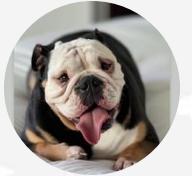


Streamlining Success: Evaluating Basecamp for Project Management at Associated Students



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Learning Objectives

- Assess the effectiveness of Basecamp in managing projects within Associated Students at CSUN.
- Identify key features of Basecamp that enhance collaboration, communication, and accountability.
- Analyze the challenges and limitations encountered during the implementation of Basecamp.
- Apply best practices and strategies for optimizing Basecamp use across departments and teams.

Our Journey

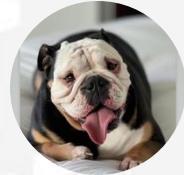


- Started with excel spreadsheet 2004-2013
- Moved to Asana 2013-2016
- Moved to Monday 2016-2018
- Made the transition to Basecamp - 2018

What is Basecamp?

Basecamp is an online workspace where teams can manage projects, share files, assign tasks, and track progress. It's widely used by organizations, businesses, and student teams to replace scattered tools like email, shared drives, and messaging apps.





Why AS is Using Basecamp

- Clarity: Everyone knows what's happening and when.
- Teamwork: Marketing, programs, and advising collaborate seamlessly.
- Organization: Files, updates, and feedback in one place.
- Accountability: Each task has a name and a deadline.



How Basecamp is Structured

Basecamp is organized by Projects (e.g., Big Show, Marketing Requests).

Each project includes:

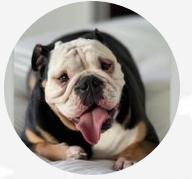
- Message Board – Discussions & announcements
- To-Dos – Tasks & deadlines
- Docs & Files – Flyers, videos, graphics
- Schedule – Timelines
- Campfire – Real-time chat
- Check-Ins – Regular updates
- Card Tables – Shows what stage project is currently in



Example: AS Marketing Campaign



Example: AS Event Planning

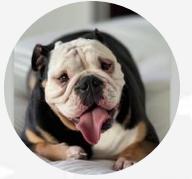


Example: Team Management



Integrations

- Link Google Drive docs
- Export calendar to Google/Outlook
- Zapier
- Dropbox/Box/Google Drive Storage access
- Adobe Creative Cloud Files
- Link to any external service that you need to share with your team



Next Steps and Cost?



Cost

Free Option:

- You can run one project at a time/1GB of storage

Basecamp Plus:

- Ideal for smaller teams – pay per user - \$15/user per month
- Unlimited projects
- 500 GB of storage

Basecamp Pro Unlimited

- This is the option we use – For the entire organization - \$1740/year
- Fixed price – unlimited users – unlimited projects – 5TB of storage
- Includes Admin Pro Pack upgrade

Q & A



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