



the ST. JOHN groupSM

www.TSJG.com

the ST. JOHN group

3400 West Hospital Ave
Suite 102
Atlanta, Georgia 30341
770.986.0075
info@TSJG.com

COMPANY DETAILS

HUBZone Certified
Certification # 36358

Veteran Owned Small Business
(VOSB)

DUNS 788245707

CAGE 4M1R1

CONTRACT VEHICLES

GSA Schedule 70 (IT)
Contract # GS-35F-0479U
SIN 132-51 Information Technology
Professional Services

GSA Schedule 874 (MOBIS)
Contract # GS-10F-0010Y
SIN 874-1 Consulting Services
SIN 874-2 Facilitation Services
SIN 874-7 Program and Project
Management

The American Cancer Society (ACS) HEALTH PROMOTIONS (HP)

PROJECT PREVIEW

This was a multi-year engagement to manage the primary ACS web site, www.cancer.org, and other online properties. These properties included ACS' social media site: www.csn.org (Cancer Survivor's Network). This effort involved managing internal development teams, external vendors, software upgrades, site area redesigns and site upgrades. The St. John Group provided project management, technical management, and technical services.

THE CHALLENGE

The customer was challenged with meeting the specific needs of ACS constituents and those of multiple internal organizations. The ACS constituents required the most current and accurate cancer information. The internal organizations included those providing cancer information, online income development, and government funded activities. Each of these independent stakeholder groups had unique and sometimes conflicting needs.

Additional complexity was created from the use of multiple external development vendors in the areas of web site maintenance, creative development, and marketing campaigns. Furthermore, the project's team members belonged to multiple organizations within ACS.

THE SOLUTION

The St. John Group provided project management, technical management, and technical services to ensure the success of these initiatives.

As project managers, we coordinated stakeholder organizations and various vendors to support the ACS web properties throughout this initiative. We regularly reported to executive management with progress and status reports, both in written and verbal form. We actively worked with the ACS Project Management Office (PMO) to ensure company goals and directives were being met.

As the technical managers, we coordinated the technical integration efforts. We implemented standard Software Development Life Cycle (SDLC) methods to develop, test and implement new software code. This involved managing development teams from multiple internal organizations and external vendors.

As required, we provided specific technical skills to support the initiative. These skills included traditional software development, open source development, system quality control, creative services and specialized web usability services.

THE RESULTS

The result of our efforts supporting ACS is the successful completion, within time and within budget, of multiple major projects supporting critical customer needs and campaigns. We received numerous accolades and shared web design and implementation awards with the client development team. We continue to support ACS today.

Our efforts are on-time and on-budget.