

Project Concept Stirling Family Reunion

Template Version: 1.3

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Sponsor(s) *(Person(s) who provides the funding or resources for the project)*

Jane Stirling – Senior Family Member, 805-123-4567	
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Customer(s) *(Person(s) who will order the project be started, determine if objectives are met, and accept the product of the project. The person(s) who decide if the project is a success.)*

Jane Stirling – Senior Family Member, 805-123-4567	
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Project Statement *(The overall purpose of the project)*

The project statement concisely describes your project's overall purpose. This statement should clarify the project's overall purpose, time frames, and resource parameters and should contain the following format – Action word| End Result | Target Date For Project Completion | Cost or Hours Guideline. For example, "Implement new database Software Countywide by October 5, 20xx at an investment not to exceed \$50,000."

Plan and conduct a Stirling family reunion by June 30. 2011 at a cost not to exceed \$3,000.

Background *(A brief history of the events leading up to the need for this project)*

The Stirling family held their first family reunion in 2006. Over 100 family and friends attended and expressed interest in gathering every five years to stay connected with family and friends. Joe Stirling, the son of Jane Stirling, senior family member volunteered to coordinate the next reunion in 2011. Joe gathered feedback from attendees of the 2006 reunion and is utilizing that information to plan the 2011 event.

Problem Definition *(The matter requiring a solution)*

Define the problem, as it currently exists. Be as objective as possible. The problem definition should be an objective statement of fact that promotes a common understanding in a short and concise format. It must avoid implied causes or solutions so avoid words such as: need to, since, because of, due to, or must as these words often suggest either a cause or solution. It should provide the business reasons for the project and should pass the 'so what' test.

The Stirling family and friends live throughout the country and do not have much opportunity to gather together in person. Many have expressed interest in getting together periodically to stay connected and renew or sustain relationships as the family expands.

Desired State *(The condition that will exist upon successful completion of the project)*

A description of how things will be different after your project is completed. It is the condition that you want to achieve by solving the problem. Often the desired state is a reverse statement of the problem.

- Stirling family and friends have renewed relationships following the family reunion.
- Stirling family and friends had a positive experience at the family reunion including food they could eat and enjoy, family entertainment and a comfortable venue.
- A project manager to coordinate the next reunion has been identified.

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Project Objectives *(Goals or conditions to be attained)*

Project objectives (a.k.a. standards, goals, etc.) are statements that describe the condition(s) that will exist (quantitatively and/or qualitatively) when a project is completed. Objectives should be Specific, Measurable, Agreed-upon, Realistic, and Time-Bound (SMART) and should reflect key areas of importance and value (e.g., revenue, profitability, customer satisfaction, etc.)

- All stakeholders will receive notification of the pending family reunion and have the opportunity to attend.
- All who attend will have a place to sit with a table.
- All who attend will have food and drink available to them at the reunion in alignment with any dietary needs.
- All who attend will have an opportunity to view entertainment.
- All stakeholders will have the opportunity to receive a DVD of photos.
- All who attend will come away with renewed relationships following the family reunion.
- The reunion project has been completed within budget.
- The reunion project has been completed on time.
- Identify a project manager to coordinate the next reunion in 2016.

Expected Outcomes & Results *(Advantages and consequences)*

Describe what benefits (improvements) the department and County may receive as a result of successful completion of the project. Also specify any results (consequences of), positive or negative, that the project will deliver. Include possible results measures to consider. Measures may be documented as targets to achieve, quantified improvements over a baseline, or comparative benchmark goals.

- Relationships between Stirling family and friends will be sustained longer as a result of holding this family reunion.
- New family members and friends will get to know more senior family members as a result of this reunion.
- Individuals who attend the family reunion note in the lessons learned survey following the reunion that they had an enjoyable time.
- Individuals who attend the family reunion note in the lessons learned survey following the reunion that they enjoyed good food and drink that met their dietary needs.

Facts *(That which is proven to exist)*

Itemize facts that have an impact on the project either negatively or positively. Project requirements must be facts. Items that must exist for project success should be listed here as facts.

- More than 100 people attended the prior family reunion and expressed interest in having another event.
- Joe Stirling is still available to coordinate the event.

Assumptions *(Take or accept as being true but with no documented proof)*

List the assumptions used as basis for believing the project can be successfully completed. Assumptions should not be issues that will make or break the project; rather they are items you are pretty sure of and can work with for the time being until they can be verified and turned into facts.

- There is sufficient interest in participating in the family reunion to plan and conduct the event.
- Everyone who chooses to attend will be able to arrange and pay for their transportation to the event. (These costs do not come out of the \$3000 project budget.)
- Sufficient contributions can be gathered to pay for the 2011 reunion.

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- Sufficient people will volunteer to help with the event to conduct it by June 4, 2011.
- A venue can be located which is sufficient and desirable for the event.
- Necessary equipment will be available to rent for the event.

Anticipated Funding Source and Budget Limit

Identify the expected source of funding and provide budget estimates on the high side of the expectation. Provide a brief cost/benefit analysis as to the merits of the project.

- \$3,000 in contributions will be gathered from donations by family members and friends.
- Donations of food, drink, and equipment will be requested for the event from volunteer efforts.

Departments or Agencies Impacted

List the departments or agencies affected by this project and include a brief description of their involvement or impact.

Not applicable

Revision and Approval History

Date	Version	Revised By	Description	Sponsor & Stakeholder Acceptance Date
12/10/10	1.0	SP	Initial version of Project Concept	
3/18/2011	1.1	SS and team	Modified project statement, objectives, and funding	