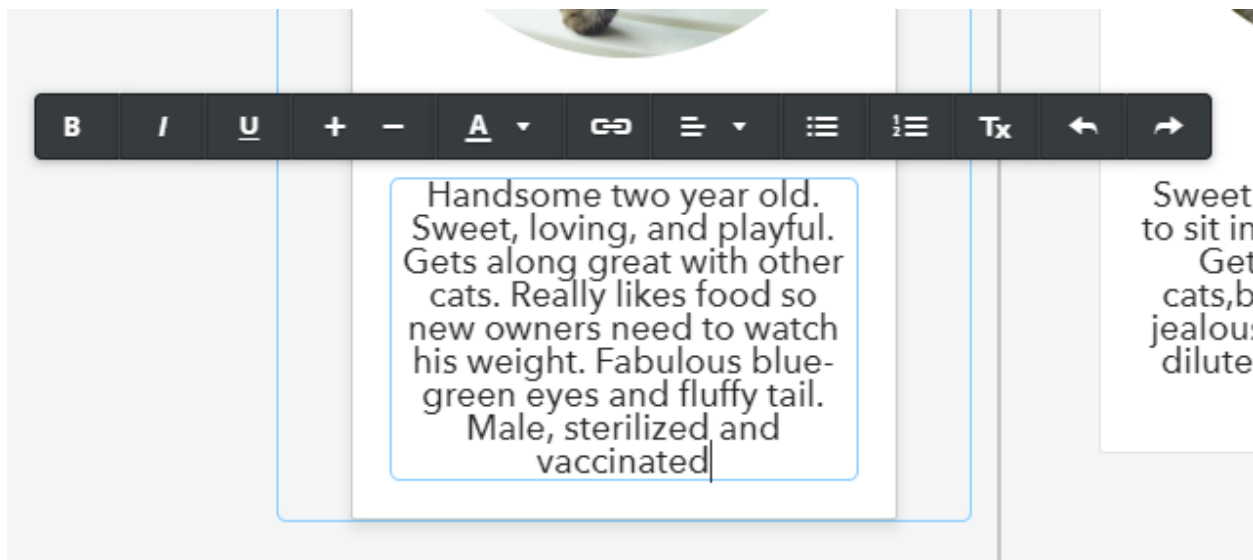


Step 3 – Click on the Adoption button on the website to go that webpage:



#### Step 4 – Editing and changing current profiles

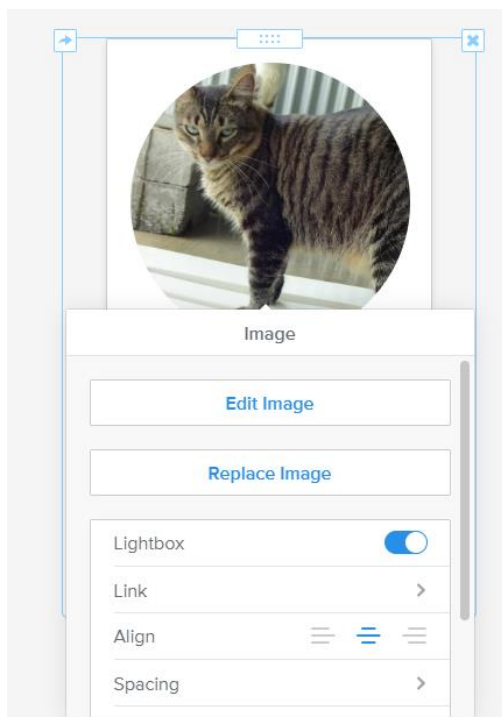
Now to edit/change one of the profiles, you want to click on the name/description you want to edit. If correctly done the box you want to edit should have a blue box around it like this:



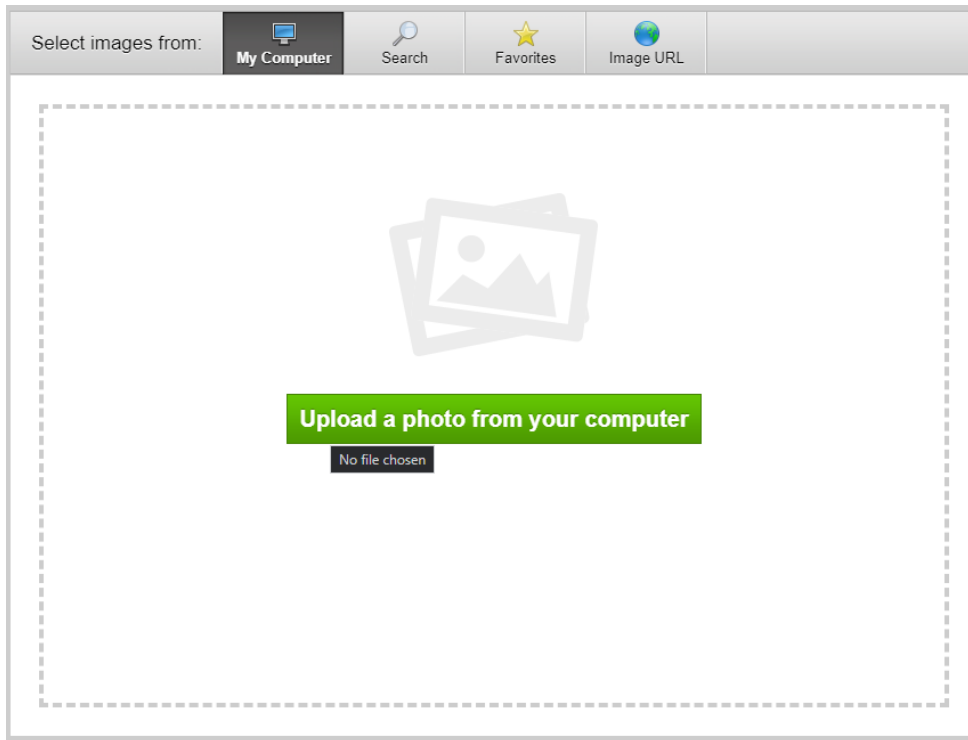
Now you can change the details of the profile and the name.

### Step 5 – Changing the picture on the profile

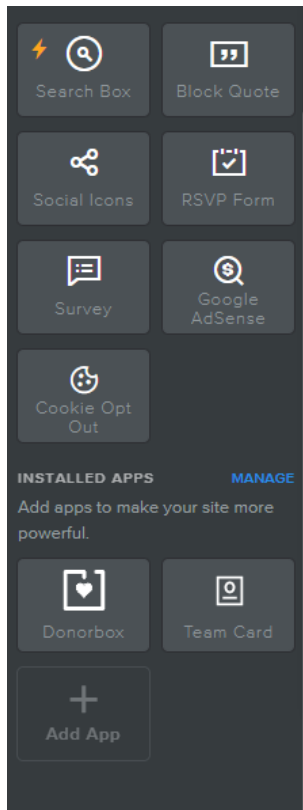
Now we are going to change the photo that is connected to the one that you are changing. You want to go to the picture you want to change and double click on the picture and this box should pop up



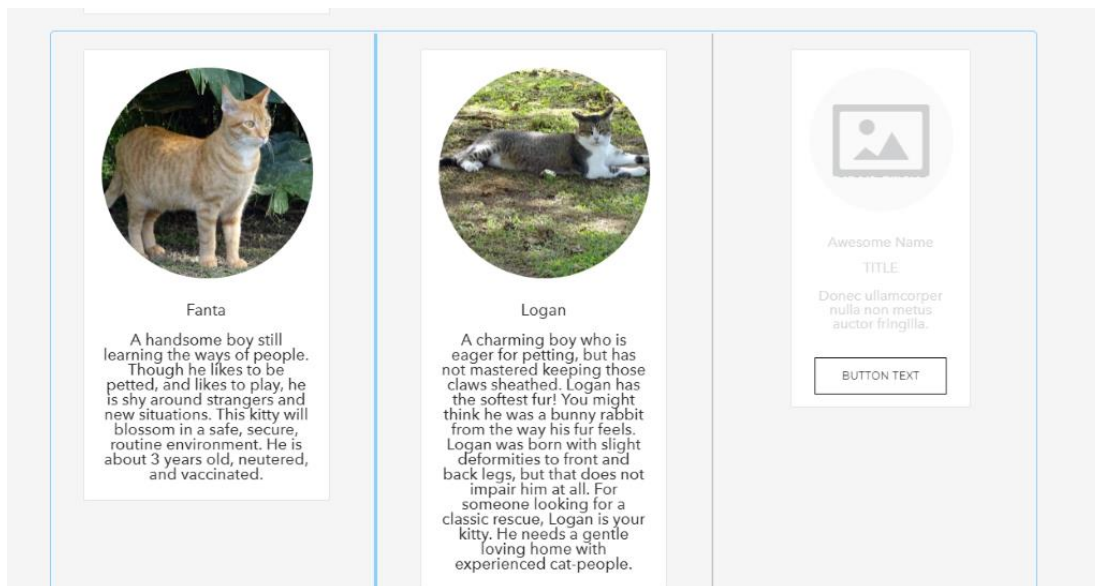
You want to click “Replace Image” in order to change the picture associated with the profile.



Step 6 – If you want to add another profile to the page you want to scroll down on the gray bar on the left until you find installed apps.

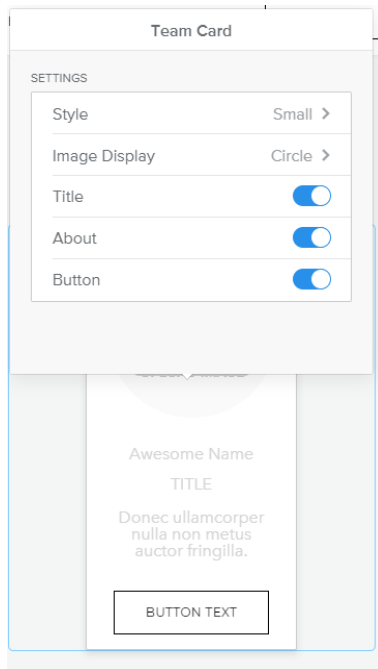


Next you want to click and drag the team cards button onto the website

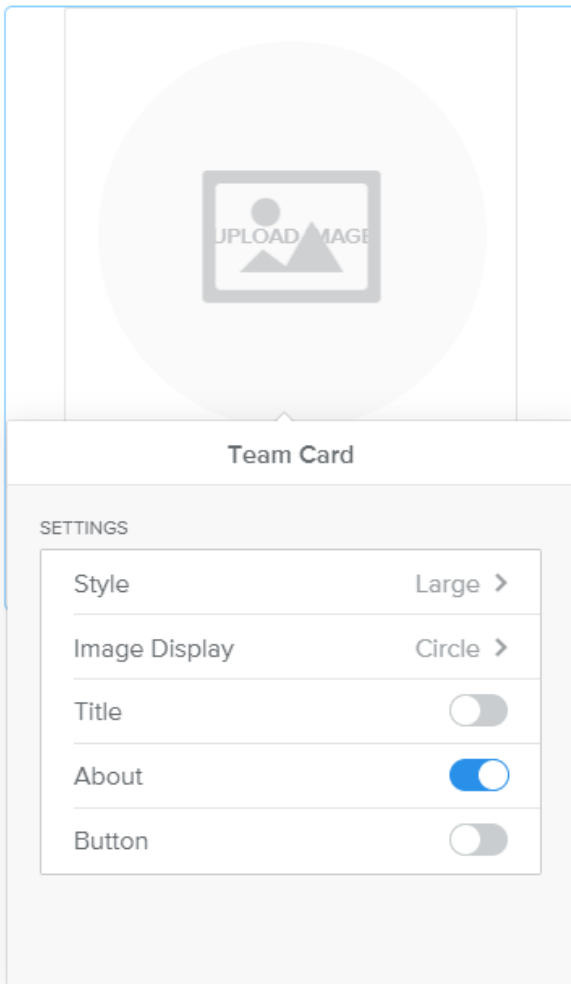




Then, you want to click on the blank team card, and this should pop up



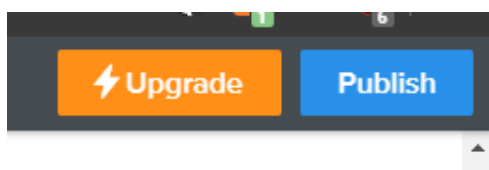
You want to change the Style to Large and unmark the Title and the button options and it should now look like this



Now you are free to do the steps above to change/edit the description and name of profile for the cat that is up for adoption.

I recommend that only having 3 profiles on a line at a time or the profiles will overlap.

Once you are done editing and adding the profiles for the cats, you NEED to click the publish button on the upper-right corner of the screen to make the website go live with the changes



## Research Documents:

Host Name	Price	Security of Host	Domain deal	Free email addresses	Ease of Delopment	Price for Domain . Org per year	Rating
Ipage	\$71.64 for 3 years	Excellent - Free SSL Cert	Yes - 1 year for free	Yes	Most to all website builders are allowed	\$17	10
GoDaddy	\$216.18 for 3 years	Excellent - Free SSL Cert	Free for duration of the plan	Yes	Most to all website builders are allowed	Free with plan	7
BlueHost	\$142.20 for 3 years	Excellent - Free SSL Cert	Free for duration of the plan	Yes	Most to all website builders are allowed	Free with plan	6
Kualo	Free with 501C3	Excellent - Free SSL Cert	No Deal	Yes - 10	Most to all website builders are allowed	\$15	?
MightWeb	Same						
Interserver	free with 501C3	Good	Free with plan?	Unlimited	Most to all website builders are allowed	Free with plan	?

## List of Meetings During Semester:

Note: All meetings took place over Skype

1. 2/4/2020 - 5-6PM, From UCCS Library
2. 2/8/2020 - 5-6PM, From UCCS Library
3. 2/14/2020 - 5-6PM, From UCCS Library
4. 2/22/2020 - 1-2PM, From Home
5. 2/25/2020 - 3-4PM, From UCCS Library
6. 3/10/2020 - 3-4PM, From UCCS Library
7. 3/17/2020 - 3-4PM, From Home
8. 3/31/2020 - 3-4PM, From Home
9. 4/7/2020 - 3:30-4:30PM, From Home
10. 4/14/2020 - 3:30-4:30PM, From Home
11. 4/21/2020 3:30-4:30PM, From Home
12. 4/28/2020 - 3:30-4:30PM, From Home

## List of Softwares Used but not in Technical Manual:

- For logo creation:
  - Adobe Photoshop
  - Adobe Illustrator

- For social media guide:
  - Google Sheets
  - Excel

**More Info on the Team:**

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# Team Logging Hours

Los Mininos Cat Sanctuary							
Team Schedule							
Availability							
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Joshua J	?	During Class	?	?	?	?	?
Joseph	After 5PM	During Class	All day	All day	All day	All day	Varies
Josh E	All Day	During Class	All day	After 1PM	After 1:30PM	All day	All day
Kyle	Before 12:15	During Class After	X	After 1:30PM	All day	All day	All day
Sean	X	During Class	X	X	After 4PM	After 4PM	All day
Steven	All Day	During Class	Before 6PM	X	More 10:30 After	All day	After 12 PM

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Total
Monday 2/3/20		3						3
Tuesday 2/4/20	1.5	1.5	1.5	1.5	1.5	1.5		9
Wednesday 2/5/20								0
Thursday 2/6/20								0
Friday 2/7/20								0
Saturday 2/8/20	1.25	1.25	1.25	1.25		1.25		6.25
Sunday 2/9/20								0
<b>Individual Hours</b>	<b>2.75</b>	<b>6.75</b>	<b>2.75</b>	<b>2.75</b>	<b>1.5</b>	<b>2.75</b>		<b>16.25</b>
Monday 2/10/20		1						1
Tuesday 2/11/20	0.5	0.5	0.5	0.5	0.5	0.5		3
Wednesday 2/12/20			0.75	0.75				1.5
Thursday 2/13/20								0
Friday 2/14/20	1	1	1	1.25	1			5.25
Saturday 2/15/20	3							3
Sunday 2/16/20		1.25						1.25
<b>Individual Hours</b>	<b>5.5</b>	<b>4.5</b>	<b>2.25</b>	<b>1.75</b>	<b>1.5</b>	<b>0.5</b>		<b>16</b>
Monday 2/17/20								0
Tuesday 2/18/20	0.5	0.5			0.75			1.75
Wednesday 2/19/20								0
Thursday 2/20/20			0.5		1			1.5
Friday 2/21/20								0
Saturday 2/22/20	2							2
Sunday 2/23/20		1						1
<b>Individual Hours</b>	<b>2.5</b>	<b>1.5</b>	<b>0.5</b>	<b>0</b>	<b>1.75</b>	<b>0</b>		<b>6.25</b>
Monday 2/24/20					1	0.5		1.5
Tuesday 2/25/20	1.5	1.5	1.5	1.75	1.5	1.5		9.25
Wednesday 2/26/20								0
Thursday 2/27/20				1				1
Friday 2/28/20								0
Saturday 2/29/20		0.5	1.5					2
Sunday 3/1/20								0
<b>Individual Hours</b>	<b>1.5</b>	<b>2</b>	<b>3</b>	<b>2.75</b>	<b>2.5</b>	<b>2</b>		<b>13.75</b>
Monday 3/2/20						3		3
Tuesday 3/3/20	0.75	0.75	0.75	0.75	0.75	0.75		4.5
Wednesday 3/4/20		0.75	0.75					1.5
Thursday 3/5/20								0
Friday 3/6/20								0
Saturday 3/7/20	3	1			1			5
Sunday 3/8/20								0

Attended Class/Meeting		
Week 1		
Joshua J	Y	Y
Joseph	Y	Y
Josh E	Y	Y
Kyle	Y	Y
Sean	Y	N
Steven	Y	Y

Week 2		
Joshua J	Y	Y
Joseph	Y	Y
Josh E	Y	Y
Kyle	Y	Y
Sean	Y	Y
Steven	Y	N

Week 3		
Joshua J	C	Y
Joseph	C	C
Josh E	C	C
Kyle	C	C
Sean	C	C
Steven	C	C

Week 4		
Joshua J	Y	Y
Joseph	Y	Y
Josh E	Y	Y
Kyle	N	Y
Sean	Y	Y
Steven	Y	Y

Week 5		
Joshua J	Y	C
Joseph	Y	C
Josh E	Y	C
Kyle	Y	C
Sean	Y	C
Steven	Y	C

Total Hours	
Joshua J	42.25
Joseph	52
Josh E	32.5
Kyle	44.75
Sean	30.75
Steven	32
<b>Group</b>	<b>234.25</b>

Individual Hours		3.75	2.5	1.5	0.75	1.75	3.75	14
Monday	3/9/20	3	1.5	1.5	3	1	2.25	12.25
Tuesday	3/10/20	1.5	1.5	1.5	1.5	1.5	1.5	9
Wednesday	3/11/20							0
Thursday	3/12/20			0.5				0.5
Friday	3/13/20		1					1
Saturday	3/14/20	2			2	2		6
Sunday	3/15/20							0
Individual Hours		6.5	4	3.5	6.5	4.5	3.75	28.75
Monday	3/16/20		0.5	1	1		2.5	5
Tuesday	3/17/20	0.75	0.75	0.75	0.75	0.75	0.75	4.5
Wednesday	3/18/20			0.25				0.25
Thursday	3/19/20					1		1
Friday	3/20/20							0
Saturday	3/21/20	2						2
Sunday	3/22/20							0
Individual Hours		2.75	1.25	2	1.75	1.75	3.25	12.75
Monday	3/23/19							0
Tuesday	3/24/19							0
Wednesday	3/25/19							0
Thursday	3/26/19							0
Friday	3/27/19							0
Saturday	3/28/19		0.5	0.5				1
Sunday	3/29/19	0.5	0.75	0.5	1	2		4.75
Individual Hours		0.5	1.25	1	1	2	0	5.75
Monday	3/30/20						3	3
Tuesday	3/31/20	2	2	2	2	2	2	12
Wednesday	4/1/20							0
Thursday	4/2/20							0
Friday	4/3/20		1	1				2
Saturday	4/4/20	2	1	1				4
Sunday	4/5/20				3			3
Individual Hours		4	4	4	5	2	5	24
Monday	4/6/20		0.5			1	2.5	4
Tuesday	4/7/20	1	2.5	1	4	1	1	10.5
Wednesday	4/8/20					1		1
Thursday	4/9/20							0
Friday	4/10/20		0.5					0.5
Saturday	4/11/20		1	1				2
Sunday	4/12/20							0
Individual Hours		1	4.5	2	4	3	3.5	18
Monday	4/13/20		1.5	1		1	0.5	4
Tuesday	4/14/20	0.5	1.5		2	2		6
Wednesday	4/15/20							0
Thursday	4/16/20							0
Friday	4/17/20	2		0.5				2.5
Saturday	4/18/20							0
Sunday	4/19/20		1			1		2
Individual Hours		2.5	4	1.5	2	4	0.5	14.5
Monday	4/20/20				1		1.5	3.5
Tuesday	4/21/20	1	1.5	0.5	1.5	1	1	6.5
Wednesday	4/22/20		1			1		2
Thursday	4/23/20							0
Friday	4/24/20							0
Saturday	4/25/20			0.5				0.5
Sunday	4/26/20		1					1

Week 6		
Joshua J	Y	Y
Joseph	Y	Y
Josh E	Y	Y
Kyle	Y	Y
Sean	Y	Y
Steven	Y	Y

Week 7		
Joshua J	✖	Y
Joseph	✖	Y
Josh E	✖	Y
Kyle	✖	Y
Sean	✖	N
Steven	✖	Y

Week 8		
Joshua J	N/A	C
Joseph	N/A	C
Josh E	N/A	C
Kyle	N/A	C
Sean	N/A	C
Steven	N/A	C

Week 9		
Joshua J	Y	Y
Joseph	Y	Y
Josh E	Y	Y
Kyle	Y	Y
Sean	Y	Y
Steven	Y	Y

Week 10		
Joshua J	Y	Y
Joseph	Y	Y
Josh E	Y	Y
Kyle	Y	Y
Sean	Y	Y
Steven	Y	Y

Week 11		
Joshua J	N/A	Y
Joseph	N/A	Y
Josh E	N/A	N
Kyle	N/A	N
Sean	N/A	Y
Steven	N/A	N

Week 12		
Joshua J	Y	Y
Joseph	Y	Y
Josh E	Y	Y
Kyle	Y	N
Sean	Y	Y
Steven	Y	Y

Individual Hours		1	3.5	2	3.5	1	2.5	13.5
Monday	4/27/20	0.5	4	4				8.5
Tuesday	4/28/20	0.5	1.5	1.5	3	0.5	0.5	7.5
Wednesday	4/29/20							0
Thursday	4/30/20	3	1.25		2			6.25
Friday	5/1/20	4	6.5	1	8	3	4	26.5
Saturday	5/2/20							0
Sunday	5/3/20							0
Individual Hours		8	13.25	6.5	13	3.5	4.5	48.75

Week 13		
Joshua J	Y	Y
Joseph	Y	Y
Josh E	Y	Y
Kyle	Y	Y
Sean	Y	Y
Steven	Y	Y