

**MEND Project Management: Raising awareness, Inclusion for All. Legislation
Protection and Education Awareness**

Quad Chart

What is a Quad chart?

The quad chart entails four categories that are structured to communicate and summarise complex information to the audience. The condensed format engages a clear message of goals and objectives via a coherent story. The four main categories contain information that are logical and explicit to support the author's decision making (Ford and Wei, 2015, p. 275-284).

Application of Quad Chart to the Project (MEND)

The quad chart enabled myself and my team to assemble a list of:

Purpose – recognition of the needs to execute the objectives such as creating an awareness of Islamophobia and its effects on society and an end to religious discrimination:

- Real life experience of Islamophobia
- To reduce hate crime on the streets of Swansea
- To reduce institutionalised Islamophobia
- Religious discrimination
- To stop demonisation of Muslims
- Close loopholes in legislation that do not include the protection of Muslims as a group (Racial and Religious Hatred Act 2006)

Stakeholders (audience) – who will be affected and impacted by the MEND project and why are they low/medium/high in ranking in priority:

- South Wales Police (high)
- City Council (medium)
- Muslims of Swansea (high)
- The community (Public who want to actively make a change) (high)
- Welsh ambulance service (high)
- MEND (high)
- Students undertaking the project (high)

Desired end results – the overall goal, the end to Islamophobia and protection of Muslims whether it be biased media reporting, ineffective legislation or lack of Muslim participation (in media and law making):

- The fair treatment for all
- Treated equally as other citizens
- Protection of Muslims
- Law change to include Muslims
- Inclusion of Muslims

Secondary Benefits (Unmeasurable)

Target the engagement/participation of all walks of life to participate such as:

- The young (EYST)
- Young adults (Universities)
- All ethnicities/backgrounds (Swansea mosque)

Measures of success:

- Good turnout to the workshop/exhibition (number of tickets sold)
- Creation of awareness (the understanding of message dialogued to define and tackle Islamophobia)
- Change in legislation (workshops/exhibitions to lobby for change to protect Muslims)
- Interactions made with participants (feedback given on activities provided and communications at the workshop)

specific acts carried out to fulfil our overall goal such as participative activities:

- Self-defence demonstration
- Wearing of the hijab by attendees
- Cupcakes and sweet treat boxes for attendees
- Views on the burka (team member will wear one to prompt discussion)
- Feedback from project peers and attendees
- Networking with other organisations and exchanging contact details

(Field and Keller, 1998).

Secondary Benefits (Measurable)

- Law protection implementation morally incorporated

- Personal values align with those of MEND and their campaign for change which ensures the team are unanimous in working to the same principles and are adhering to organisational morale (Talbot, 2003).

Stakeholder Analysis

What is a Stakeholder?

Stakeholder is effectively those people who may or may not be directly involved with the organisation or project but would still hold an interest to the completion and success of the organisation's goals. Roles such as managers, team members, the sponsor, the champion and client all contribute and influence its outcome (Field & Keller, 1998) (Baker and Baker, 2000).

Purpose of a Stakeholder Analysis

The technique of a stakeholder analysis in project management is to identify important stakeholders to ensure that valuable focus is put on these contributors and concentrate time and energy where it is most needed (Field & Keller, 1998 (Baker and Baker, 2000).

Application of Stakeholder Analysis to MEND

Through the application of a stakeholder analysis to the MEND project our team have recognised seven key stakeholders who play a pivotal role in ensuring the execution of the objectives set out by MEND. These are:

- Muslim community (high): MEND's objectives are to ensure the Muslim community are equipped with knowledge and know their rights in legislation
- People of Swansea (low): create an awareness whereby the citizens can identify and help support any victims of Islamophobia they encounter in Swansea
- Swansea Council (medium): beneficial to the Swansea city council to reduce hate crime in Swansea. Holding events such as workshops/exhibitions are valuable to the cause
- Police (medium): record statistics to know the scope and level of Islamophobia in the current climate and protect victims targeted

- MEND (high): actively lobbying for change through biased media and politics. Holding workshops/exhibitions/masterclasses ensure the message is spread to all
- Students (undertaking the project) (high): our team will gather all knowledge while completing the module and seek education on Islamophobia to benefit personal lives
- Ambulance service (low): need to have full training in Islamophobia and offer their services.

Reference List

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Appendix

Title MEND Project: Raising awareness, inclusion for all. Legislation protection and education awareness	
<u>Purpose</u> • Real life experience of Islamophobia • To reduce hate crime on the streets of Swansea • To reduce institutionalised Islamophobia • Religious discrimination • To stop demonisation of Muslims • Close loopholes in legislation that do not include the protection of Muslims as a group (Racial and Religious Hatred Act 2005)	<u>Stakeholders (Audience)</u> • South Wales Police • City Council • Muslims of Swansea • The community (Public who want to actively make a change) • Welsh ambulance service • Victim Support • MEND • Students
<u>Desired End Result</u> • The fair treatment for all • Treated equally as other citizens • Protection of Muslims • Law change to include Muslims • Inclusion of Muslims	<u>Measures of Success</u> • Good turnout to the workshop/exhibition (number of tickets sold) • Creation of awareness (the understanding of message dialogued to define Islamophobia) • Change in legislation (workshops/exhibitions to lobby for change to protect Muslims) • Interactions made with participants (ask for feedback on activities and communications at the workshop)
<u>Secondary Benefits (Unmeasurable)</u> Target the engagement/participation of all walks of life to participate such as: • The young (Eyst) • Young adults (Universities) • All ethnicities/backgrounds (Swansea mosque)	<u>Secondary Benefits (Measurable)</u> • Law protection implementation morally incorporated • Personal ethics align with those of MEND and their campaign for change

<u>Priority H/M/L</u>	<u>Stakeholder</u>	<u>Stakeholder's Perspective</u>	<u>Action</u>
H	Muslim Community	Target audience	To gain knowledge and know rights in Britain
L	People of Swansea	To gain knowledge on Islamophobia	Identify hate and report/help
M	Swansea Council	Working in partnership with MEND to prevent hate crime in Swansea	To prevent hate crime by awareness and education
M	Police	Record statistics, offer support to victims and offer legal advice	Prevent/protect and support victims of Islamophobia
H	MEND	Actively campaign for the cause to end victimisation of Muslims	To promote and prevent Islamophobia through workshops, exhibition and masterclasses
H	Students (undertaking the project)	Academic qualification and education	To successfully complete the module and report the findings
L	Ambulance Service	Availability in time of need equipped with right training	Medical assistance to victims of Islamophobia





MEND

MEND is a not for profit organisation that is actively involved in the local Muslim communities of Britain to empower them in politics and media. MEND encourages British Muslims to engage with political and media institutions to ensure awareness and competence in strengthening democracy and ensuring a positive Muslim portrayal.

(MEND, 2019)

The Team

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Mohamed Ali Akbar
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Host Organisation Team

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Application of Quad Chart to the Project (MEND)

Purpose

- Real life experience of Islamophobia
- To reduce hate crime on the streets of Swansea
- To reduce institutionalised Islamophobia
- Religious discrimination
- To stop demonisation of Muslims
- Close loopholes in legislation that do not include the protection of Muslims as a group (Racial and Religious Hatred Act 2006)

Stakeholders (Audience):

South Wales Police
Swansea City Council
Muslims of Swansea

The community (Public who want to actively make a change)

Welsh ambulance service
MEND
Students (UWTSD team)

MEND Project: Raising awareness, inclusion for all. Legislation protection and education awareness	
Purpose	Stakeholders (Audience)
• Real life experience of Islamophobia • To reduce hate crime on the streets of Swansea • To reduce institutionalised Islamophobia • Religious discrimination • To stop demonisation of Muslims • Close loopholes in legislation that do not include the protection of Muslims as a group (Racial and Religious Hatred Act 2006)	• South Wales Police • City Council • Muslims of Swansea • The community (Public who want to actively make a change) • Welsh ambulance service • Victim Support • MEND • Students
Desired End Result	Measures of Success
• The fair treatment for all • Treated equally as other citizens • Protection of Muslims • Law change to include Muslims • Inclusion of Muslims	• Good turnout to the workshop/exhibition (number of tickets sold) • Creation of awareness (the understanding of message dialogued to define Islamophobia) • Change in legislation (workshops/exhibitions to lobby for change to protect Muslims) • Interactions made with participants (feedback given on activities provided and communications at the workshop)
Secondary Benefits (Unmeasurable)	Secondary Benefits (Measurable)
Target the engagement/participation of all walks of life to: • The young (youth) • Young adults (Universities) • All ethnicities/backgrounds (Swansea mosque)	• Law protection implementation morally incorporated • Personal ethics align with those of MEND and their campaign for change

Quad Chart (continued)

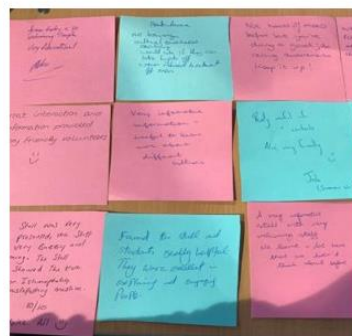
Desired end results

- The fair treatment for all
- Treated equally as other citizens
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- Inclusion of Muslims

Measures of success

- Good turnout to the workshop/exhibition (number of tickets sold)
- Creation of awareness (the understanding of message dialogued to define and tackle Islamophobia)
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(Field and Keller, 1998)(Ford and Wei, 2015, p. 275-284)
(MEND, 2019) (The Audiopedia, 2019) (Talbot, 2003)



mend
Muslim engagement
& development

Application of Stakeholder Analysis to MEND

Muslim community (High)

MEND's objectives are to ensure the Muslim community are equipped with knowledge and know their rights in legislation

People of Swansea (Low)

Create an awareness whereby the citizens can identify and help support any victims of Islamophobia they encounter in Swansea

Swansea Council (Medium)

Beneficial to the Swansea city council in reducing hate crime in Swansea. Holding events such as workshops/exhibitions are valuable to the cause

Police (Medium)

Record statistics to know the scope and level of Islamophobia in the current climate and protect victims targeted

MEND (High)

Actively lobbying for change through biased media and politics. Holding workshops/exhibitions/masterclasses ensure the message is spread to all

Students (undertaking the project) (High)

Our team will gather all knowledge while completing the module and gain education on Islamophobia to benefit personal lives

Ambulance service (Low)

Have full training in Islamophobia and offer their services.

(Baker and Baker, 2000) (Field & Keller, 1998)



Priority H/M/L	Stakeholder	Stakeholder's Perspective	Action
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Contribution Audit

<u>Task</u>	<u>Name & Date</u>
Cover page Slide Introduction Quad Chart Stakeholder Analysis	Nashrin Ali
Gantt Chart Risk Analysis	Mohamend Ali Akbor
Work Breakdown Structure	Rusina Begum
Monitoring and Evaluation Arrangement of slides	Syeda Savannah Davies