



Portfolio done by Amari Wooden, Corey Shell, and Sidrick Ofori.

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## Executive Plan

The purpose of this executive assignment is to summarize some things that will be discussed within our program. Such as name of company/organization with brief purpose statement, values, mission, goals, & objectives, and the overview of program or better known as the main points of this program, to attract others within our community.

Executive summary for this program is a Christmas themed festival for college students, ages 18-24. The activities we have planned are karaoke, building a slay and with objects around the participants, making a Christmas tree or ornaments, dressing up as a reindeer, Mr. and Mrs. Claus and elves and racing for the finale, a live show to show off talent. This will all take place in the Bavarian Inn, because it is because of the snowfall and snowy mountains. The company of the program is Frosty Fest, which will be held December 24<sup>th</sup>, 2021, at 3:00 p.m. on Christmas eve. The purpose statement is to provide enjoyment in life through passion, faith, and teamwork. Statement: The mission of Frosty Fest is to provide excellent teamwork, solidarity, faith and passion to students within our community.

Mission: Provide the community quality of life, recreation and leisure: inclusiveness within the program/organization: teamwork.

Five values that are for this program are integrity (showing honesty and morality), respect (listening to others and taking other thoughts into consideration), solidarity (giving to less fortunate), inclusiveness within the community (everyone is equal), and teamwork (working together during the activities).



## Goals and Objectives

The first goal that we have is to make sure everyone is having fun and being active. And goal two is the participants' interaction with each other. Communicating within this generation (Generation Z) is hard enough, thus our intent is to assist them in improving their social skills, while creating fun and unique projects and environments.

The three objectives we have for this program are to assist our participants with social skills, being creative and to embrace everyone's creativity and inner child.



## S.M.A.R.T Goals

**Specific:** The main goal of this festival is to make sure the participants have a great time and enjoy their time. We as the creators have ensure the activities aren't boring in order to make that a reality.

**Measurable:** This goal is very measurable. We can conclude by having a survey asking the participants was the events fun.

**Achievable:** All our goals are achievable because they are in goals, we as a program can control. We are the ones that can come up with the programs and put them place if they are fun and different than our participants will let that be known.

**Realistic:** I am positive that all our members want to create the best experience possible for the participants. We also must take in account that we cannot please everyone we just have to take care of our part.

**Trackable:** We can track this by monitoring how the participants are acting throughout the events. They will show if the event is going well by if they're laughing, joking, interacting etc. This how we will track if the program is going as planned

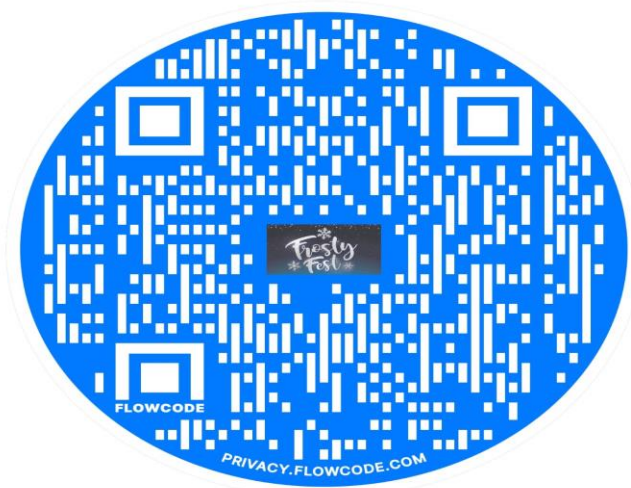
## Evaluation Plan

**Participation:** The number of participants that attend will tell if the social media pages and flyers accomplished the goals. This is a major part of our entire program because we could have the best activities there is but if there is low attendance it would all be for nothing and that is something that would defeat the purpose. This is the reason the extra mile was taken with the flyer being hung-up all-around Shepherd University and the Bavarian inn.

The instrument that the program is using is the survey. A QR code has been presented, but the link is as follows: <https://s.surveypal.com/8v6wrgbv>. The questions consist of how we can improve the program and from what was presented, what the audience liked or did not like. Nine questions, plus a written response question, are presented in the survey. From the responses from the survey, we need to change some wording, such as "childish," that did offend some of the audience, but overall, everyone approved of the program.

**Engagement:** How engaged the participants are doing the event such as their comments, likes etc. This program was built of the entire idea of making sure the participants have the best experience possible. What was highlighted was bringing out the inner kid in everyone and that is what the engagement was made for. It is easy to tell when someone is enjoying themselves and when they are not.

The rationale for the program is each question for the survey is to get a sense and feedback of what the audience would like, would not like, what could change and additional input that assist us making the program better and more approachable.



## Market Analysis

The purpose of this Market analysis is to give a brief description of our program, the age group for the program, what kind of activities that our participants will be engaging in, what activities the age group enjoys, the leisure behavior behind it, the recreation preferences, and the decisions that our group has decided on. For starters, our group has decided to implement the Christmas festival program. This consists of exhilarating activities that can be seen as childish, but it will bring out the inner kid in everyone. With what we are doing, we are hoping to get a sense of interaction with others and rejoice in the community.



## Risk Management Plan

### ANTICIPATION:

- After reviewing the possible risks of the event and there is a risk that stands out and that is the chance of participants getting hurt. That is why there is a need for staff and at least one staff member with a background in medicine.
- The facility is the Shepherd University Gymnasium which consists of hardwood floors which means extra precaution must be taken. The elements of the activities that will be done are running around and equipment to ensure that this is able to happen.
- During the event week a series of tests will be done in the facility and with the equipment to make sure everything is up to par. These tests on risk potential will be done by the entire staff and administration involved.

### SUPERVISION:

- Participants are not required to have any training prior to the event, all they must do is ensure they listen to the staff members.
- Leaders are required to have skills and certification when they are hired for this event. The skills needed are communication, patience, creativity, and enthusiasm. Also, workers must have a degree in Recreation.
- The appropriate number of leaders is estimated to be around 5-7 experienced individuals.
- The way that they will be stationed is by level of confidence, speaking, demonstration and experience. The roles they need to avoid are not engaging and being responsible volunteers.
- **WAIVERS:** Yes, waivers are necessary because if someone gets hurt in a minor or major way, we want to prevent any lawsuit or misunderstanding.

### EMERGENCY CARE:

- There will not be emergency care considering how close we are to a medical center. As well as having a medically trained volunteer.
- If someone is injured, depending on the injury, how close a hospital is to our destination, one of our volunteers or us (CREATORS OF THE PROGRAM) will drive the person to the nearest hospital.



## Venue

Due to the fact we're expecting a big crowd the venue we're choosing is Shepherd Universities gym. This way all our decorations are set up and seen clearly. Also, the activities that we are planning to do in a large space are needed so that we can lower the chances of people running into each other and injuries happening.

## Equipment and Prices:

Our budget for the equipment is around \$5,000-\$10,000. Most of the items are being received from Walmart, Target, Party City, and Spirit Halloween. The tech items will be being bought from amazon.com, being that amazon has a lot of cheap but new stock. The catering services are from the venue. And the two photographers are graduate students looking for hours and more experience to put on their resume and put in their portfolio.

ITEMS	QUANTITY	PRICES
Santa hat	10	\$30
Santa wig and beard	10	\$110
Red robe	10	\$150
6 pack reindeer ears	12	\$120
Garlands	4	\$41
Big red bows	3	\$45
Christmas table covers	5	\$50
Christmas tree	1	\$70
Wreaths	4	\$148
Wrapped boxes	3 packs (5 in a pack)	\$45
Mini Christmas trees	10	\$150



Mini ornaments	10 packs	\$175
Sleigh bells	10 packs	\$50
Boogie board	3	\$60
Cookie sheet	3	\$20
Storage bins	3	\$15
Baby tub	3	\$150
Dog bed	3	\$90
Inflatable pool	3	\$30
Mini paint canvas	10 packs	\$80
Acrylic paint	10 packs	\$120
Paint brushes	10 packs	\$150
Catering	-----	\$300-\$600
Christmas face masks	100	\$500
Nutcracker	2	\$140
Transportation	-----	\$600
Speaker	1	\$170
Back up microphones	3	\$120
Christmas photo back drop	3	\$135
Photographer	2	\$600
		FINAL: \$ 4,464-\$5,064

### Set Up Plan:

The First day we will clear out the area of the venue to make room for the items we plan to set up. Once the venue is cleared, we will then move in all the equipment needed for the event; this includes items that are bigger that will need to be set up before the decorations process can begin. The second day we will begin decorating in order to finish the set up before the event.

### Special Arrangements:

We will scope out the venue and create a plan for if there is an emergency; this includes making sure we know where all the emergency exits are located and how to get everyone out safely. All individuals that attend the event will receive a medical form beforehand to fill it out. This is another safety measure we will take to ensure everyone stays safe while attending our event. The entertainment will be informed ahead of time of the place and time they will need to set up. We will be there an hour before the entertainment arrives to help and direct them to where they will be setting up. The last thing we will need to do is come together as a team to set up a schedule for the event. The schedule will be typed out and printed ahead of time. Individuals will receive the schedule at the door of the venue so they have a clear idea of what will be going on throughout the day.

### Inclusion Plan:

The aspects of inclusion I might need to consider for this program, given our market audience is, the representation by it all. Another thing to consider is the demographic (LGBTQ+ community, disabilities, age, etc.), experimental (economic diversity, physical ability, etc.), and cognitive

(problem solving, and using the brain). Barriers that exist and should be addressed are socializing, emotional stability such as frustration, personal issues or illness is a motivation. Intrinsic Barriers can be physical, chronic illness, developmental impairments etc. As for extrinsic barriers, they can consist of attitudinal difficulties, ecological such as the snow in the hills and transportation barriers. We should also consider individuals with disabilities having access to the same opportunities as everyone else



## Promotion Plan

One page description of what you will do to promote your event. When and where your materials would be posted or activated.

For us as an organization to have a great turn out with our event, our program needs to focus heavily on promotion. We have physical advertisements such as brochures and fliers that will be handed out to students a week prior to the event. The brochure will be handed out in Rams Den from Monday to Friday during school hours. Included in the brochure will be a goody bag containing candy canes, Hershey kisses, and a little bag of popcorn. Our other physical promotion will be an event flyer. The flyer will be posted around campus in halls, centers, and dining areas. We will put these fliers up around campus two weeks prior to the event. Something special we did to grab the viewers' attention was we included a promo code to get free pizza on the flyer. To really grab the attention of our target age group, we are very aware that we will need to promote on social media as well. We created an Instagram page for our program, and we

have the flier and brochure posted on the page. Via Instagram stories, we will repost the flier and brochure every day for a week before the event.

## Staffing, Orientation, and Registration Plans

### SHARING STAFF NEEDS:

- Due to the event expecting a huge outcome of participants that means it needs to be more than just a few staff members. This event needs approximately 10+ staff members in order to ensure that the event runs as smooth as possible.
- The skills needed in order to be selected in this event are vary straight forward. This staff needs to have members who are experienced in working in situations like these ones. Also, the staff members must be enthusiastic this event is about creating the best event possible for participants, there shouldn't be any bad energy in the building that day.
- The most important that there is a staff member that has a medical background to help if there's a situation with an emergency. This is something that will be notified to participants when they register to let them know we have their interest when it comes to keeping them safe.

### ORIENTATION:

- The things that will be shared with the staff and a pre-event meeting is, from investigating the occasion objectives with our customers to arrange the coordinated effort terms with providers, which should wind up booking an insane measure of presentation or occasion showcasing gatherings. By disclosing such information, this guarantees a proficient correspondent and prohibits potential misconceptions that can be done through email.
- An overview to share with volunteers and direct staff is benefits for these individuals as well as how to assist with the event. Such as protocol for an emergency with the participant, staff member or volunteer...
- Something that may need an explanation within the program is the protocol, so everyone knows their roles and procedures. A good example that not a lot of people know or understand is food allergies. Knowing what to do in that situation. Also, making sure all staff members/volunteers are CPR certified.
- Some ways that could be reviewed for the risk management plan can be reviewing the 7-step plan. "1. Risk analysis: Identify potential risks (and then document and prioritize them) 2. Evaluate and assess the consequence, impact, and probability of each potential risk 3. Assign roles and responsibilities to each risk 4. Come up with preventative strategies for each risk 5. Create a contingency plan in case things go wrong 6. Measure your risk threshold and work with project stakeholders 7. Continue to monitor and report on each risk." (Retrieved on November 3rd, 2021, from <https://plan.io/blog/risk-management/>)

- The staff should be educated in the risk management plan, certain protocols, fire drill procedures, food safety, what to do in specific situations, as well as their role within the program.

#### REGISTRATION PLAN:

- The Christmas event's registration will be done easy. A week before the event an in-person registration will be held at Shepherd University in the building known as (EOB) Erma Ora Byrd Hall. Although this is the main way that participants will be able to register for the event there is another way. For those who can't make it to the registration at Shepherd University you will have an opportunity to register online on the events website. The process is the same and just like you can pay in person you will be able to pay online.
- In our promotional material, Instructions for registration will be included. Our Primary and Secondary Registration methods will both be identified.
- Primary Registration Method: A week before the event an in-person registration will be held at Shepherd University in the building known as (EOB) Erma Ora Byrd Hall.
- Secondary Registration Method: Online Registration Form that will be returned via email. We will have a QR code attached to our promotional material that will link the viewer straight to the registration form.



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#### ANIMATION/SEQUENCE PLAN

##### **Flow Chart-**



## What Would You Do Differently?

For the next Frosty Fest, things we would do differently would be more festive activities, Potluck Dinner, and more holiday music. Our advertisement for the event this year was good, but as a group we all think there is room for improvement. Frosty Fest 2022 will be a success!