



ITMG 494: PROJECT MANAGEMENT

DECEMBER 16, 2014



TAIL-WAGGIN TORERO TAILGATE

PET ADOPTION BLITZ

UNIVERSITY OF SAN DIEGO
5998 ALCALA PARK, SAN DIEGO CA 92110

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EXECUTIVE SUMMARY

POTENTIAL PROJECT NAME:

Tail-Waggin' Torero Tailgate

PROJECT SPONSORS:

The University of San Diego, Business School 5998 Alaca Park, San Diego, CA 92110 (619) 260- 4600	and	San Diego Human Society and SPCA 5500 Gaines Street, San Diego, CA 92110 (619) 299-7012
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NEED FOR PROJECT:

The San Diego Human Society is constantly receiving and influx of stray, lost, and sick animals. Their shelters, located across the San Diego County, and partnered foster homes help care for the humane treatment of all animals. Servicing the needs of these animals would not be possible without the availability of space within their facilities. While the San Diego Humane Society continues to improve and expand their efforts, a great deal of there focus remains on finding stable homes for these loveable creatures, so that they may continue to treat incoming animals. Finding adoptable homes for pets in the local community is the shelter's best way to sustain animal safety and ensure care for future animal injustices.

PROJECT DELIVERABLES:

Project deliverables would include initial research in the local community which surrounds the San Diego Humane Society and SPCA main center. Collecting useful data and gaining a deeper understanding through multiple facility visits of the San Diego Humane Society's current operations and objectives will enhance project communication and team enthusiasm. Clearly defining incremental deliverables will help balance the project work load through a semester's span and help build successive skills. The further project deliverables include planning of the actual events logistics

- **Survey and Statistical Research:** Gather results from the surrounding Mission Valley and Linda Vista community, including University of San Diego students, faculty, and staff. Ask about

openness, willingness, and reasons to adopt. Compare results with those conducted by the San Diego Humane Society.

- **Facility Visits:** Directly consult and visit the San Diego Humane Society down the street from USD to build a strong partnership, gain insight and further understanding of the facility's current policies, procedures, and planning. Record any useful information or feedback given for project base of adoption.
- **Marketing Materials:** Fully design and implement a marketing strategy plan with marketing materials as main deliverables. This may include compiling emailing lists, funding sites, social media, flyer campaigns, and word of mouth.
- **Operational Planning:** Prior to and day of record planning of project needs, costs and delays. Fully exhaust communication of plan to involved parties and outlets of operation.
- **Success Criteria:** Observing high event attendance. Conversion rate of attendees to adoptees. Develop a positive relationship between the San Diego Human Society and University of San Diego. A desire to repeat the event. Education and awareness of event resulting in future USD volunteers, interns, or adopters.

REQUIRED TEAM SKILLS:

An energetic, organized, and committed team is needed to make the entire project plan successful from start to finish and everything in between. All three skill sets have direct impact to the final event's performance and success. All team members are fully capable of these skill requirements. The skill requirements set a beginning standard by which all project groups should follow in each of their given task sets. The team skills will remain as an overarching theme to the style in which we hope to complete deliverables.

- **Energy:** A positive team keeps the team as a whole happier and better invested. Happier team interactions tend to go above and beyond when pleasing partners, working with others, and promoting event spirit.
- **Organization:** Organization is important for determining work completion credibility. Unorganized work is just as useless as incomplete work. Always maintain a level of organization in order to keep the team as a whole moving forward.
- **Commitment:** A strong committed team will find that any time spent and invested in the project will output higher returns. Commitment reflects a basic desire to be a part of the project plan. Show this commitment by being fully present or participative in small and large aspects of the project.

TEAM TASKS AND ROLES:

Role	Tasks	Responsibilities
Marketing	<ul style="list-style-type: none"> • Devise campaign slogan and strategies • Create consistent marketing materials • Distribute and manage materials and social media accounts 	Promote event. Gain exposure and excitement in the campus and surrounding community.
PR	<ul style="list-style-type: none"> • Maintain contact with potential partners and participants • Respond to needs of interested parties • Provide accurate follow up information 	Manage potential customer touch points. Communicate effectively to all parties involved.
Operations	<ul style="list-style-type: none"> • Organize processing materials needed prior to and day of event. • Prepare and test logistics plan 	Overview the physical and technical operative needs of the project from start to finish.
Finance	<ul style="list-style-type: none"> • Fundraise or gain incentives for participants • Negotiate flat rate adoption price • Manage Account spending, costs, and revenues 	Account for funds or investments needed to deliver a top notch event.

PROJECT SALES PITCH

Adopting pets from the San Diego Humane society not only gives animals a better life, but it allows the Humane Society the space and chance to continue animal saving efforts. Partnering the University of San Diego, a community in tune with social justice, triple bottom lines, and catholic social service, with the San Diego Humane Society is a perfect match. The two establishments are only minutes away from each other.

Students, faculty, and staff of USD could benefit by adopting new pet companions into their homes. Often times having a pet at home has proven to help instate a healthier lifestyle, either one with more activity or stress relief. Overall pets are undeniably lovable. An event which brings these fun furry creatures to a college campus is an immediate success, because students often miss their pets from home. Students attracted by furry friendships will be informed of volunteer opportunities or adoptions, depending if their living situation permits an adoption. Local families and professors supporting the games also make perfect potential adopters. Combing the fun, food filled atmosphere of a Fall tailgate with the company of adoptable pets will surely increase traffic and sales of the sporting event and adoption rates.

PROJECT ANALYSIS

PROBLEM STATEMENT

The San Diego Humane Society is only minutes down the street from the University of San Diego. Being two large community influencers with similar values, the intention is to form a lasting partnership through the creation and success of a unique event proposal. Outreach from the San Diego Humane Society on USD's campus has currently been minimal to none. While the growing facility is in constant need of volunteers, staff, and animal lover adopters they could greatly benefit by tapping into University students interests. The University

students will benefit with local opportunities and the University itself can create more excitement around student tailgates. Overall forming a connection between USD and the San Diego Humane Society by hosting a unique, fun, and memorable Tail-Waggin Torero Tailgate will stir lots of excitement and improve awareness in the community.

PROJECT OBJECTIVES

- Increased awareness of opportunities and services the San Diego Humane Society has to offer for our local community. Measured by increased community involvement.
- Attendance at tailgate exceeds forecasted or expected amount. Compare to similar and past USD Torero Tailgates. Building overall community Spirit.
- Exceeded the daily adoption average rate. Calculate the average number of adoptions in one day for the month of November or December.

PROJECT SCOPE

Tail-Waggin' Torero Tailgate

12/5/2015

PROJECT CHARACTERISTICS AND REQUIREMENTS:

- 1) Negotiate with the Human Society a cheaper, express, adoption price and process that will appeal to passer buyers.
- 2) Approval of the University to have the Humane Society sell pet adoptions on campus for an eventful university, fall, 2015, tailgate.
- 3) Transferring the San Diego Humane Society adoption process needs to the courtyard out front the Jenny Craig Pavilion.
- 4) Coordinating with event staff and facility policy to ensure safety of both people and animals at the event.
- 5) Promoting ahead of time the event features and functions, especially the opportunity to adopt a pet. Prepare and encourage others to participate in multiple ways.
- 6) Plan extraneous side games, food, and entertainment for all of those coming to the tailgate, because it is also a tailgate after all.

PROJECT DELIVERABLES:

- 1) Team Charter
- 2) Project Schedule
- 3) Work Break Down Structure
- 4) Two Status Reports
- 5) Final Takeaways Report

PROJECT SUCCESS CRITERIA:

The project success criteria will be defined and managed to match the tasks and goals of each role assignment. The role assignments include Marketing, PR, Operations, and Finance. The Project success criteria will be different for each of these subsets. However, as a whole the project success can be more broadly defined and broken into 2 main components of a typical tailgate and a pop up adoption shop.

- 1) **Tailgate Success:** Drew in larger crowds than normal to the stadium before the start of a home game. If the crowd which came, came to stay for a longer period of time, then grabbing free merchandise or food and going.
- 2) **Adoption Success:** Safely coordinating a temporary pop up adoption shop that is interactive, cost effective, and appealing for potential adopters. Receiving fully processed adoptions, partial adoptions, interest in volunteer work, or other communicated interests due to exposure in the university community.

RETURN ON INVESTMENT

EXPECTED BENEFITS:

Benefits including a multitude of different factors which mainly spring off of connecting or building relations between two community strongholds, the University of San Diego and the San Diego Human Society. By aligning the goals and achievements of each of these organizations into their first joint

project together a relationship will form. Beginning and sustaining this relationship brings both short term and long term benefits to both organizations. Benefits are summarized as introducing opportunities of new customer basis and student volunteer or employment. Overall each benefit will increase community participation among the two organizations.

EXPECTED COSTS:

The costs represented in the table below are example costs to include in the project. The numerical figures do not represent actual costs. In order to lower these costs we suggest reaching out to the community to gain support, donors, and shareholder involvement. These costs also assume the guaranteed investment and involvement of the University of San Diego and San Diego Humane Society.

Costs	Expected Values
Venue Space: provided by USD	\$0.00
Marketing Materials	\$150.00
Event Catering	\$1,500.00
Event DJ	\$450.00
Event Labor	\$450.00
Miscellaneous	\$200.00
<u>Total:</u>	<u>\$2,750</u>

PROJECT DESIGN

FEASIBILITY STUDY

Feasibility wise the project is very convenient for both parties involved. The event is flexible and open to creative input by project managers and shareholders. The scale of the event is also flexible enough to include additions to shareholders or present parties. Overall the feasibility of the project passes economic, technical, and operational needs, assuming these will be covered by University of San Diego and San Diego Humane Society.

RISK MANAGEMENT STRATEGY

Risk Management strategy is integrated with the communication strategy plan. This has been done as a preventative and collaborative matter. A highly integrated and cross functional implementation of this strategy ensures that all team members and shareholders are update in information. Risk management

if not figured out on a collaborative lower level will then move up the communication chain for higher ups to decide within the 2 parties, University of San Diego and the San Diego Humane Society.

COMMUNICATION STRATEGY

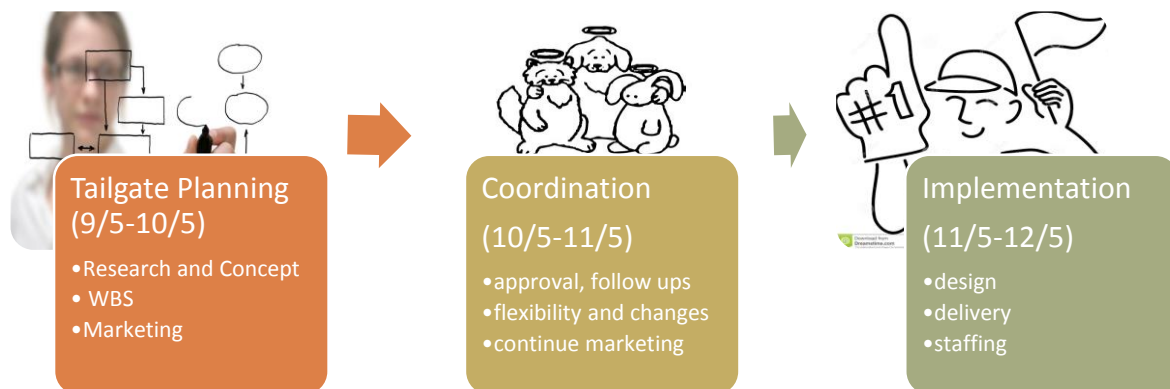
A communication strategy will serve accountability through two status reports. The status reports are to be presented during class time as an overview of the project's current situation with updates on tasks completed, tasks still being worked on and tasks that might have been outsourced.

Project roles will create a cross functional communication style, among the different roles leads. The lead simply is responsible of communicating efforts to other project role leads. The communication plan also follows a bottom up strategy. The majority of communication will be done on the lower levels or among fringe work. The results should then be communicated to project role leads and then once every 2 weeks communicated to the entire Project lead, Carl Rebman.

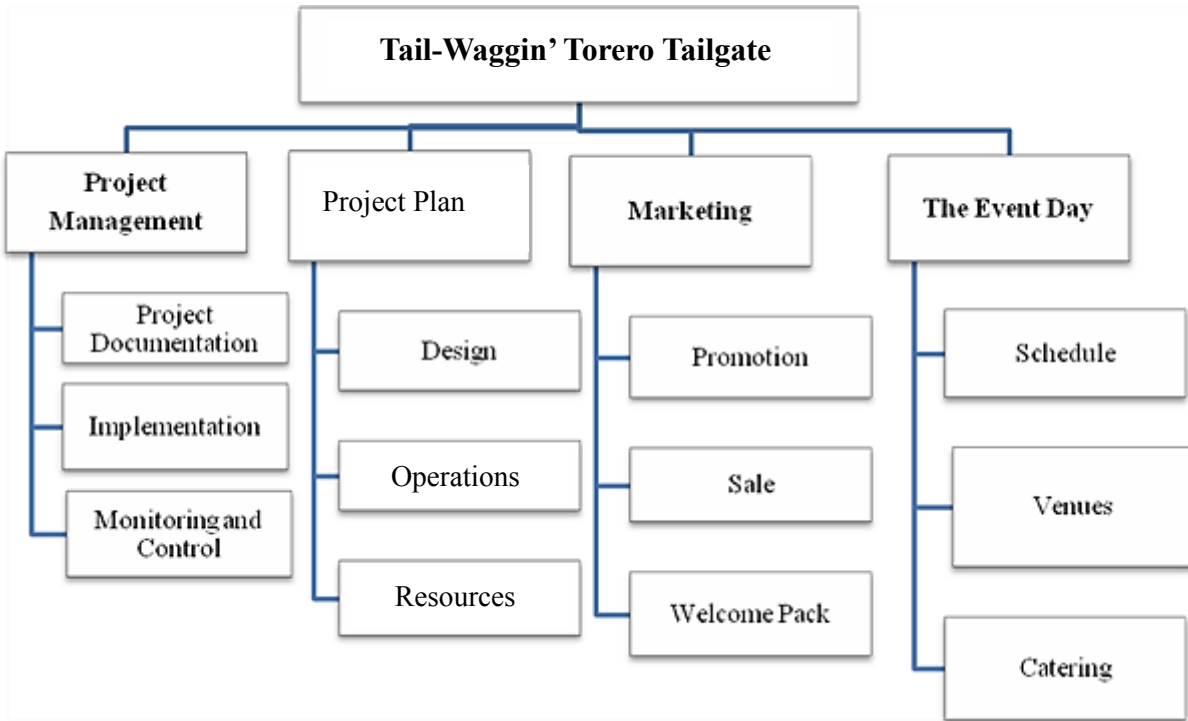
Communication shall be kept professional and organized. To access and compile project roles files on Dropbox accounts will be shared. In order to effectively communicate with potential participants, email or phone should be used for all matters of business. For other promotional management tools Eventbrite and Facebook will suffice.

PROJECT DEVELOPMENT

TIMELINE



WBS



STAFFING

The staffing plan laid out below uses a combination of the project roles assigned to class members labeled as students, as well as to external resources such as the Humane Society staff labeled H.S. person in the table, and food and entertainment vendors. The staffing table below does not constrain that food or entertainment vendors must be provided by the university, if being sourced elsewhere approval is needed. Area for day of staffing is primarily the Jenny Craig Pavilion courtyard right between the football field entrance and basketball court entrance. This location is flexible to host several sporting type tailgates. Transportation necessary for accommodating the set up will assumingly be provided by partners and vendors and is labeled (transport) in the table below.

Personnel	Responsibility	Area	Time	Roles
Student 1	Research	USD Campus, JCP	5-7pm	Record survey data digitally
Student 2	Research	JCP, Gym	6-8pm	Record simulation data
Student 3	Operations Set Up	(transport) to JCP	4-6pm	Set up food/adoption booths, staff
Student 4	Operations Set Up	(transport) to JCP	4-6pm	Set up food/adoption booths, staff

Personnel	Responsibility	Area	Time	Roles
Student 5	Promote/Booth	JCP	5-7pm	Staff booth and promote
Student 6	Promote/Booth	JCP	6-8pm	Staff booth and promote
Student 7	Operations Clean Up	JCP to (transport)	7-9pm	Staff, clean up, send off materials
Student 8	Operations Clean Up	JCP to (transport)	7-9pm	Staff, clean up, send off materials
H.S. Person	Animal Control	H.S. to JCP ct yard	4-9pm	Maintain care of temporary animals
H. S. Person	Adoption Booth	H.S. to JCP ct yard	4-9pm	Promotional/Adoption materials
H.S. Person	Financials	H.S. to JCP ct yard	4-9pm	Complete adoption transactions
Food Staff	Orders	JCP ct yard	4-9pm	Take guest orders, serve
Food Staff	Prep	JCP ct yard	4-9pm	Prepare, plate, and serve
DJ/Live Music	Entertainment	JCP ct yard	4-7pm	Provide family environment music

FINAL ANALYSIS

METHOD OF EVALUATION

The Project evaluations included in this report are theoretically based. The project may be fully evaluated during incremental points of the project planning process. Although, a complete analysis can be available upon request of the project team who takes on the project for the 2015 -2016 academic school year.

APPENDIX

Any data collected through the project research should be placed and referenced in the appendix.

Additional materials may also be found in the appendix if applicable to project design or implementation.