



# The Computerworld Honors Program

Honoring those who use Information Technology to benefit society

## Final Copy of Case Study

**Status:**

Laureate

**Year:**

2013

**Organization Name:**

Kellogg Company

**Organization URL:**

[www.kellogg.com](http://www.kellogg.com)

**Project Name:**

Project Lantern

**Please select the category in which you are submitting your entry:**

Philanthropy

**Please provide an overview of the nominated project. Describe the problem it was intended to solve, the technology or approach used, how it was innovative and any technical or other challenges that had to be overcome for successful implementation and adoption. (In 300 words or less.)**

In 2012, Kellogg Company's Information Technology (IT) team partnered with the DuPage, IL, branch of the National Alliance of Mental Illness (NAMI) to further the organization's mission to provide support, advocacy and education to individuals with mental illness and their families. According to (NAMI), one in four families is touched in some way with a serious mental illness. NAMI DuPage launched a program called Ending the Silence, which is intended to help educate students, teachers and parents about the signs and symptoms of mental illness. Additionally, Ending the Silence seeks to reduce the misunderstanding and stigmatization that individuals afflicted with mental illness face. The organization's immediate need was to extend its reach within the community and

more broadly communicate its message. The Kellogg Company IT team recognized this need and wanted to help give back to the local community by contributing its employees' IT skills to support NAMI DuPage. And so, Project Lantern began through the partnership of Kellogg and NAMI DuPage. The main focus of Project Lantern was to enhance the existing Ending the Silence website ([www.endingthesilence.org](http://www.endingthesilence.org)). Endingthesilence.org was originally created using open source content management system (CMS), Joomla. As a result of the project, the website is now visually more appealing, includes an interactive layout and audience directed content and taps into the power of social media with recognizable branding. Minimal technical challenges were faced, but when encountered, were assessed and overcome with quick turnaround.

**When was this project implemented or last updated? (Please specify month and year.) Has it incorporated new technologies and/or other innovations since its initial deployment? (In 300 words or less.)**

Project Lantern was implemented in August 2012. Ongoing monitoring and analytical analysis is being conducted by the NAMI DuPage organization. NAMI DuPage continues to add items in the News & Events section of the web site to keep the information updated as the school year progresses. The format of the web site is built with a user-friendly technology that doesn't require a tremendous amount of training or updating.

**Is implementation of the project complete? If no, please describe the project's phases and which phase the project is now in. (In 300 words or less.)**

Project Lantern was successfully completed in August of 2012. The IT project team was grouped into three areas, with each group focusing on a particular section of the website, led by an IT team lead. Each team member chose a section of the website they felt they had the most interest in where they could apply their skill set effectively. The project team also included: Project manager responsible for requirements elicitation, client collaboration and team status on a regular basis; communications specialist pivotal in organizing and structuring the new web content and IT team members grouped by area of expertise; IT team member advisors and sponsors. Project Lantern followed a condensed formal project life cycle: Project Initiation, Planning & Design, Execution, and Closure. A project team site was also developed in SharePoint to track project tasks and milestones and served as a content management system for deliverables of the project that corresponded with the project phases. As part of the Execution phase, the team included a review of the web site by the internal Kellogg End User Experience Council as part of their User Experience testing. Our Kellogg End User Experience Council, comprised primarily of our Senior Leadership team, reviews workplace technology projects from the usability perspective.



**Please provide at least one example of how the technology project has benefited a specific individual or organization. Feel free to include personal quotes from individuals who have directly benefited from the work. (In 300 words or less.)**

The key stakeholders of the project are the NAMI DuPage organization and by extension national affiliates. Our project had an immediate impact on the NAMI DuPage organization because the web site work was provided as a volunteer project and the dollar amount that NAMI DuPage saved enabled them to send two organization representatives to counselor training. The Ending the Silence program itself is made available for purchase by other NAMI affiliates so they don't have to recreate their own. Although it was great to help out a local organization directly, the main goal of the project was to establish ongoing benefits to the students, parents and teachers touched by the Ending the Silence program and the far reaching impact of mental illness. Through the use of Google Analytics, NAMI DuPage has been able to show that since the August 2012 release endingthesilence.org has had 504 unique visitors, with 75 percent of the visitors new and 25 percent returning visitors. There have been over 2,000 page views with average visit duration of nearly four minutes. Statistics like these are now readily available and can be compiled to provide quantifiable follow-up results from the ETS program presentations and can be used to support future funding requests. A NAMI affiliate offered congratulations on the beautiful ETS website. "It is very impressive" and will assist NAMI affiliates in getting funding for their own service work with similar objectives. "Since NAMI DuPage is a leader amongst NAMI, other affiliates look to us for lots of support."

**Would this project be considered an innovation, a best practice or other notable advancement that could be adopted by or tailored for other organizations and uses? If yes, please describe that here. (In 300 words or less.)**

Project Lantern can be seen as a notable advancement for NAMI DuPage because other NAMI affiliates can use it as a point of reference for information that the NAMI national organization can share. It will help spread the word of what NAMI DuPage is trying to accomplish and advance toward the goal of ending the stigma of mental illness.