IT PROJECT TEAM MANAGEMENT FOR WEB COMMUNICATION SERVICE

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Abstract: The research on IT project team management for web communication service aims to develop and implement an information and communication platform that will facilitate efficient information exchange between the department and stakeholders. The main objectives of the project include creating a website that will serve as a central hub for information exchange among students, faculty, administration, prospective students, and employers. Additionally, the project envisions providing access to up-to-date news, announcements, admission information, opportunities, and achievements of the institute, as well as enhancing the institute's visibility in society.

The project establishes clear achievement criteria centered on developing functional web pages that cater to the needs of different user groups. The project does face constraints, particularly financial limitations that affect available resources and implementation possibilities. The project also operates within a specific time frame, which imposes limitations on the development, implementation, and testing of all functional elements. For instance, the timing of enrollment campaigns, exam sessions, and modular assessments imposes time-sensitive constraints on delivering current news and announcements. Additionally, resource constraints, such as the availability of a developer and designer team and access to specialized software due to budgetary limitations, pose challenges. Both resource limitations and legislative restrictions impact project realization.

Despite these constraints, the project is built on several assumptions. Specifically, it assumes the availability of necessary infrastructure and internal resources within the educational institution for implementing and maintaining the website. Furthermore, it anticipates a positive user response to the introduction of the platform and its functionality. Moreover, the project expects the availability of relevant information and compliance with information security and legislative requirements.

The research can serve as a foundation for the creation and development of a web communication service for an educational institution or organization. Its recommendations and conclusions will help take into account key aspects and requirements to ensure effective information exchange among different user groups.

Keywords: IT project, team management, communication, web service.

JEL Classification: M15

In the modern world, there is an increasing immersion in social media. However, in the context of remote education and limited physical interactions, they take on a different significance. These platforms serve as means of communication, information search, and feedback.

The use of online social media by higher education institutions and their departments aims to enhance the quality of communication, simplify the dissemination of departmental news, achievements of students and faculty, interesting events, training offers, internships, participation in competitions, and more. It also serves as a contemporary tool for shaping the department's and educational program's image.

The main goal of such a project is to create and implement an information and communication platform that will function as a hub for exchanging information among students, faculty, administration, prospective students, and employers. Engaging in real projects and collaborative educational initiatives during the learning process contributes to the education and professional development of each learner in the team. It also fosters the formation and enhancement of communication skills in learners, which are highly demanded in today's remote learning and professional work environments [1].

When working with learners who are beginning their professional careers, acquiring new skills and applying theoretical knowledge in practice, it is crucial to choose the right communication approach [2].

Active presence of an educational department on the internet through the creation and maintenance of an official website, the presence on social media platforms (Facebook, Instagram, Twitter, and others) with official pages, not only allows for informing all interested parties but also facilitates receiving feedback and the opportunity to improve its activities.

The success of any project depends on setting the right goal and defining criteria for its success. For the project of developing an information and communication platform for a department within a higher education institution, the authors have formulated the following success criteria, which are oriented towards the development of functional web pages that meet the needs of various user groups (table.1) [proprietary development].

Table 1.Criteria for Achieving Project Goals

№	Goal	Criterion
1	Creating the institute's website	The website is created and functions according to requirements
2	Creating the "News" page	Up-to-date news and announcements are regularly updated
3	Creating the "For Students" page	Materials for students (educational materials, opportunities, competitions) are available on the website
4	Creating the "For Faculty" page	Materials for faculty (webinars, projects, educational materials, opportunities) are available on the website
5	Creating the "Schedule" page	The schedule page is present on the website and is regularly updated

6	"Achievements" page	Information about students' and faculty's participation in various events is accessible on the website and is updated
7	"Admissions" page	A page for prospective students with admission news and other necessary information is present and is updated as needed
8	"Employers" page	The job vacancies page from employers is regularly updated
9	"Contact" page	A contact page is created and contains up-to-date contact information for the institute and departments
10	Increasing the institute's visibility in society	Increase in the institute's mentions on social media, along with an increase in the number of partnerships and collaborations with other institutions

When developing projects, we encounter various constraints and assumptions. Project constraints are essential for determining the boundaries within which a project must be implemented and its goals achieved. Justifying these constraints during the project planning stage helps understand why they exist and how they impact the project.

Constraints of the project for developing an information and communication platform for a department within a higher education institution:

1.   Budget Constraint. The project has financial limitations that affect the available resources and possibilities for project implementation. This is often a constraint for organizations with limited budgets.
2.   Time Constraint and Website Updates. The project has a specific deadline, which limits the time for development, implementation, and testing of all functional elements. For example, the timing of admission campaigns, exam sessions, and modular exams imposes time constraints for keeping news and announcements up to date.
3.   Resource Constraints. The project may have limited human resources, such as a development and design team, as well as access to specialized software due to a restricted budget. Typically, such projects are undertaken by enthusiasts and students from the educational institution who possess motivation, perseverance, and ideas but may lack experience and qualifications.
4.   Legal Constraints. The project must comply with all legal requirements and constraints outlined by legislation and the Ministry of Education, including data protection, copyright, language policies, and other relevant rules and regulations.

Despite these constraints, the project is based on several assumptions. Assumptions are conditions that are considered true but lack sufficient evidence or certainty for their actual confirmation. Defining project assumptions allows for transparency and the timely identification of risks associated with them, as well as the development of strategies to manage these risks.

Project Assumptions:

1.   Availability of Necessary Infrastructure Access. It is assumed that the institute has the necessary access to the internet and other technical resources for hosting and supporting the website.
2.   Availability of Internal Resources. It is assumed that the institute has human resources, including subject matter experts, who can provide internal support and collaborate with the project developers.

3.   Favorable User Response. It is assumed that the target audience, including students, faculty, and prospective students, will be interested in and positively receptive to the implementation of the website and its functionality.

4.   Accessibility of Relevant Information. It is assumed that the required information about the institute, departments, events, and other project elements will be available and provided by relevant internal information sources.

5.   Compliance with Security Requirements. It is assumed that the project will be developed and implemented in compliance with security requirements, ensuring protection against unauthorized access and the leakage of confidential information.

One of the main components of project success is the team and communication. In the project under consideration, the team is cross-functional and consists of students and the project manager. This team composition is driven by the project's specificity and resource constraints. However, one of the challenges in forming such a team is how to find motivated, creative, and independent individuals ready to work on the project. Our educational institution is seeking project contributors among active participants in conferences, hackathons, and various competitions.

The second component of project success is communication, both external with stakeholders and internal within the team. The characteristics of communication in the development of the information and communication platform for a higher educational institution's department are as follows:

1.   Each team member should have clearly defined roles, responsibilities, and deadlines. Learners often require project management intervention from the project manager regarding task assignment and deadlines.

2.   The selection and optimization of website development tools that are suitable for learners. Ensuring access to essential resources and tools for learners. In an educational institution, such access for the project team is facilitated by administrative support from the leadership.

3.   To facilitate collaboration and communication within the team and address ongoing issues when working remotely, it is essential to choose a convenient communication tool. This can be a chat or a channel on platforms like Telegram or Slack, which are popular messaging tools among developers.

4.   Motivating and encouraging the team for the project at hand is accomplished through recognizing achievements, fostering a supportive work environment and team spirit, and providing incentives supported by stakeholders.

5.   Involving the team in the decision-making process and gathering feedback for continuous improvement of the project and collaboration.

It should be noted that managing a team of learner-developers working on the development of an information and communication platform for a higher educational institution's department requires taking into account the peculiarities of the educational environment and the development of participants' skills and competencies.

Our experience in working on the development of information and communication platforms has shown that the most effective means of communication is through mentorship. A mentor is more than just a teacher. A mentor shares skills and knowledge, teaches how to apply them in real situations, asks guiding questions, and sets the direction for growth. A mentor imparts not only skills but also their own experience and collaborates with the learner to find answers to questions.

In mentorship, several key factors can be identified. There should be a high level of trust in the mentor-mentee relationship. Communication with the mentor should not be marred by fear of judgment or ridicule. Mentorship should be an effective and comfortable process for both parties, fostering a strong emotional and intellectual connection. The mentee should have a genuine interest in and respect for the mentor, their experience, and their history.

The conclusion regarding the project for the development of an information and communication platform for a higher educational institution's department is that successful project implementation requires consideration of all the constraints and assumptions of the state educational institution. It involves forming a cross-functional and motivated team, effective communication, and mentorship to develop the skills and knowledge of participants. The peculiarities of a higher educational institution must be taken into account when creating the information and communication platform, ensuring accessibility and usefulness of information for students and faculty, as well as its information security. Ultimately, the successful completion of this project will contribute to the improvement of communication quality and information exchange within the educational institution.

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