

GUIDE Graduate Certificate - Project Scope Statement

PROJECT MANAGEMENT ARTIFACT · ADVANCED INSTRUCTIONAL DESIGN

The scope statement for a \$40,000, ten-month project to design, develop and launch a fully online four-module graduate certificate in generative AI for instructional design, at a university facing an enrollment decline.

It states the justification, the product scope, the requirements, the objectives, the milestone dates, and the acceptance criteria, and it ends with the signature blocks that turn all of that into an agreement rather than a wish list.

It also carries a declaration of AI use. The team drafted portions of this document with Microsoft Copilot and said so in the document itself, which is the standard I hold my own work to.

GUIDE was a team simulation completed for a graduate course in advanced instructional design. The university, the sponsor and the certificate are hypothetical; the project management deliverables are real. I served as project manager on a three-person team.

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Project Scope Statement

GUIDE Graduate Certificate Project · Awesome University (hypothetical client) · May 28, 2026

Project title: Generative AI for University Instructional Design and Education (GUIDE)

Prepared by: GatorEduTech, a three-person graduate project team. Project manager: Yana Rulinsky.

Date: May 28, 2026 · Budget: \$40,000 · Period: June 1, 2026 through March 15, 2027

Project justification

Awesome University is projected to experience an enrollment decline ("enrollment cliff") due to demographic shifts. To support institutional goals, the GUIDE Graduate Certificate will expand workforce-ready, AI-focused course offerings that increase student retention, strengthen digital learning skills, and prepare future instructional designers to use generative AI responsibly. This project directly supports the university's strategic plan to grow enrollment, improve student success, and modernize academic programs.

Product or service scope description

The GUIDE Graduate Certificate project will design, develop, and launch a fully online, four-module graduate-level program focused on generative AI, instructional design, and ethical AI use. The project includes all work required to create instructional content, multimedia, assessments, AI-enabled learning activities, LMS course build, accessibility-compliant materials, pilot testing, and governance documentation.

The project will follow the ADDIE instructional design model and proceed through structured review cycles, accessibility checks, stakeholder reviews, and academic governance approvals. All deliverables will be validated through formal acceptance procedures.

Product characteristics and requirements

- Fully online, four-module graduate certificate program
- Instructional content aligned with instructional design and AI literacy competencies
- Multimedia learning assets (videos, demonstrations, guided AI activities)
- LMS-ready course structure with navigation, assessments, and learning activities
- Accessibility-compliant materials meeting WCAG standards
- Integration of approved generative AI tools
- Faculty facilitation guide and student support materials
- Governance-ready documentation for Curriculum Committee and Academic Dean
- Pilot-tested modules with revisions based on learner and SME feedback

Objectives

- Develop a high-quality generative-AI-focused graduate certificate aligned with instructional design best practices.
- Serve approximately 500 online learners with accessible, engaging, and ethically grounded content.
- Strengthen student AI literacy, digital learning skills, and instructional design competencies.
- Ensure all modules meet accessibility, QA, and academic governance standards.
- Support Awesome University's strategic goals to mitigate enrollment decline and expand workforce-ready offerings.
- Deliver all project outputs within the approved \$40,000 budget and June 2026-March 2027 timeline.

Milestones

Milestone	Target date
Requirements Traceability Matrix (RTM) written	June 5, 2026
Charter Approval & Kickoff	June 12, 2026
Needs Analysis + SME Onboarding	June 15, 2026
Course Blueprint Completed	July 16, 2026
Content Development + Multimedia Production	July-Nov. 10, 2026
Accessibility & QA Review Cycle 1	Sept. 3, 2026
LMS Build + Pilot Testing	Sept 24 and Dec. 17, 2026
Governance Approvals Package	Jan. 5, 2027
Certificate Launch	Feb 5, 2027
Final Evaluation Report	Feb 19, 2027
Project Closeout	March 15, 2027

Product user acceptance criteria

The GUIDE certificate will be accepted when:

- All modules meet WCAG accessibility, QA, and instructional design standards.
- All requirements are documented and traced in the Requirements Traceability Matrix (RTM).
- Stakeholders approve deliverables during review cycles and governance committees.
- LMS course build functions with minimal technical issues.
- Pilot testing demonstrates learner readiness and instructional effectiveness.
- Success criteria from the charter are met:
- Faculty confirm readiness to facilitate

Approvals

The sponsor signature block authorizes the team to proceed with planning and execution. The stakeholder acknowledgment block records that each group accepts its role in the review and approval cycles, which is what makes the phase gates in the schedule enforceable.

Sponsor approval: Vice President of Academic Affairs.

Stakeholder acknowledgment: Faculty SMEs; Curriculum Committee / Academic Dean; IT Support Team; Academic Advisors; GatorEduTech Project Management Team.

Declaration of AI use

Portions of this Scope Statement were developed with assistance from Microsoft Copilot to support writing, organization, and alignment with project management best practices. All content was reviewed, edited, and approved by the project team to ensure accuracy and academic integrity.

This declaration was part of the submitted document, not added afterward for the portfolio.

A note on the signature blocks

The signature lines in the original document are blank. The sponsor, the curriculum committee, the academic advisors and the IT support team are hypothetical roles in a course simulation, and nobody signed anything. They are reproduced here because the structure of the approval is the deliverable: who has to agree, to what, and before which phase can start.