			ODL	RK/DDL	CN	Recurring		CLX Inv/Wk	One time		
						Hrs	Freq		Min Hrs	Max Hrs	Due Date
PRE WORK											
Map MIT / Curriculum											
	Define topic/subtopic taxonomy				x				2	5	10-Apr
	Identify MIT experts / content by topic/subtopic			x	x				4	8	10-Apr
	Identify MIT student groups / alumni by topic			x	x				4	8	
	Create calendar of learn / publish events			x	x				6	10	
Recruitment "brochure"											
	Audience focused - Define forms of engagement + mission		x	x	x				4	8	
E	3 min videos										
E	Expert Webinars										
INT	Group Hangout (structured)										
	Office Hours (2.0)										
	Mentorship (2.0)										
CLX	Course curation										
E/INT	Post contributor										
ONGOING WORK											
Recruitment (supply)											
	Recruit MIT students/alums/experts for events or postings	1 event/4 posts/month		x	x	2.00	weekly	2.00			
	Recruit audiences outside MIT for member postings	4 posts/month		x	x	2.00	weekly	2.00			
	Maintain the list (new prospects and progress)			x	x	1.00	weekly	1.00			
Content production											
	Expert Video production										
	Research / co-create script			x	x	2.00	month	0.5			
	Lead interview			x	x	1.00	month	0.25			
	Capture and transcribe		x								
	Review script - highlight best footage			x	x	1.00	month	0.25			
	Create first draft		x								
	Review first draft / feedback			x	x	1.00	month	0.25			
	Final signoff			x	x	1.00	month	0.25			
	Collect supporting materials		x								
	Post to site (video/transcript/supporting matls)		x								
	Market video		x								
	Expert Webinar production										
	Schedule and setup		x								
	Market event		x								
	Research / co-create script			x	x	2.00	month	0.5			
	Lead interview			x	x	1.00	month	0.25			
	Administer webinar		x								
	Edit footage		x								
	Transcribe		x								
	Collect supporting materials		x								
	Post to site (video/transcript/supporting matl's)		x								
	Market video		x								
	Group Hangout production										
	Schedule and setup		x								
	Research / co-create script			x	x	2.00	month	0.5			
	Pre-event huddle			x	x	2.00	month	0.5			
	Market event		x								
	Lead discussion			x	x	1.00	month	0.25			
	Administer webinar		x								
	Edit footage		x								
	Transcribe		x								
	Collect supporting materials		x								
	Post to site (video/transcript/supporting matl's)		x								
	Market video		x								
Heavy	Course curation	is this really feasible?									
	Identify course material by topic			x	x	2.00	week	2.00			
	Describe why its important			x	x	2.00	week	2.00			
	Develop the content		x								
	Post to site		x								
Lite	Blog postings										
	Identify articles of importance and forward w comments	5ish per week		x	x	1.00	weekly	1.00			
	Compose rough site post (400 words) and review final	1/week		x	x	1.00	week	1.00			
	Post (SM, Site, NL, Med)		x								
	Review outgoing emails/posts	1 email / 3 posts		x	x	1.00	weekly	1.00			
Experience Strategy											
	Weekly checkin reviews	weekly		x	x	1.00	week	1.00			
	Editorial wants										
	Experience wants										
	Recruitment			x	x						
	Surveys		x								
	Analytics		x								
	Focus Group insights		x								
Member Lists											
	Outreach and recruit all the above for membership	10K / 130K (target 1%)	x								
									MIN	**MAX**	
TOTAL HOURS								**16.50**	**20**	**39**	
								PER WEEK	**ONE TIME**		