

Bella Manning

Mr. Strachan

CIBACS

16 October 2017

Senior Plan

Mission Statement :

My goal of my Senior Project is to gain knowledge and a better understanding by hosting a public event called *Senior Swing* which focuses on celebrating the lives and youth of the elderly.

Definition of Plan :

My plan is to coordinate an event similar to a high school Prom, but for the elderly of Orange County. Considering the event will celebrate the lives of senior citizens, proceeds will benefit an association which directly involves the elderly known as the Alzheimer's Association. The event will not only be available to the senior citizens, but their family and loved ones. The location of the event will be held at a local venue that is accessible for the elderly and will comfortably contain the amount of attendees. After a venue is officially chosen, I will then proceed by asking the owner about their policies, hours, and requirements on renting the space. Lastly, I will need to commence with my finances to ensure the space.

In order to complete the project to the best of my ability, I will need to certify very vital components regarding finances and customer satisfaction. An income statement will be created to keep track of every expended item. Taking into consideration on what the elderly specifically

want is important so I can ensure they are content with the event. Modeling an aesthetically pleasing space with decorations will tie into the cost of the event, along with activities and food. In particular, I will buy decorations from flower arrangements, invitations, and table settings, regarding the theme of the event. Along with that, I will have food and beverages to specifically cater to their likes and desires. I will also provide music from a live band and a DJ to present music that the seniors listened to when they were younger. Activities will include caricatures, photo booths, raffles, silent auctions for prize baskets, poker, and many other games that will allow the seniors to feel young again.

In order to promote this event in the most effective way, I will need to utilize different forms of advertisements which will also impend upon finances. With that being said, I will need to create a website for the seniors and their families to RSVP online, learn more about the event, and why they should attend. Along with an online RSVP, I will provide invitations to various senior centers and families I know. Throughout the year I will plan meetings with managers from different senior centers in Orange County to inform and further promote the event. Going to the senior centers is directly targeting my target market and not only benefits my project, but the centers who are looking for more activities for their seniors to join in on.

This entirely new idea of a ‘Senior Prom’ will not only allow the community of Orange County to come together and celebrate the lives of our seniors, but give back to the community by proceeds being donated to the Alzheimer’s Association to aid in the fight of Alzheimer's disease. My ultimate goals for the project is to give back to our seniors by hosting a successful event to make them feel special and appreciated.

Learning Stretch :

This project allows me to not only utilize the skills I have learned throughout my years of CIBACS, but further expand my skills through the concept of 'learning by doing.' My planning skills will be ultimately put to the test. In order to plan efficiently, I will create a timeline and deadline for each task in order to have the event successfully completed on time. I will also learn how to put others ideas before mine because at the end of the day, it does not matter if the project was what I envisioned. It truly matters if the attendees of my event are pleased with what is provided. My project will also help my ability to handle tough situations with difficult customers. The project will prepare me for real life business situations through creating a business plan and timeline for an immense project. Communication skills are vital for business, so I will further expand my communication skills through contacting food vendors, my mentor, entertainment businesses, venue owners, and companies which are willing to donate items for auctions. Lastly, I will learn how to not only oversee and run an event, but be engaged and create a connection with the attendees so the event will feel personal. Overall, I plan on documenting my learning stretch through pictures, recorded activity logs, recorded emails, my business plan, my website, and videos.

Mentor Contract :

My mentor is Marion Miele, the Public Relations and Marketing Director for Crown Cove Senior Living in Corona Del Mar. Considering I interned with Marion for the Fastrak project, we work very well with each other and have a genuine bond. Marion not only works directly with the customers at Crown Cove Senior Living, but markets and promotes the

company within the community. I will have Marion assist me by sharing her marketing skills on how to promote an event for the elderly in the most efficient manner. During my Fastrak internship, Marion also hosted her own event to give back to her residents. She hosted a fashion show for the elderly which contains very similar components and necessities for my project. With that being said, Marion will disclose what companies she worked with and how she properly hosted an event. Along with being a Public Relations Director, she can help with my process of communications with different companies, clients, and customers. I am incredibly fortunate to already have a connection with Marion who works less than twenty minutes from where I live. Having an accessible location will make it very easy for me to communicate with her to organize meetings and ask questions. I will document the relationship with my mentor through pictures, emails, meeting notes, recorded phone calls, and an organized activity log.

Timeline :

August 30th : Five possible Senior Project ideas and review on CIBACS website

September 8th : Declare Senior Project idea

September 18th : Introductory conference meeting with advising teacher

September 21st : SP1 meeting with advising teacher

September 21st : Mission Statement, Definition of Plan, Learning Stretch, SP1

Completed

September 26th : SP2 meeting with advising teacher

September 30th : Create company name and begin website

October 2nd : Mentor Contract, Timeline, Resources, SP2 Completed

October 5th : SP3 meeting with advising teacher

October 6th : Contact Alzheimer's Association

October 10th : Chosen venue

October 11th : Chosen theme

October 16th : Final copy of Senior Plan

October 16th : Practice presentation

October 17th : Business Plan Seminar

October 20th : Work on Business Plan

October 25th : Presentation to panel

October 31st : Contact and schedule meetings with senior living centers to pitch the idea of the event

November 7th : Business Plan Seminar

November 13th : Work on Business Plan

November 17th : Package #1 : Teacher Review completed

November 20th : Work on Business Plan

November 27th : Package #1 - Identify Problem, Analyze Problem, Identify Alternatives

November 30th : Finish up Business Plan

December 1st : Business Plan due to advising teacher by 8 A.M

December 8th : Package #2 : Teacher Review completed

December 11th : Package #2 - Identify Criteria, Evaluate Alternatives

December 12th : Contacted a floral arrangement company

December 15th : Catering and food company arranged

December 15th : Package #3 : Teacher Review completed

December 18th : Package #3 - Abstract

December 20th : Music arrangements completed

December 30th : Contact various companies for donations towards raffles and silent auctions

January 5th : Contacted and arranged photography company

January 10th : Contacted and research Alcohol licenses for a public event

January 12th : Senior Project Planning Report - Final Copy due

January 31st : Audit Report

February 8th : Website completed and bought domain

February 10th : Contact and arrange extra entertainment companies

February 15th : Contacted Edison football boys to escort guests and run a valet business for day of event

February 20th : Purchase tablecloths and silverware

March 1st : Completed promotion materials

March 2nd : Package #4 : Teacher Review completed

March 5th : Package #4 - Implementation

March 5th : Invitations completed

March 8th : Contacted and scheduled meetings with senior living centers to hand out invitations and provide promotion materials

March 16th : Package #5 : Teacher Review completed

March 19th : Package #5 - Evaluate the Outcome

March 30th : All decorations, auction, and raffle prizes collected

April 3rd : Contact Kylie Cucinotti to create corsage and boutonniere arrangements

April 10th : Contact Shelly Phillips and Ashley Watt to arrange makeup and hair appointments

April 12th : Income Statement completed

April 23rd : Senior Project Final Report (including appendix) Copy #1

May 5th : *Senior Swing* held

May 19th : Complete Report (including appendix) Copy #2

May 19th : Presentation Day

Resources :

In order to complete a well organized and excellent event, I will utilize many resources to the best of my ability. To begin with, I will utilize my mentor, Marion Miele, to benefit and guide me through the steps of my project. Through using my phone as a main resource, I will have to contact several companies regarding materials needed for the event. Main materials include a venue, food and beverages, entertainment, decorations, raffles, and silent auctions prizes. To host a successful event, I will reach out to local senior centers and ask particular survey questions regarding what they like and dislike at public events. I already have an editor, computer, printer, internet access, word processor, and typing skills to complete the writing portion of my project. I also pertain skills and a love for web design to execute a well organized, accessible, and balanced website for customers. I will document my research and resources through pictures, video logs, recorded phone calls, activity log, my website, emails, and survey findings.

Quality Control :

My quality control partners are Grace Murray and Amanda Chadwick. I anticipate my quality control partners to take time and effort to peer-review the writing portion and have suggestions or ideas to benefit my overall project. I will ensure my quality control partners understand what my project is and what it entails so they can assist me in the best manner. I will fully utilize my partners by being open to ask questions and for any needed help. Each time I meet with my partners, I will update them with what I have completed to date and provide evidence on my work.