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America has Stopped Moving: How to Start a Movement [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
- ✓ 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 submitted to: Innovation & Entrepreneurship 11/14/16

Title: America has Stopped Moving: How to *Start a Movement!*

Project Leadership: (Identify Project Director/Manager or Co-Manager/s
Denise Normandin, Project Director

Project Description: Flexing your creative brain is sexy. Students will assess, refine and evaluate an on-line/mobile physical activity platform. By applying marketing concepts and knowledge they will describe their user experience of the on-line platform. The students will develop marketing recommendations for a “new” National On the Move University Challenge. Students will perform market analysis by enlisting campus members to participate in interviews, surveys and/or focus groups to share the On the Move University concept. Students will gain perspectives from potential participants to determine needs/infrastructure to create more movement and social connectedness throughout the campus. Students will share marketing recommendations through various delivery mediums for the National On the Move University campaign to ultimately compete to be the most active university in the country! More importantly, this is an opportunity to engage current students in a collaborative project while potentially attracting and retaining students and employees to a campus environment that inspires community-based approaches to healthy living and well-being!

Project Goals and Outcomes:

Project Goals – Briefly identify and describe the objectives of this project

1. Students will utilize marketing knowledge to assess the user experience of an on-line/mobile platform to enhance program and product delivery mediums.
2. Students will identify a minimum of three marketing personas of the undergraduate population in an effort to build social connectedness by engaging in physical activity.
3. Students will assess current health and well-being concepts and share what resonates with them personally and their peer groups to inspire more engagement and movement.

Student Learning Outcomes – Outline the expected student learning outcomes

1. Students will experience discussion, collaboration and empowerment in a real-life business partnership and peer networking.
2. Students will gain knowledge of physical activity practices necessary to lead healthy lifestyles, enhance relationships and inspires a social movement.
3. Students will provide recommendations/tools for an effective marketing model/campaign for National program rollout.

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 proposed pilot project is multi-disciplinary and will connect faculty, staff, students, alumni and external partnerships in a collaborative way by promoting healthy living by encouraging a campus challenge to move more, sit less and thrive. The idea is entrepreneurial, innovative, incorporates experiential learning and leadership that aligns with the vision of PSU. The project intends to enrich the well-being of the leaders and participants while building knowledge and experiences to enhance future programs and/or university engagements. This project provides an opportunity and experience for our entire campus community to participate in a national physical activity and well-being movement. The experiences shared from our PSU employees that participated in the On the Move Company Challenge in 2016 will be coupled with the voice of the student body for this project. The desired outcome/impact is for PSU to showcase our campus as a best-practice model to other Universities around the country about the benefits of moving more, sitting less by creating a thriving environment to live, learn, work and play. More importantly, the OTMU hopes to create a National model to establish greater camaraderie among the student body, faculty, administration and employees by aligning healthy living and well-being principles to assist in greater recruitment and retention.

Project Team

| Name | Position/ Title | Project Role | Discipline/ Specialty | Email |
|------------------|--------------------------------------|--|---|--------------------------|
| Denise Normandin | Program Manager/PSU Graduate Student | Program Development, Implementation & Evaluation | Organizational Health/Personal Well-being | dlnormandin@plymouth.edu |
| Brad Allen | COBA Faculty /MAPS Advisor | Advisor role | COBA | callen@plymouth.edu |
| Kathleen Norris | Faculty | Cluster guide | Program Evaluation | knorris@plymouth.edu |

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

| Name | Organization | Project Role | Discipline/ Specialty | Email |
|----------------|--------------------------------------|------------------------|---------------------------------|---------------------------|
| Sean Foy | Personal Wellness Corporation (PWC) | OTM Program Content | President & Founder | sean@personallyfit.com |
| Mark Newstrom | Personal Wellness Corporation | OTTM Program Content | Vice-President of Operations | personalwellness1@msn.com |
| Ryan Picarella | Wellness Council of America (WELCOA) | OTM Program Management | President & CEO | rpicarella@welcoa.org |
| Sara Rauch | Wellness Council of America | OTM Program Management | Director of Strategy & Planning | srauch@welcoa.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)

| Class/ Student Organization/ Individuals | Role in Project | Academic Level (Undergraduate or Graduate) | Academic Discipline | Total Student Population |
|--|---|--|--------------------------|--------------------------|
| Undergraduate Students | Pilot Market analysis, user experience, Marketing plan and delivery | Undergraduate | COBA / Other disciplines | 200 |
| MAPS Org./Compass Marketing | Pilot Market analysis, user experience, Marketing plan and delivery | Undergraduate | COBA | 100 |

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: Not Yet Applied

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: 1/30/2017

Project Complete Date: 6/30/2017

| Project Milestone | Milestone Description | Target Completion Date |
|--------------------------|--|-------------------------------|
| January 30, 2017 | Participants recruited and complete participation forms/requirements | 4/15/2017 |
| January 31, 2017 | Face-to-Face Meeting for Start of Movement Marketing Project / Review/Access to On-line Platform/identify teams | 2/5/17 |
| February 7, 2017 | Face-to-Face Meeting for Start of Movement Marketing Project –enlist participants | 2/12/2017 |
| February 14, 2017 | Face-to-Face Meeting for Start of Movement Marketing Project – engage participants | 2/19/2017 |
| February 21, 2017 | Face-to-Face Meeting for Start of Movement Marketing Project – identify personas | 2/26/2017 |
| February 28, 2017 | Face-to-Face Meeting for Start of Movement Marketing Project – create delivery mediums | 3/5/2017 |
| March 7, 2017 | Groups work: Developing Marketing Plans/Delivery mediums for program rollouts | 3/12/2017 |
| March 21, 2017 | Teams Presentations of Final Marketing Plans/Program Promotion Materials for Approval | 3/30/2017 |
| March 28, 2017 | Team Presentations of Final Marketing Plans/Program Promotion Materials for Approval | 3/30/2017 |

| | | |
|---|---|-----------------------|
| April 4, 2017 | Submit PSU OTMU Marketing Recommendations / Final Products to WELCOA for review | April 11, 2017 |
| April 18, 2017- May 10, 2017 | Promotion/Recruitment begins of OTMU Participants for Sept. 2017 | 6/30/2017 |
| June 2017 | New Student Orientation – HPSU to assist with promotion of OTMU for Sept. 2017 12-week challenge | 6/30/2017 |

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: This is embedded in the courses content in the College of Business Administration that the upper-level students have or will receive during the spring semester.