

## **“Project Management in Politics as a Future Direction”**

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Project Management in government (state and federal) is often associated only with large-scale projects and implementations of programs, yet the recognition of the vehicle (campaigns) that allows for the opportunity for these projects to exist (elected officials who hold the purse strings) is practically non-existent. There is very little formal recognition of project management, or managing campaigns, in PMI, formal literature or any other sources of project management study. Conversely, political campaigns rarely recognize project management as a formal means to win elections. The object of my research is to determine if 1) Project management efficiencies and processes can be utilized by the campaign manager to win elections and 2) What lessons can project managers learn from campaign management?

The study of these questions is based on personal experience and observations over a 20 year period as a campaign manager; a project manager; a candidate for public office; political books/articles; and project management literature. Through analyzing past political campaigns, I have traced specific project management processes that campaigns utilize to win elections. The results of this study revealed that formal project management processes can successfully be applied to campaign management. In fact, my research identifies several key PMBOK® processes that, used correctly, can be the foundation to a successful campaign. Additionally, my research concluded that there are lessons that project managers can learn and apply to their projects from the study of campaign management techniques.



**Ted Koval, PMP** is a Senior Business Project Manager for Mutual of Omaha, a financial services company based in Omaha, Nebraska. Ted has 13+ years of experience as a Project Manager both in State government and in IS/IT project management in the United States. Ted has managed campaigns and legislative outreach for several Pennsylvania State Representatives, served as Director of the Policy Committee for the Pennsylvania House of Representatives, and was project manager for the first nationally recognized centralized voter registration system in the USA. Ted subsequently became project manager and Director of PM for the largest provider of enterprise class voter registration and election systems in the United States. He

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