

Portfolio VII Team Declaration & Charter

Group Member Names and Degree Program

Sydney Albert-EB

Ryan Shirley-EB

Jordan Dunne-EB

Jacob Schmidt-EB

Eric Quatela-EB

Name of Company & Corporate Headquarter Location

The City of Orlando: CITY HALL

400 S. ORANGE AVENUE Orlando, FL 32801

Stock Ticker Symbol & What Market It's Traded On (if applicable)

N/A

Initial Problem & Solution

iLead is a successful platform that can help make neighborhoods and the representatives be more resourceful. The traction involved with iLead is less than acceptable when it could be a nationwide system, because the exposure is very minimum. iLead needs more individuals to participate and actively act in their neighborhoods. Our solution is to Increase brand awareness by promoting visibility through local events, building user interaction through strategic digital and physical marketing campaigns.

Initial Research that Supports Your Problem & Solution

According to a simple Google Search, multiple brands of different varieties are named iLead, (Google 2017). Multiple companies, schools, and organizations are already using the iLead name. This is not only confusing to the consumer, but will make it more difficult to brand the service.

Another problem we noticed is the lack of iLead's presence on social media. The City of Orlando's Facebook Page has little to no mention or links to the iLead service. (FB: City 2017). The lack of exposure on social media is having a drastic effect on the amount of people utilizing iLead and restricting its digital footprint.

All of the iLead videos are listed on Youtube under the City of Orlando's channel (YT: City 2017) The views are very minimal. Because all of the videos are mixed with other videos by the City of Orlando, they get lost and disappear into the vast world of youtube. Having a separate, private channel for iLead can not only make it easy for users, but easier to track views by certain accounts.

Delegated Duties and Deadlines for Individual Contribution

Jordan and Sydney will be on and off again Proofreading and submissions. Jordan will handle this assignment, Sydney the next, and Jordan again for week 3. Before each assignment we will come together as a group to overview the assignment and section of duties. Each assignment will be broken down into sections, in which each person will complete. After each, it will be proofread and viewed again by Sydney or Jordan. Every assignment will be done at least 4 hours before due, to allow a proofread and edits if needed. Ryan will be our main contact for whomever we are working with from the city, so all contact information with said person should be passed through him. Eric and Jake are going to be in charge of research and development for this and future assignments.

Expectations for All Members

Group will meet every tuesday after class for at least one hour to make sure each member knows the assignment details and expectations of each section. We will use groupme to communicate with one another and will check in everyday on each with one another. We also expect everyone to have equal, honest, and fair say during all group work hours. It's also as equally important that members are holding each other accountable fairly as well.

Linked to Group Time Sheet Google Doc

https://docs.google.com/spreadsheets/d/11wYnAN0MPV6Wls9fEEwXjneC_hofqrGVJ-2C3Z2ksT0/edit?usp=sharing

Research References

City Of Orlando. (2017, 1 3). City Of Orlando. Retrieved 1 3, 2017, from <http://www.cityoforlando.net: http://www.cityoforlando.net/ocnr/ilead/guides/>

FB: City Of Orlando. (2017, 1 3). City Of Orlando-Your City Government. Retrieved 1 3, 2017, from <https://www.facebook.com: https://www.facebook.com/cityoforlando/>

YT: City Of Orlando Youtube. (2017, 1 3). City Of Orlando. Retrieved 1 3, 2017, from <https://www.youtube.com: https://www.youtube.com/user/CityofOrlando>

Google: iLead. (2017, 1 3) Engine Search. Retrieved 1 3, 2017, from <https://www.google.com/webhp?sourceid=chrome-instant&ion=1&espv=2&ie=UTF-8#q=iLead>

