

Phil Your Heart – Marquette University Alpha Phi Philanthropy Event

Project Plan

Team: IT Help Desk Van

Mascot: Eddie the Eagle

Project Team:

LK Rogers

Savannah Jankowski

Michael Donlin

Randy Staszak

Project Sponsor:

Rebecca Kessler

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Purpose:

The purpose of this project is to fundraise and bring awareness to women's heart health, the number one cause of death in women, through the philanthropy of a Marquette Organization - Alpha Phi. Targeting students at Marquette with relationships with contestants in the event will drive the funds raised.

Objectives:

- Fundraise \$1,500 for Alpha Phi Foundation supporting medical research for heart health and heart disease.
- Impact and bring awareness to over 100 Marquette community members.
- Focus group meetings to develop a plan for the best approach to find at least 3 willing contestants.
- Get featured in the "Marquette Today" newspaper 1 time following the event to spread awareness even more!

Assumptions:

- There will be 100+ people that show up to our event.
- There will not be a COVID-19 outbreak immediately before our event.
- The AMU will provide us with tables for our event.
- Everybody involved in the project completes their part before the event date
- The event before ours will end on time so that we can start setting up in a timely fashion
- Project cost will stay the same throughout the duration of the project (\$200-\$300)
- The project scope will not change once our mentor signs off on our project.
- Materials will arrive on time and be in good condition.

Constraints:

Constraints in this project will include:

Scope

This event usually occurs annually with Alpha Phi Marquette but due to COVID-19, this is the first time in the last two years the event has occurred. The scope of this event has been diminished due to the lack of knowledge and familiarity with sorority philanthropy events as new classes join Marquette. The event will be doable, but issues are acknowledged as it is fairly new to most Marquette community members.

Schedule

The event is a little over a month away and requires adequate time to prepare contestants, advertise, and generate an overall plan. Amongst our team members' busy schedules, we must find enough time for everyone to meet and execute parts of this project.

Budget

The budget is subject to change as this event is a low priority in the Philanthropy department for Alpha Phi. Managing and planning this event with a tentative budget can pose issues and constraints on the planning process.

Quality

Due to COVID-19, gatherings in the AMU have been asked to be kept to a minimum. This could hinder our fundraising in the event we generate a large crowd that is mitigated by AMU staff. Ensuring small group participation and proper PPE worn by participants will ensure the event runs smoothly.

Risk Summary:

COVID-19

Covid may have the potential to shut down all campus activities if the number of cases goes up which will cancel the event. This affects any and all persons involved with this event in any way: the team, Alpha Phi members, the contestants, and students and faculty who want to attend this event. The team will be monitoring Covid news and will comply with Marquette's protocols and procedures to stop the spread.

Schedule

Since the event is taking place on April 21, 2022, the team will have to complete all planning and setup before that day. This will affect the team and the Alpha Phi members who are helping to get the event arranged. To lower this risk, the team is using effective time management skills to complete necessary work on time. The team may make schedule adjustments as needed.

Contestant Uncertainty

Phil your heart requires volunteers to sit and be "in jail" to raise funds. As of right now, there is nobody signed up and the team has not begun to reach out. If unable to find willing participants, the team and Alpha Phi will be affected. Additionally, the people who do end up participating will be affected because this event may not necessarily be something they want to do. In order to avoid this, the team is planning to begin reaching out very soon and have built connections with potential volunteers already.

Date Change

The event is still fairly far out and the current date, although it will most likely be the actual date, is only a *working* date for now. This will only affect the team and Alpha Phi members who are involved with planning. Any changes to the current deadline date will be immediately reported to the team.

		Risk Impact		
		Acceptable	Minor	Major
Risk Probability	Low	Date Change		Contestant Uncertainty
	Medium		Schedule	Covid-19
	High			

Scope:

The following items are in-scope for this project:

- Fundraise \$1,500 for the Alpha Phi Foundation go towards medical research and development of new treatments for women’s heart health
- Bring awareness to women’s heart health in order to make an impact on the community
- Create social media ad campaigns and physical flyers to market the event
- Hold the event on April 21, 2022

The following items are out of scope for this project:

- The event will not be held over multiple days
- The event is not open to the public, only for Marquette students and faculty
- Donations collected will not go to any other heart health foundation outside of Alpha Phi

Project Deliverables:

- Get 50 new subscribers to our social media campaigns as a way to market the event to the student body of Marquette online.
- Flyers which will be handed out to students.
- Advertisements to promote the importance of women’s heart health.
- \$1,500 in funds donated to the Alpha Phi Foundation.

Project Milestone Schedule:

Milestone	Date of Completion
Space secured for fundraiser	3/21/22
Contestant participation confirmed	4/1/22
Marketing campaigns launched	4/4/22
Event resources acquired	4/18/22
Event held	4/21/22

Budget Summary:

Budget Summary		
Expense Category		
Marketing		
	Printing flyers for event	\$ 40.00
	Printing posters for event	\$ 80.00
Materials for Fundraiser		
	Table Craft Supplies	\$ 100.00
	T-Shirts	\$ 150.00
	Water Bottles	\$ 20.00
	Heart Healthy Snacks	\$ 40.00
	Total	\$ 430.00

ROM Calculation:

- Initial Spend Estimate: \$200
- Range of ROM Minimum: \$150
- Range of ROM Maximum: \$350

Project Governance:

External Stakeholders

Who:	Sensitivities:	Responsibilities:
Marquette University	<p>Influence: HIGH</p> <p>Determines flow of all external events held on campus</p> <p>Make calls regarding COVID-19 regulations</p> <p>Interests:</p> <p>Support campus organizations and events</p>	<p>Approve of event activities and itinerary</p> <p>Provide space available to rent/reserve</p> <p>Determine community risks on event</p>
Attendees	<p>Influence: HIGH</p> <p>Determine the outcome and effectiveness of the event</p> <p>Interests:</p> <p>Donating money to release contestant from “jail”</p> <p>Supporting the Alpha Phi Foundation and women’s heart health</p>	<p>Provide monetary donations</p> <p>Engage and advertise event</p> <p>Request potential candidates</p> <p>Increase event awareness</p>
Contestants	<p>Influence: HIGH</p> <p>Reliant for event partnerships and relatability</p>	<p>Pose as the “face” of the event</p> <p>Volunteer time and donations</p>

	<p>Interests:</p> <p>Advertise the event and increase attendance</p>	
Craft Store	<p>Influence: LOW</p> <p>Transactional Relationship</p> <p>Interests:</p> <p>Receive donations for event</p> <p>Influence customers and advertise "Phil Your Heart"</p>	<p>Provide necessary supplies for decorations and event materials</p>
Location/Alumni Memorial Union	<p>Influence: LOW</p> <p>Follow Marquette guidelines pertaining to COVID-19</p> <p>Interests:</p> <p>Provide open space and tables for event</p>	<p>Provide staff services and point of contact for location of event</p> <p>Ability to sign off on required forms needed to be submitted to Marquette SFL</p>
ZP Pfiefer	<p>Influence: HIGH</p> <p>Marquette University Sorority and Fraternity Life Advisor</p> <p>Determines overall scope and approval of all Greek Life events</p> <p>Interests:</p>	<p>Act as liaison between Marquette Panhellenic and campus sorority chapters</p> <p>Communicate required paperwork and information needed to sign off on event</p>

	<p>Will help to advertise event to other campus organizations</p> <p>Can sign off on potential grants or donations from Marquette Panhellenic</p>	
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Internal Stakeholders

Who:	Internal Role:	Responsibilities:
Alpha Phi Eta Mu	Sponsor	<p>Provide resources, outlines, and expectations for the event</p> <p>Act as a point of contact for Alpha Phi International philanthropic rules and regulations</p> <p>Approve overall budget and report total donations to the foundation</p>
LK Rogers	Project Manager	<p>Oversee and monitor project progress and plan</p> <p>Set meetings for check ins and work with sponsor to approve event details</p> <p>Ensure the execution of project deliverables by contacting sponsors when needed</p>
Rebecca Kessler	Alpha Phi Philanthropy Coordinator	<p>Provide basic information regarding philanthropy events and processes</p> <p>Act as a contact point for questions regarding Alpha Phi International guidelines</p>

Savannah Jankowski	Communications Manager	<p>Contribute to project processes and monitor the project progress overall</p> <p>Put together project communications and ensure they are received and read/understood by the right people in a timely manner</p>
Mike Donlin	Business Analyst	<p>Identify opportunities of improvement throughout the duration of the project</p> <p>Considered a bridge between our stakeholders and the people who are not as involved in the project.</p>
Randy Staszak	Quality Assurance	<p>Correlate with team regarding final aspects in conjunction to project corrections.</p> <p>Review deliverables to ensure alignment with current tasks related to the overall project goal.</p>

RACI MATRIX

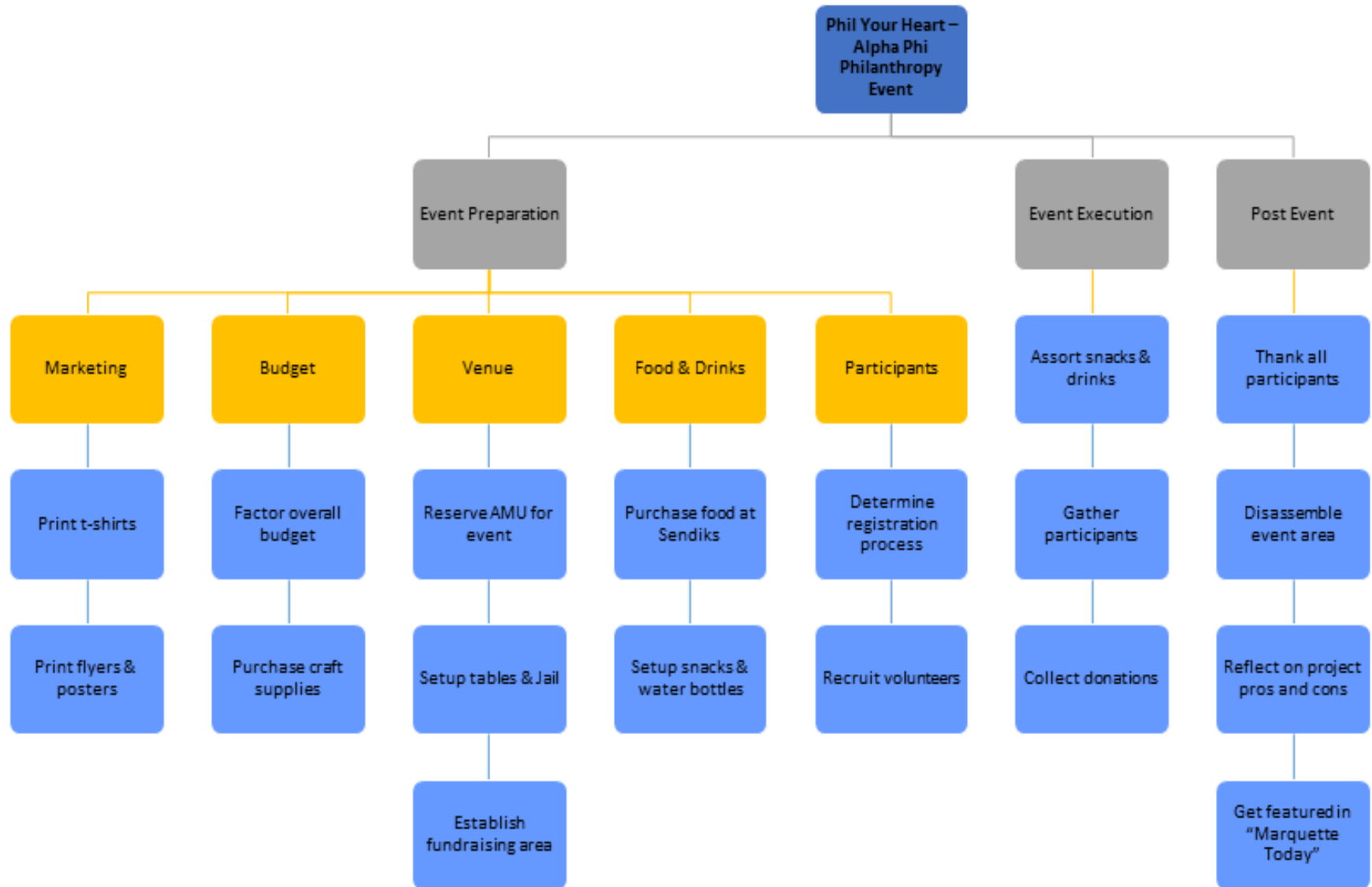
	Alpha Phi Foundation	Rebecca Kessler	LK Rogers	Michael Donlin	Savannah Jankowski	Randy Staszak	Rebecca Gasper	Professor Gering	Contestants	Marquette University	Attendees	Craft Store	AMU	ZP Pfiefer
Project Activity/Deliverable	Executive Leadership		Project Leadership	Core Project Team			Project Sub-Teams		External					
Initiating Phase														
Project team meet & greet meeting/Kick off	I	I	R/A	R/A	R/A	R/A	R	I						I
Project charter	I	I	R/A	R/A	R/A	R/A	C	C/I						
Planning Phase														
Project plan	C	I	R/A	R/A	R/A	R/A	C	C/I						
Identify resources	C/A	C/A	R/A	R/A	R/A	R/A	I		C/I			C	I	
Develop marketing and promotion campaigns	C	C	R/A	A	R/A	A	I							
Executing Phase														
Acquire resources	A	A	R/A	R/A	R/A	R/A	I			C		I	C/I	
Launch marketing and promotion campaigns	C/I	C/I	R/A	A	R/A	A	I		R					
Hold event	A	A	R/A	R/A	R/A	R/A	C	I	R/C	I	I			I
Controlling Phase														
Monitor and control event	A	A	R/A	R/A	R/A	R/A	C	I						I
Closing Phase														
\$1500 donated to Alpha Phi Foundation	A	A	R/A	R/A	R/A	R/A	I		I	I	I			I
Lessons learned			R/A	R/A	R/A	R/A	C	C/I						
Final report			R/A	R/A	R/A	R/A	C	C/I						

Managerial Process Plans:

Cost Management Plan

Description	Unit Price	Quantity	Cost
Advertising/Marketing			
Printed Flyers	\$ 0.25	150	\$37.50
T Shirts	\$ 20.00	3	\$60.00
Printed Banner/Poster	\$ 1.00	80	\$80.00
		Total	\$177.50
Craft Supplies			
Poster Boards	\$ 5.00	3	\$15.00
Sharpies	\$ 1.00	5	\$5.00
Paint	\$ 5.00	3	\$15.00
Heart Cut Outs	\$ 10.00	2	\$20.00
Cardboard	\$ 5.00	1	\$5.00
		Total	\$60.00
Food/Drink			
Apples (bag)	\$ 5.00	2	\$10.00
Almonds (snack bags)	\$ 6.00	2	\$12.00
Water Bottles (pack)	\$ 4.50	2	\$9.00
		Total	\$31.00
Estimated Revenue (donations)			
\$1 Donation	\$ 1.00	200	\$ 200.00
\$2 Donation	\$ 2.00	95	\$ 190.00
\$5 Donation	\$ 5.00	20	\$ 100.00
\$20 Donation	\$ 20.00	10	\$ 200.00
T Shirt Purchase (chapter)	\$ 20.00	85	\$ 1,700.00
		Total	\$2,390.00
Estimated Net Profit for Foundation			\$2,121.50

Work Breakdown Structure

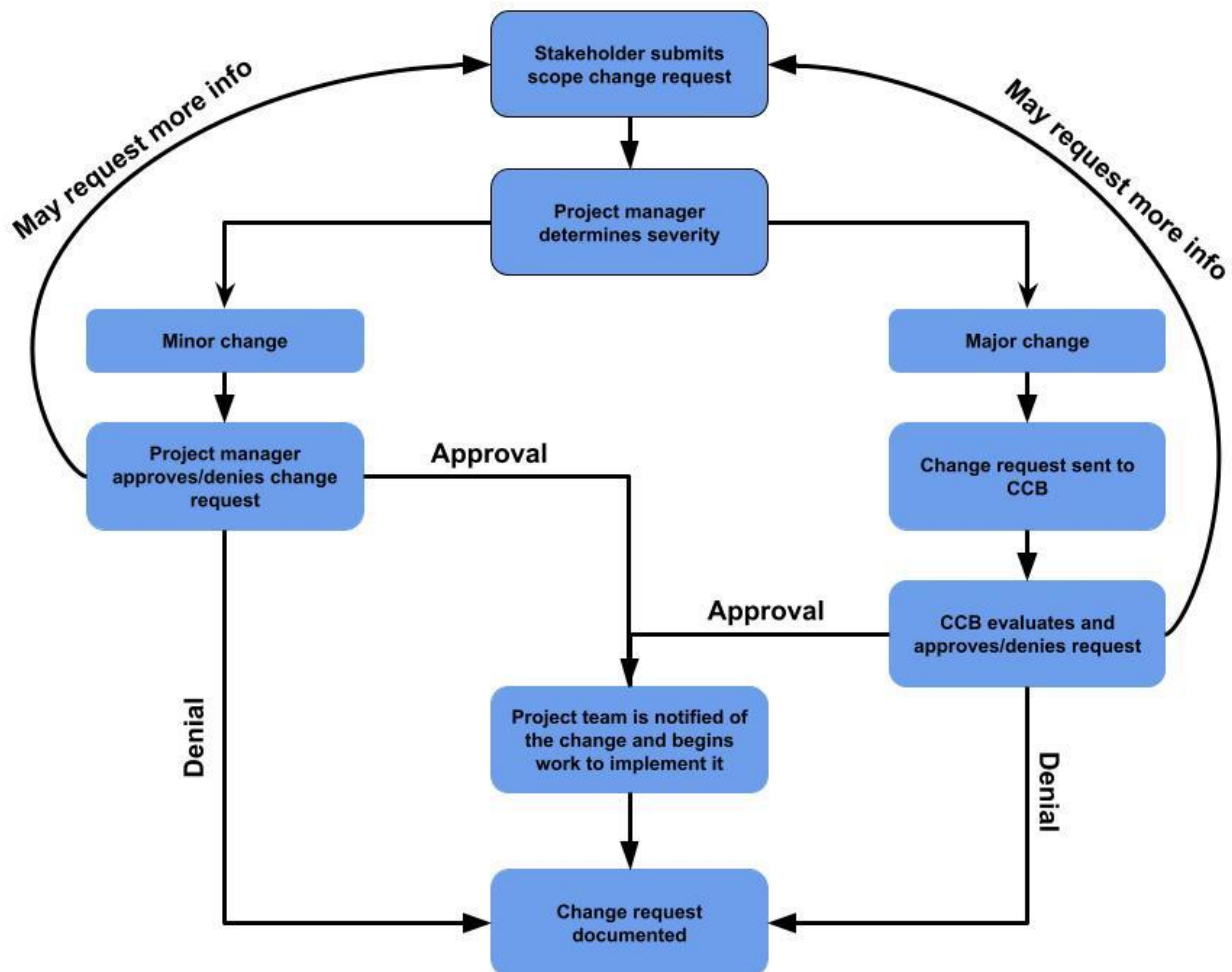


Change Management Plan

The change management plan describes how all changes to project scope will be handled. A change request must first be submitted before any changes can be made. Changes may be initiated by any project stakeholder, but the project manager along with the project team are responsible for implementing it into the project. Project scope changes must align with the goals of the project and the goals of the organization as a whole.

Roles and responsibilities in relation to change management are defined:

- All stakeholders may initiate a project change by submitting a change request
- The project manager has the authority to determine the severity of the change as well as approve/deny change requests
- In the case of a major change, the change request will be sent to the Change Control Board (CCB) for evaluation while keeping in mind the goals of the project and organization
- If additional information about the change is needed, the project manager or CCB will request more information from stakeholders
- The project team will be made aware of changes as soon as possible
- Upon approval, the project team will make updates to project documents and will work to implement the change
- Changes, approved or denied, will be documented in project materials



Budget Management Plan

The budget management plan describes how the project budget will be controlled:

- The project manager is responsible for overseeing the budget
- The project sponsor and project manager have executive authority to decide how funds will be allocated
- The project manager will track changes and update project materials in relation to the budget
- Budget change requests will be handled following the guidelines outlined in the change management plan
- The project team may assist the project manager in this process as needed



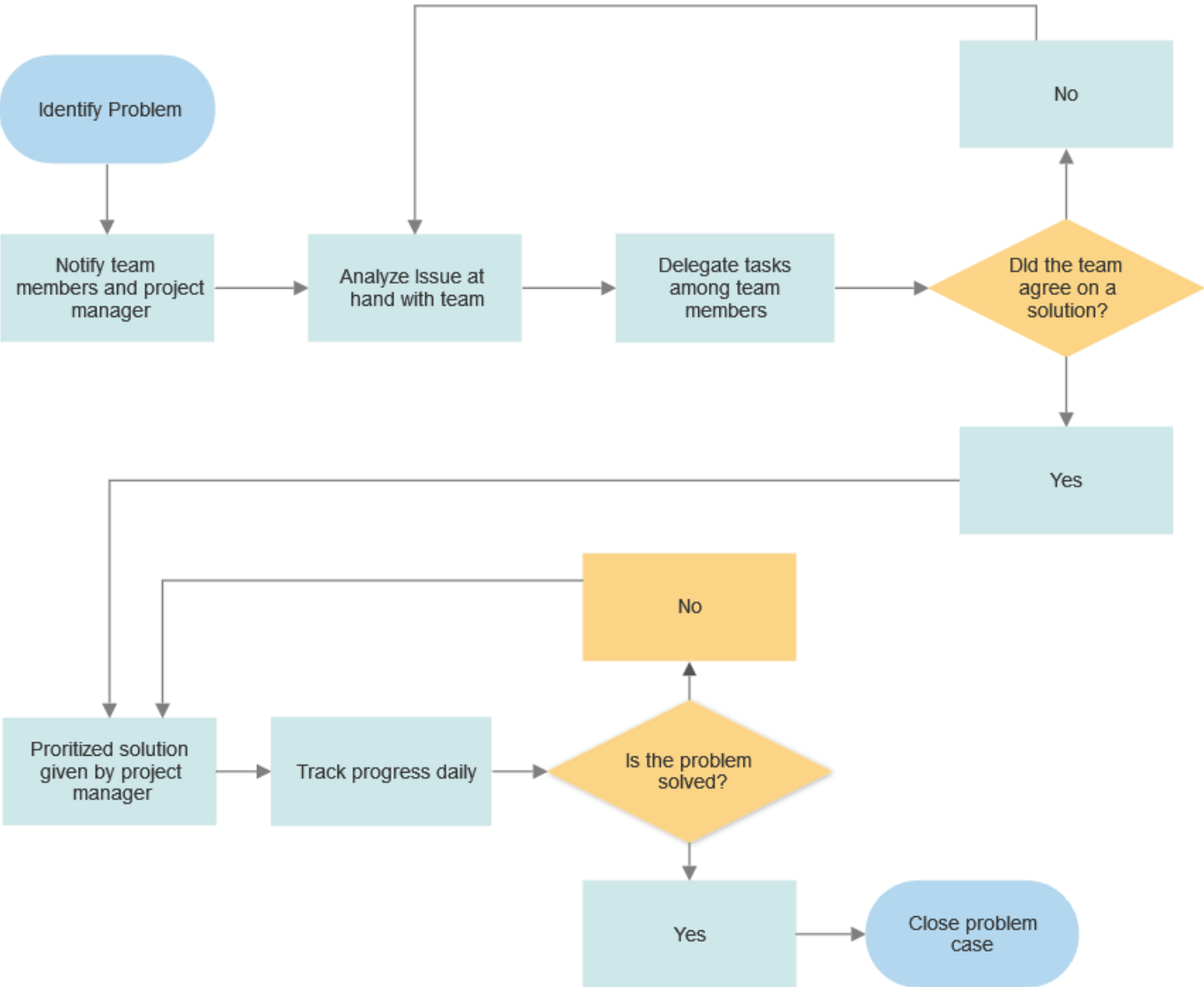
Issue Management Plan

The issue management plan describes how stakeholders will handle any issues that may arise during the life of the project. Project stakeholders should actively look for potential and/or current issues and bring them to the attention of the project manager immediately.

The following roles and responsibilities are defined:

Role	Responsibilities
All stakeholders	<p>Monitor the project to anticipate/identify issues</p> <p>Notify the project manager of any current or prospective issues immediately</p>
Project Manager – LK Rogers	<p>Evaluate and gather information about issues</p> <p>Do any additional research needed to get essential information</p> <p>Bring the issue to the attention of the CCB</p> <p>Communicate with stakeholders who need to be informed</p> <p>Work with project team to resolve issues</p> <p>Document issues</p>
Project Sponsor – Rebecca Kessler	Support the project manager as needed
Project Team – Savannah Jankowski, Mike Donlin, Randy Staszak	Analyze how the issue might impact other project aspects

	<p>Discuss possible solutions and choose the best one while keeping in mind the goals of the project and organization</p> <p>Work to resolve issues</p> <p>Document issues</p>
Change Control Board – Project manager, project team, project sponsor	<p>Analyze how the issue might impact other project aspects</p> <p>Create change requests as needed</p>



Communications Management Plan

The communications management plan ensures the communications needed for the project to be successful are delivered on time and in the right format. It also ensures the communication is read and understood by the right individuals. The following table highlights key communications needed for successful project execution:

Communication	Person Responsible	Audience	Frequency	Method
Potential contestant invitations	Project manager and project team	Contestants	Weekly (until full)	Email
Secured AMU space	Project manager and project sponsor	Project team, Marquette University, Contestants, Alpha Phi, AMU	April 25	In person for Project Team Email for Marquette, Contestants, Alpha Phi
Secured contestants	Project manager and project team	Contestants, Alpha Phi, Project Sponsor	April 25	Email
Inform contestants of expectations for them	Project manager and project team	Contestants	April 26 Day of event	Email In person
Team meeting with Alpha Phi	Project manager, Project Team, Alpha Phi, Project Sponsor	Alpha Phi, Project Sponsor, Project Manager, Project Team	Day of event	In person preferred, over MS Teams if we cannot coordinate a time

Event promotion	Project manager, project team, project sponsor, Alpha Phi, Contestants	Attendees, Marquette University, Project Sub-Teams, AMU, ZP Pfiefer	Weekly (ongoing)	Social media posts, flyers
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Risk Management Plan

The table below lists the involvement of key stakeholders' roles and responsibilities pertaining to project risks as well as risk management from origination through project closure.

Stakeholders	Responsibility
Project Manager – LK Rodgers	<ul style="list-style-type: none"> • Responsible for analyzing, recording, and keeping track of risk in pertinent to budget, scope, and project deadlines using Microsoft Project. • Overlooks matrices and milestones in conjunction with project schedule to ensure healthy project life cycle during COVID-19 • Identifies risk probability and strategizes solutions with team to mitigate risk upon contestant uncertainty in addition to conflict leading up to event date.
Communications Manager- Savannah Jankowski	<ul style="list-style-type: none"> • Communicate with stakeholders regarding potential risks as well as receiving updates from project manager related to risks. • Communicate and assist possible risk action plans to project manager • Communicate any unforeseen issue involving potential threats that could lead to risk potentially alter reaching deadlines
Business Analyst and Quality Assurance – Randy Staszak	<ul style="list-style-type: none"> • Assist project manager in classifying the level of risks as well as proactively planning for the probability of circumstances related to risk • Assign risk ratings to the following categories: COVID-19, schedule, contestant uncertainty, and date change.
Project Sponsor- Rebecca Gasper	<ul style="list-style-type: none"> • Receives any updates on risk management that could be of concern to the project manager and team. • Provide insight on risk action plans through meetings by providing feedback on risk adoption.

Risk Assessment Activities

The table below lists the participants and their assigned tasks in association with risk assessment activities.

Activity	Participants	Tasks
Identify Risks	<ul style="list-style-type: none"> • Project Manager • Project Team • Project Sponsor 	<ul style="list-style-type: none"> • Conduct risk review in meetings pertaining to project venue, volunteers, and stakeholders • Document a risk registrar • Develop a Risk Management Plan
Risk Analysis	<ul style="list-style-type: none"> • Project Manager • Business Analyst • Communications Manager 	<ul style="list-style-type: none"> • Classify risk probability and impact and prioritize accordingly
Risk Response	<ul style="list-style-type: none"> • Project Sponsor • Project Manager 	<ul style="list-style-type: none"> • Conduct a risk mitigation solution to be reviewed by project sponsor
Monitoring Risk	All project members	<ul style="list-style-type: none"> • Review effectiveness of risk management plan • Update project documents accordingly

Risk Register

Probability of Risk	Impact of Risk	Risk Status
High = 8-10	High = 8-10	Green = Mitigated risk
Medium = 4-7	Medium = 4-7	Yellow = Plan meeting to mitigate risk
Low = 1-3	Low = 1-3	Red = Solutions delegated amongst team immediately

Rank	Risk	Description	Category	Potential Cause	Potential Response	Risk Owner	Probability	Impact	Status
1	COVID -19	Campus being shut down	Venue	Increase in positive cases	Consider altering project objectives	Project Manager	1	10	Green
2	Venue Unavailable	Unable to reserve spot in AMU	Scope	Already reserved/limited due to COVID-19	Plan for different venue	Project Manager	5	8	Yellow
3	Volunteers	Lack of participants in event	Scope	Low recruitment due to official date change	Marquette staff participates	Project Team	4	4	Yellow
4	Budget Constraints	Cost of the project exceeds projected budgeted cost	Cost	Forecasted numbers were incorrect	Adjust supplies needed for event	Project Team	2	2	Green

Project Closure

Once the funds of the event are processed over to Alpha Phi International and the Alpha Phi Foundation, the Eta Mu Chapter will receive an official document stating the amount raised and the date received from the foundation. This will indicate the philanthropic closure of the event.

Philanthropy Closure Plan:

- Collect all donations from the event
 - Transfer Venmo balance to the chapters BillHighway (financing system)
 - Count up cash collected and deposit into BillHighway
- Record all donations
 - Code all Venmo transactions
 - Count and note cash collected
 - Compare from years prior to creating variance report
- Send donations to Alpha Phi International
 - Write and mail check from BillHighway to Alpha Phi Foundation
 - Waiting to receive confirmation documentation from Alpha Phi International

The closure of the event will be determined by the end time of the space reservation made through the Alumni Memorial Union. The area will have to be cleaned up and the contestants will have to be thanked for their participation.

Event Closure Plan:

- Clean up event space
 - Return rented tables
 - Dispose of all trash and materials no longer needed
 - Return Alpha Phi items back to the Alpha Phi House
- Finalize event forms for the Office of Sorority and Fraternity Life
 - Finish risk assessment paperwork and submit to ZP Pfeifer
 - Not any safety incidents and mishaps and submit to Tiffany Fulford
- Thank contestants
 - Write handwritten thank you letters for contestants

Team and Administrative Closure Plan:

The team and administrative plan can be considered when the team meets to wrap up our final project plan and presentation. We will also work to create documentation for the next “Phil Your Heart” event.

Administrative Closure Plan:

- Call final meeting and discuss events
 - Develop a SWOT analysis for future events
 - Analyze a “lessons learned” plan
- Work on documentation for future events
 - Create a variance report depicting what happened compared to what was planned
 - Create a future goals plan