Project management strategies for accommodating Go Local development within a full workload

Objective: To develop workflow models to optimize data collection; capitalize on knowledge gains; and promote efficiency in Go Local directory development

Rationale/Methods
- In developing a Go Local proposal, the team factored in an extended project period to allow a 6-month partnership development and workflow experimentation phase.
- The team reviewed ongoing work/projects to determine staff percentages, eventually forming a core team who would dedicate more time to the project, and a staff-wide selector group who would contribute an initial push of records.
- Core team began to collect records to determine optimal process flow; experimentation with searching techniques, locating useful directory resources, etc.
- Core team developed knowledge management processes to capture and share knowledge gained from initial exploration and ongoing work: project notebook, shared templates, periodic group sharing meetings.
- Team developed an initial workflow to optimize collection yield; minimize time spent; and promote a level of standardization/systematization among selectors.
- Leadership endorsed periodic record collection “drives” to focus staff effort on site population.

Core Workflow Strategies
- Phased project by priority of topics (e.g. TN priorities, NLM-established priorities 1-3)
- Divided state into counties/regions of responsibility for each staff member
- Developed phase II searching workflow: TN-specific directories; Google Maps by category; targeted general Web searching
- Elected to use batch import system given number of selectors; periodic test uploads to promote standardization and minimize duplication of effort
- Bi-weekly statistics reporting to track effort.

Next Steps
- Continue to seek partnerships/collaboration
- Continue to populate Go Local Tennessee site and refine development processes to facilitate maintenance
- Review, refine, and categorize records collected
- Launch site—anticipated launch timeframe: Summer/Fall 2008

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