# GUIDE Graduate Certificate - Budget and Resource Plan

**PROJECT MANAGEMENT ARTIFACT · ADVANCED INSTRUCTIONAL DESIGN**

A $40,000 ten-month budget for a project to build a four-course graduate certificate in generative AI for instructional design, estimated bottom-up from the work breakdown structure and phased by month.

The budget is built from role rates and task hours rather than from a lump sum per phase, so every dollar traces to a work package and a resource. A ten percent contingency reserve is held and released by the project manager.

The plan was revised once, after the responsibility assignment matrix was complete: task hours were moved from Unassigned to the named responsible role at the same rates. Scope, hours and rates did not change, so the total did not either. The reconciliation lines proving that are on the cost-by-resource page.

GUIDE was a team simulation for a graduate course in advanced instructional design. The sponsor and the certificate are hypothetical; the deliverables are real. I served as project manager.

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# Budget Estimate by Work Package

GUIDE Graduate Certificate Project · costs in US dollars · blank cells are zero · milestones carry no cost

| WBS / Work package | Jun 26 | Jul 26 | Aug 26 | Sep 26 | Oct 26 | Nov 26 | Dec 26 | Jan 27 | Feb 27 | Mar 27 | Subtotal | % base |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **1 Project Initiation and Governance Package** | **1,760** | | | | | | | | | | **1,760** | 4.8% |
| 1.1 Develop project charter | 587 | | | | | | | | | | **587** | 1.6% |
| 1.2 Identify stakeholders | 293 | | | | | | | | | | **293** | 0.8% |
| 1.3 Define governance structure | 440 | | | | | | | | | | **440** | 1.2% |
| 1.4 Conduct project kickoff meeting | 293 | | | | | | | | | | **293** | 0.8% |
| 1.5 Obtain initiation approval | 147 | | | | | | | | | | **147** | 0.4% |
| 1.6 Charter Approval and Kickoff [Milestone] | | | | | | | | | | | | |
| **2 Project Planning and Control Package** | **1,360** | **1,173** | | | | | | | | | **2,533** | 7.0% |
| 2.1 Define project scope | 440 | | | | | | | | | | **440** | 1.2% |
| 2.2 Develop WBS | 563 | | | | | | | | | | **563** | 1.5% |
| 2.3 Develop project schedule | 357 | 147 | | | | | | | | | **504** | 1.4% |
| 2.4 Develop budget and resource plan | | 440 | | | | | | | | | **440** | 1.2% |
| 2.5 Develop communication plan | | 293 | | | | | | | | | **293** | 0.8% |
| 2.6 Develop quality and risk plans | | 293 | | | | | | | | | **293** | 0.8% |
| 2.7 Baseline project plans [Milestone] | | | | | | | | | | | | |
| **3 Project Monitoring and Reporting Package** | | **587** | **587** | **587** | **587** | **587** | **587** | **587** | **501** | **501** | **5,111** | 14.1% |
| 3.1 Conduct weekly status meetings | | 293 | 293 | 293 | 293 | 293 | 293 | 293 | 248 | 248 | **2,547** | 7.0% |
| 3.2 Update risk and issue logs | | 147 | 147 | 147 | 147 | 147 | 147 | 147 | 106 | 106 | **1,241** | 3.4% |
| 3.3 Process change requests | | 147 | 147 | 147 | 147 | 147 | 147 | 147 | 147 | 147 | **1,323** | 3.6% |
| **4 Analysis Phase** | **4,399** | **1,173** | | | | | | | | | **5,572** | 15.3% |
| 4.1 Needs and Context Analysis Report | 1,466 | | | | | | | | | | **1,466** | 4.0% |
| 4.2 Requirements Traceability Matrix (RTM) | 587 | | | | | | | | | | **587** | 1.6% |
| 4.3 SME Onboarding Package | 733 | | | | | | | | | | **733** | 2.0% |
| 4.4 Curriculum Map and Learning Outcomes Report | 1,613 | 733 | | | | | | | | | **2,346** | 6.5% |
| 4.5 Analysis Sign-Off Package | | 440 | | | | | | | | | **440** | 1.2% |
| **5 Design Phase** | | **3,957** | **1,027** | | | | | | | | **4,984** | 13.7% |
| 5.1 Course Blueprint Package | | 1,685 | | | | | | | | | **1,685** | 4.6% |
| 5.2 Assessment and Activity Design Package | | 1,173 | | | | | | | | | **1,173** | 3.2% |
| 5.3 Storyboard and Media Design Package | | 1,099 | 147 | | | | | | | | **1,246** | 3.4% |
| 5.4 SME Approved Design Package | | | 880 | | | | | | | | **880** | 2.4% |
| **6 Development Phase** | | | **3,234** | **3,003** | **2,393** | **1,865** | **165** | | | | **10,660** | 29.3% |
| 6.1 Content Authoring Package | | | 2,640 | | | | | | | | **2,640** | 7.3% |

# Budget Estimate by Work Package (continued)

| WBS / Work package | Jun 26 | Jul 26 | Aug 26 | Sep 26 | Oct 26 | Nov 26 | Dec 26 | Jan 27 | Feb 27 | Mar 27 | Subtotal | % base |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 6.2 Accessibility and QA Review Cycle 1 Package | | | 594 | 462 | | | | | | | **1,056** | 2.9% |
| 6.3 LMS Build Package | | | | 1,782 | | | | | | | **1,782** | 4.9% |
| 6.4 Multimedia Production Package | | | | 759 | 2,393 | 710 | | | | | **3,862** | 10.6% |
| 6.5 Final Content and QA Review Cycle 2 Package | | | | | | 1,155 | 165 | | | | **1,320** | 3.6% |
| **7 Implementation Phase** | | | | | | | **2,013** | **1,320** | **198** | | **3,531** | 9.7% |
| 7.1 Faculty Facilitation Guide | | | | | | | 528 | | | | **528** | 1.5% |
| 7.2 Pilot Testing Report | | | | | | | 1,221 | | | | **1,221** | 3.4% |
| 7.3 Governance Approvals | | | | | | | 264 | 264 | | | **528** | 1.5% |
| 7.4 Certificate Launch Package | | | | | | | | 1,056 | 198 | | **1,254** | 3.4% |
| **8 Evaluation Phase** | | | | | | | | | **1,056** | | **1,056** | 2.9% |
| 8.1 Final Evaluation Report | | | | | | | | | 1,056 | | **1,056** | 2.9% |
| **9 Project Closeout Package** | | | | | | | | | **248** | **908** | **1,156** | 3.2% |
| 9.1 Archive project documents | | | | | | | | | 248 | 248 | **496** | 1.4% |
| 9.2 Conduct lessons learned meeting | | | | | | | | | | 396 | **396** | 1.1% |
| 9.3 Obtain formal project closure | | | | | | | | | | 264 | **264** | 0.7% |
| 9.4 Project Closeout [Milestone] | | | | | | | | | | | | |
| **10 Project Reserves (10% of Subtotal)** | **752** | **689** | **485** | **359** | **298** | **245** | **277** | **191** | **200** | **141** | **3,637** | 10.0% |
| **GRAND TOTAL (base + 10% reserve)** | **8,271** | **7,579** | **5,333** | **3,949** | **3,278** | **2,697** | **3,042** | **2,098** | **2,203** | **1,550** | **40,000** | **100%** |

# Cost by Resource

The same $40,000, restated by the role each task was assigned to. Rates per the assumptions page.

| Resource / role | $/hr | Jun 26 | Jul 26 | Aug 26 | Sep 26 | Oct 26 | Nov 26 | Dec 26 | Jan 27 | Feb 27 | Mar 27 | Total | % base |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| PM Lead (Yana Rulinsky) | 50.00 | 3,853 | 2,200 | 587 | 587 | 587 | 587 | 851 | 851 | 749 | 1,409 | **12,261** | 33.7% |
| Instructional Designer 1 | 37.50 | 1,833 | 2,345 | 1,687 | | | | 874 | | 528 | | **7,267** | 20.0% |
| Instructional Designer 2 | 37.50 | 1,833 | 2,345 | 1,687 | | | | 874 | | 528 | | **7,267** | 20.0% |
| Subject Matter Expert | 18.75 | | | 293 | | | | | | | | **293** | 0.8% |
| LMS / Technology Support | 28.13 | | | | 1,782 | | | | 1,056 | 198 | | **3,036** | 8.3% |
| Multimedia Producer | 28.13 | | | | 759 | 2,393 | 710 | | | | | **3,862** | 10.6% |
| Accessibility / QA Reviewer | 15.63 | | | 594 | 462 | | 1,155 | 165 | | | | **2,376** | 6.5% |
| Authoring Toolset (Articulate/Storyline) | | | | | | | | | | | | | |
| Multimedia Recording Kit | | | | | | | | | | | | | |
| LMS Environment (Canvas) | | | | | | | | | | | | | |
| **Base Subtotal (Labor + Equipment)** | | **7,519** | **6,890** | **4,848** | **3,590** | **2,980** | **2,452** | **2,765** | **1,907** | **2,003** | **1,409** | **36,363** | 100.0% |
| **Project Reserve (10% contingency)** | | **752** | **689** | **485** | **359** | **298** | **245** | **277** | **191** | **200** | **141** | **3,637** | 10.0% |
| **GRAND TOTAL (with Reserve)** | | **8,271** | **7,579** | **5,333** | **3,949** | **3,278** | **2,697** | **3,042** | **2,098** | **2,203** | **1,550** | **40,000** | |

### Reconciliation

Base subtotal against the budget estimate base: $0 variance. Grand total against the budget estimate grand total: $0 variance. Both are zero by construction. Assigning resources moved hours between rows; it did not create or remove any.

# Assumptions, Rates, and Revision Notes

Everything the numbers depend on, stated so a reviewer can check them.

## Budget Assumptions and Color Key

| | |
|---|---|
| **COLOR CODING (per financial modeling standards)** | |
| **Blue numbers** | Hardcoded cost inputs (estimates) |
| **Black numbers** | Formula-calculated values |

## RATE ASSUMPTIONS

| | |
|---|---|
| **Project Manager / PM Lead** | $50.00 / hr |
| **Instructional Designers (2)** | $37.50 / hr |
| **Subject Matter Expert (SME) support** | $18.75 / hr |
| **LMS / Tech Support** | $28.13 / hr |
| **Multimedia Producer** | $28.13 / hr |
| **Accessibility / QA Reviewer** | $15.63 / hr |

## COST NOTES

| | |
|---|---|
| **No cost data in XML** | All costs are professional estimates aligned to ADDIE/PM phases |
| **Reserves** | 10% of base project subtotal, calculated per month |
| **Milestones** | $0 cost - tracking events only |

## PROJECT DATES

| | |
|---|---|
| **Start** | June 1, 2026 |
| **Finish** | March 15, 2027 |
| **Duration** | 10 months |

## REVISION - Resource Assignment Impact

**- Resources from the RAM were defined in ProjectLibre and assigned to every work-package task in the WBS.**
**- Each task's existing budgeted hours were moved from "Unassigned" to the named Responsible / R-A resource at the same rate.**
**- Because no hours, rates, or scope changed, the project total is unchanged: $36,363 base + $3,637 reserve = $40,000.**
**- See the new "Cost by Resource" sheet for the cost contribution of each resource, and column O of the Budget Estimate for the resource on each task.**
**- Tasks with two Instructional Designers (ID ×2) split work 50/50; task 5.4 splits across ID 1, ID 2 and SME.**
**- Equipment (authoring toolset, recording kit, LMS environment) added as $0 material resources - no budget impact.**