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# Colonel Town Recreation Program Support [Project Proposal]

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## PSU Integrated Cluster (IC) Project Funding Process & Proposal Form

**Project Proposal Submittal Process:** All IC projects requesting funding will require the completion and submittal of three (3) forms:

- Project Proposal Form – project scope & outcomes** (*included in this document*)
- Project Guidelines Form – reflective document outlining desirable IC project attributes**
- Project Budget Form – Excel spreadsheet to facilitate budget planning**

### **Instructions for Submitting Project Proposals:**

- ✓ Download the 3 forms to your computer
- ✓ Complete the forms and save them; including the title of your project in the file name
- ✓ Forward the 3 files via email to the IC Project Manager, Ross Humer [rhumer@plymouth.edu](mailto:rhumer@plymouth.edu)
- ✓ Project Proposal will be logged & forwarded to the appropriate IC Guide Team

If not reviewed in advance of the submission, it is important to discuss the Project with the IC Guides to review, refine, and rework (if necessary) to obtain funding approval.

**Project Funding Review Process:** All proposed projects will be reviewed by the Cluster Guide team. Depending on the level of funding amounts being requested, the proposal request will follow the process outlined as follows:

- **Level 1:** Any project with a proposed budget of less than or equal to \$1,000 can be approved by the Cluster without additional review
- **Level 2:** Any project with a proposed budget of \$1,000 but less than \$5,000 can be approved by the IC Project Review Team, which is made up of representatives from each of the 7 Clusters (*see release time exception directly below*)
- **Level 3:** Any project with a proposed budget of \$5,000 or greater **or** requires faculty release time, must be first endorsed by the IC Project Review Team and submitted to the Academic Deans for review and approval

The project funding approvals are limited to one academic year; projects which require additional funding in subsequent years will need to be resubmitted annually for review and approval.

**Deliverables:** At the conclusion of the academic year, a deliverable to the Integrated Cluster Proposal Review Team and Academic Deans is required in order for the project director/coordinator, artist, or author and collaborator(s) to be eligible for future funding. This reporting requirement may be met by numerous means which will be identified as this process matures. It is anticipated that awardees will present their works before a wide public gathering to be scheduled during the upcoming Academic Year.

**Instructions for the PSU Integrated Cluster Project Proposal Form:** Please complete all of the elements of the following form in the spaces provided before saving and then submitting the document.

## **PSU Integrated Cluster Project Proposal Form**

**Title:** Colonel Town Recreation Program Support

**Project Leadership:** Roy Stever, Pamela Anneser, Eric Spieth

**Project Description:** Colonel Town Recreation provides a wide range of recreational opportunities and community engagement for residents of all ages in Lancaster, NH. It is a major community asset in Lancaster, and a key to attracting younger members of the community and families, as well as serving seniors. The organization is now grappling with key decisions of growth and sustainability, including matters of policy, safety, facility conditions, marketing and branding as part of a five-year planning process.

Cathy Conway, member of the USNH Board of Directors, requested the assistance of PSU, based on knowledge of the Lancaster Community Development Support initiative (PCL 105) and as a Colonel Town Board member. The project team envisions an intensive retreat for the Colonel Town Board of Directors and key staff members, through which the organization can come to terms with the challenges mentioned above. A decision has been made by the Board to proceed with the next stage of support through a PSU cluster-based initiative in Fall 2017. As the project takes shape over the Fall semester, the Board and PSU may wish to renew this Cluster agreement for the Spring of 2018, involving other areas of PSU's cluster expertise.

### **Project Goals and Outcomes:**

- 1. Project Goals – Briefly identify and describe the objectives of this project 1) relate PSU classroom learning to high-priority stakeholder needs, with benefits for students and clients, 2) provide a foundation for continued success and growth of Colonel Town through specific marketing, branding, planning & strategy approaches and 3) garner positive press and stakeholder exposure for PSU cluster-based model.**
- 2. Student Learning Outcomes – Outline the expected student learning outcomes: 1) experience the pressure and expectation of working for a client, 2) learn and integrate elements of course content through “doing” – SBE, Business Innovation, Branding, Graphic Design 3) learn how to establish project goals, timelines and deliverables, 4) communicate with team members across four classes in a multi-disciplinary effort, 5) work remotely/virtually and in-person in front of client, using appropriate communication and technology, 6) create the foundation for ongoing learning support for future classes engaged in furthering the Project Goals and 7) create a positive public-relations success-story for PSU clusters.**

### **Rationale and Impact:**

Considering the questions below, please write your project rationale and impact statement.

Include how this project will further the Mission and Vision of PSU with respect to 1) fostering collaboration across disciplines; 2) addressing a relevant societal issue, and 3) establishing relationships with community partners, external institutions, companies, non-profits, schools, government agencies, etc. and 4). Making an impact

How does this proposed project advance the Integrated Cluster mission and vision? How does this project facilitate high impact teaching and learning, cross disciplinary collaboration, student engagement and partnership involvement, and real-world problem exploration? What are the anticipated impacts of this project?

Is this project an extension of work already in progress, or an entirely new endeavor? Does it integrate with areas that team leaders are already teaching or is it an opportunity to delve into unfamiliar content or a bit of both?

**Project Rationale and Impact Statement:** The Project has high potential value for the Colonel Town and the Town of Lancaster. Lancaster, itself, is experiencing growth in part attributable to assets such as Colonel Town. The North Country needs to further enhance the social attractiveness of the region for residents, younger professionals and families, tourists, second-home owners and retirees.

PSU, for its part, has an opportunity to open the door on a continuing cluster-based consultative model, through delivery of expertise from four key clusters of the university. The potential for cluster-based learning and collaboration among PSU faculty and students is high. Under discussion are ventures that would be based in Arts and Technologies (graphic design), and Innovation and Entrepreneurship (marketing, branding, SBE, public relations), Health and Human Enrichment (recreation management).

The challenge is both real-world and immediate. The mission of PSU, as well as the core-competencies of the students and faculty, bundled in to the innovative delivery vehicle of clusters puts PSU in a unique spot to create a replicable model for other communities in economically hard-hit Northern New Hampshire.

## Project Team

PSU Project Participants (essential core team participants including faculty and staff)

Name	Position/ Title	Project Role	Discipline/ Specialty	Email
Roy Stever	Contract Faculty	Leader	COBA: Marketing, Innovation	rrstever@plymouth.edu
Pamela Anneser	Associate Professor of Graphic Design	Leader	PSU Art Department: Graphic Design	ppanneser@plymouth.edu
Eric Spieth	Director of Enterprise Center at Plymouth (ECP)	Leader	ECP: Incubators, Small Business, Design	easpieth@plymouth.edu

Non-PSU Project Participants (stakeholders; partners; academic institution; etc.)

Name	Organization	Project Role	Discipline/ Specialty	Email
Denise and Eddie Wood	Directors, Colonel Town	Client	Recreation Management	d_wood@sau58.org
Cathy Conway	NCIC	Client	VP Economic Development	cconway@ncic.org


**Student Participant Profile** (Identify the student population/s to be engaged in the project. Identify if this has been or is planned to be incorporated into curricula)

<b>Class/ Student Organization/ Individuals</b>	<b>Role in Project</b>	<b>Academic Level (Undergraduate or Graduate)</b>	<b>Academic Discipline</b>	<b>Total Student Population</b>
<b>Fall 2017 – Spring 2018 AG3550/BU3040 – PSU Student Design Company</b>	<b>1 Student in Branding collaborates with 2 Students in Graphic Design, working in teams, identifying a value proposition, with input from students in Small Business, Innovation - delivering a specific brand</b>	<b>Undergraduate</b>	<b>Business, Art</b>	<b>3</b>

	<b>platform, and messaging and imagery to Stakeholders</b>			
<b>Fall 2017 – Spring 2018</b> <b>BU3460 – Small Business/Entrepreneurship Marketing and Operations</b>	<b>2 students coordinate with branding and innovation classes to provide specific business development plans, strategies to enhance marketing and operations at Colonel Town</b>	<b>Undergraduate</b>	<b>Various</b>	<b>2</b>
<b>Fall 2017 – Spring 2018</b> <b>BU 3380 – Business Innovation</b>	<b>2 students coordinate with branding and small business classes to provide specific business innovation plans, strategies to enhance innovation at Colonel Town</b>	<b>Undergraduate</b>	<b>Various</b>	<b>2</b>

### **IRB (Institutional Review Board) Compliance**

IRB Compliance: <http://www.plymouth.edu/office/institutional-review-board/>

- This project DOES NOT require IRB compliance
- This project DOES require IRB compliance (*complete below*)

IRB Approval Status:

IRB Approval Date:

Any funding approvals of IRB-required projects are contingent on obtaining IRB approval.

### **Project Management: Timeline and Milestones**

Identify the timeline for the project including start, completion, and major project milestones. A closing report will be required as a part of the project funding process.

**Project Start Date:** 9/23/2016

**Project Complete Date:** 5/19/2017

<b>Project Milestone</b>	<b>Milestone Description</b>	<b>Target Completion Date</b>
<b>Planning I</b>	<b>Co-Leaders coordinate final syllabi, identify student teams and stakeholder engagement plans for Fall 2017 semester</b>	<b>8/29/2017</b>
<b>Final Report</b>	<b>Course Delivery and 1<sup>st</sup> Interim Report – Fall 2017</b>	<b>12/31/2017</b>
<b>Second Semester TBA</b>		

Please identify any pre-project education or training for students, faculty, and staff that would be helpful for your project team to have in advance to begin work on a strong footing (e.g., skill training, concepts), and identify any training and education that you are willing to help provide during the preparatory period for the project team before team work formally begins.

Student Education/ Training Requirements: NA