

# **SAB Major Concert**

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BSAD 401: Project Management

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## **1. Project Details**

### **1.1 Introduction**

This document establishes a written plan for the large scale concert hosted by Truman State University's Student Activities Board annually or biannually. This document serves as a guide for the Concerts committee's concert planning and execution efforts.

### **1.2 Background**

Truman State University ("Truman or University") a public liberal arts and sciences institution, is located in Kirksville, Missouri. Truman has an enrollment of approximately 5,500 students who are primarily full-time degree-seeking under-graduates. Founded in 1867, Truman has a long history of being recognized nationally for its innovative assessment program and commitment to providing a high-quality liberal arts and sciences education at an affordable price.

The Student Activities Board (SAB) is a student run organization funded by an annual student fee. Each year SAB membership (about 35) provides the university community with high quality entertainment. As part of this process, a large scale concert is voted on by the students and coordinated by SAB. In the past, SAB has coordinated the following concerts: Timeflies, Bowling for Soup, Andy Grammer, Ben Rector, Matisyahu, Matt and Kim, Lee Brice, B.O.B, Iron and Wine, Sara Barielles, Emerson Drive, Jack's Mannequin, Relient K, Flogging Molly, Regina Spektor, Ben Folds, Dashboard Confessional, MXPX, Cake, Yellowcard, and Matt Wertz.

Additional information regarding the university is available on our website at [www.truman.edu](http://www.truman.edu) or the Student Activities Board at [sab.truman.edu](http://sab.truman.edu).

### **1.3 Purpose and Goals**

#### **Project Purpose**

Every year the University will hold an indoor/outdoor concert with at least one major artist that is held on campus. All shows will include at minimum: an opening band and the headlining act (subject to change). The estimated attendance for the majority of concerts will be 1,000-2,500.

#### **Project Goals**

Provide a unique entertainment experience for Truman students and the Truman community by hosting a concert with popular nationally touring musicians that would not normally come to this area in order to satisfy student entertainment needs.

#### **Document Goals**

The intent of this project is to develop a master 'living' document for Large Scale Event planning for use by Student Activities Board. This project will provide an accurate representation of the process and necessary duration for certain tasks. The project will illustrate the system by which tasks are accomplished on Truman's campus with regards to reservations, approvals, design, contracting, and purchasing. This project will be a teaching tool in its visual representation of the timeline for particular tasks. The project will be utilized as a resource for scheduling of major board operations and the timeline

for board selections and turnover. This project's risk management plan will serve as an example of a thorough risk analysis and mitigation plan for future events and endeavors of the SAB. This project will be utilized as a resource for the SAB Concerts committee and the SAB advisor to guide strategic event planning on Truman's campus.

#### 1.4 Audience

The audience for this event includes the Truman Community consisting of students, faculty and staff and their families, and alumni as well as the surrounding Kirksville community. Advertising may also include other universities within driving distance. The primary target audience for this event is Truman students. Students are surveyed and the data is utilized in the decision making process of artist inquiry and selection.

Additionally, the audience for this project documentation includes all listed resources. The primary audience for this project is the SAB concerts committee and CSI Advisor to be utilized in the planning of future events.

#### 1.5 Resources Applied

Multiple campus partners and stakeholders will contribute to the efforts of this project.

Campus offices and personnel include: the Student Activities Board (SAB), the Center for Student Involvement (CSI), Physical Plant, Pershing Arena, Athletics, Publications, Printing Services, Public Relations Office, the Department of Public Safety (DPS), the University Business Office and Comptroller, University Legal Counsel, Sodexo, Student Organizations such as Blue Key, Cardinal Key, Delta Sigma Pi.

Services external to the University include: Adair County Ambulance District, Contracted Production Company (Soundcheck Enterprises - 2016-2019), Macon Coca-Cola, Middle(ing) Talent Buying Agency (Degy Booking International), Artist/Talent Agency.

#### 1.6 Top Level Schedule

	Top Level Deliverables	Duration
1	Talent Acquisition	108 days
2	Promotion and Publicity	32 days
3	Talent - Hospitality Planning/Preparation	26 days
4	Event Logistics Planning and Preparation	11 days
5	Staffing/Security Planning and Preparation	31 days
6	Day of Show Operations	1.85 days
7	Post Event	15 days
Total		123.85 days

## **2. Part 2 - Initial Project Plan**

### **2.1 Action Information**

**See B401\_McMichael\_A\_Concert - WBS**

#### **2.1.1 Action Information Discussion**

This action plan covers the necessary planning and preparation for a large event on campus. It details processes regarding acquisition, creation, reservations, and approvals. In addition it covers the necessary information for the execution of the plans to occur in the construction, hosting, and tear down of the planned event.

### **2.2 Responsibility Chart**

**See B401\_McMichael\_A\_Concert - Responsibility List**

**See B401\_McMichael\_A\_Concert - WBS**

### **2.3 Gantt Schedule**

**See B401\_McMichael\_A\_Concert - WBS**

#### **2.3.1 Gantt Discussion**

Task durations are based on normal business flow for the Resources Applied partners. They do not indicate that the tasks will be completed at a 100% effort rate on a daily basis.

Rather, this is the typical time that these tasks take for each of the resources who are not %100 dedicated to this project. The University's bureaucratic system accounts for much of the duration of the major phases of the project. The Day of Show phase is adherent to a specific given timeframe and is a result of the prior planning to accommodate the tasks during that timeframe.

### **2.4 Network Diagram View**
































**See B401\_McMichael\_A\_Concert - WBS**

#### **2.4.1 Program Network Discussion**












With the scope of the project and the quantity of project tasks, the Network can quickly be overwhelming. It is suggested that the network diagram be used for a wholistic overview of the project as a visual representation of the precedence of certain activities. The network diagram helps to clarify the importance of the critical path activities. The network displays the connection of the planning and preparation groups; WBS items 203, 257, and 347 and their relationship with the critical path being that there is additional flexibility in the timeframe for activities as they contribute to the culminating event. Some of the project details become skewed because of the details of particular processes. Specifically, this can be seen in some of the Day of Show Operations in relation to their preceding planning/preparation elements. In addition, the nature of the event requires a much tighter schedule and sequencing of work during a set timeframe.

## 2.4.2 Critical Path Identification

### Critical Tasks as of Mon 5/1/17 McMichael\_A\_Concert WBS

ID	Milestone	Indicat	Task Mode	WBS	Task Name
0	No		Auto Scf	0	McMichael_A_Concert WBS
1	No		Auto Scf	1	Talent Acquisition
2	No		Auto Scf	1.1	Survey Students
3	No		Auto Scf	1.1.1	Develop survey questions for bi-annual survey
25	No		Auto Scf	1.1.6	Administer survey to student body
26	No		Auto Scf	1.1.7	Use CASE to provide survey results analysis
27	No		Auto Scf	1.2	Research talent
30	No		Auto Scf	1.2.3	Ask for reviews of talent from agent or other schools
38	No		Auto Scf	1.3	Boardroom Motion
39	No		Auto Scf	1.3.1	Prepare Slate
42	Yes		Auto Scf	1.3.4	Bring Slate to Board Room for Motion and Vote
43	No		Auto Scf	1.3.5	Finalize Slate Results
44	No		Auto Scf	1.4	Contracting
45	No		Auto Scf	1.4.1	Offer
48	No	 	Auto Scf	1.4.1.3	Advisor and middle agent negotiate pricing and agreement
50	No		Auto Scf	1.4.1.5	Middle agent submits offer to artist/artist's agent
94	No		Auto Scf	2	Promotion
95	No		Auto Scf	2.1	Design of all promotions material
96	No		Auto Scf	2.1.1	Request media assets from agent
97	No		Auto Scf	2.1.2	Fill out Publications design request form
98	No		Auto Scf	2.1.3	Submit Publications design request form
99	No		Auto Scf	2.1.4	Design revisions
102	No		Auto Scf	2.2	All promotional material approval
103	No		Auto Scf	2.2.1	Send to CSI for Advisor/Posting approval
104	No		Auto Scf	2.2.2	Send to Agent for approval
105	No		Auto Scf	2.2.3	Receive Agent approval
106	Yes		Auto Scf	2.2.4	Advisor confirms approval with designer, agent, and chair
179	No		Auto Scf	2.6	Community Outreach
180	No		Auto Scf	2.6.1	Draft Press Release
181	No		Auto Scf	2.6.2	Contact TMN
182	No		Auto Scf	2.6.2.1	Index
184	No		Auto Scf	2.6.2.1.2	Schedule Interviews for articles
185	No		Auto Scf	2.6.3	Contact City
186	No		Auto Scf	2.6.4	Contact High School
187	No		Auto Scf	2.6.5	Contact Universities in 100mile radius
188	Yes		Auto Scf	2.6.6	Contact Local Media
448	No		Auto Scf	6	Day Of Show Operations
449	No		Auto Scf	6.1	Setup
450	No		Auto Scf	6.1.1	Production
451	No		Auto Scf	6.1.1.1	Park Generator
452	No		Auto Scf	6.1.1.2	Back Truck into loading lot
453	No		Auto Scf	6.1.1.3	Park Truck
454	No		Auto Scf	6.1.1.4	Load In/Build
455	No		Auto Scf	6.1.1.4.1	Build Stage
456	No		Auto Scf	6.1.1.4.1.1	Set Scaffold
457	No		Auto Scf	6.1.1.4.1.2	Set Decking
458	No		Auto Scf	6.1.1.4.1.2.1	Place Decking
459	No		Auto Scf	6.1.1.4.1.2.2	Level Decking
460	No		Auto Scf	6.1.1.4.1.2.3	Lock Decking
461	No		Auto Scf	6.1.1.4.2	Build Rigging for Audio/Lighting
462	No		Auto Scf	6.1.1.4.2.1	Set Base
463	No		Auto Scf	6.1.1.4.2.2	Build Towers
464	No		Auto Scf	6.1.1.4.2.3	Raise Towers
466	No		Auto Scf	6.1.1.4.2.5	Construct Horizontal Truss

Critical Tasks as of Mon 5/1/17  
McMichael\_A\_Concert WBS

ID	Milestone	Indicat	Task Mode	WBS	Task Name
467	No		Auto Scf	6.1.1.4.2.6	Raise Truss
468	No		Auto Scf	6.1.1.4.3	Audio Build
470	No		Auto Scf	6.1.1.4.3.2	Assemble Line Array
471	No		Auto Scf	6.1.1.4.3.3	Patch Line Array
472	No		Auto Scf	6.1.1.4.3.4	Raise Line Array
473	No		Auto Scf	6.1.1.4.3.5	Secure Line Array
474	No		Auto Scf	6.1.1.4.3.6	Stack Subwoofers
475	No		Auto Scf	6.1.1.4.3.7	Patch Subwoofers
496	No		Auto Scf	6.1.1.4.7	Set Stage Audio
497	No		Auto Scf	6.1.1.4.7.1	Mics
507	No		Auto Scf	6.1.1.4.9	Generators/Power Tie In
511	No		Auto Scf	6.1.1.6	Testing
513	No		Auto Scf	6.1.1.6.2	Lighting Test
514	No		Auto Scf	6.1.1.6.3	Lighting Design
556	Yes		Auto Scf	6.2	Show
557	No		Auto Scf	6.2.1	Pre- Show Announcements
558	No		Auto Scf	6.2.2	Band 1 Perform
559	No		Auto Scf	6.2.3	Band Changeover
560	No		Auto Scf	6.2.4	Band 2 Perform
563	No		Auto Scf	6.3	Strike/Load Out
591	No		Auto Scf	6.3.5	Production
592	No		Auto Scf	6.3.5.1	Generators/AC Untie
593	No		Auto Scf	6.3.5.2	Strike Stage Audio/AC/Backline
594	No		Auto Scf	6.3.5.3	Strike Soft Goods
596	No		Auto Scf	6.3.5.5	Strike Rigging
597	No		Auto Scf	6.3.5.6	Strike Lighting
598	No		Auto Scf	6.3.5.7	Strike Audio
601	No		Auto Scf	6.3.5.10	Strike Stage
602	Yes		Auto Scf	6.3.5.11	Load Remaining Items in Semi
608	No		Auto Scf	7	Post Event
615	No		Auto Scf	7.3	Evaluation
616	No		Auto Scf	7.3.1	Committee Chair Evaluation
617	No		Auto Scf	7.3.2	Event Chair Evaluation
618	No		Auto Scf	7.3.3	Security Chair Evaluation
619	No		Auto Scf	7.3.4	Publicity Chair Evaluation
620	No		Auto Scf	7.3.5	Hospitality Chair Evaluation
621	No		Auto Scf	7.3.6	Advisor Evaluation

## See B401\_McMichael\_A\_Concert - WBS

### 2.4.2.1 Critical Path Discussion

The critical path contains key tasks from each phase of the project that are absolutely necessary to the successful completion of the project and the hosted event. A significant portion of the critical tasks come from the Day of Show Operations phase. The Day of show is the culmination of the entirety of the project work. The day of show has a specified duration in which the activities must occur based on the rest of the project planning as well as contractual details. The nature of this project is based on the planning of a single event which has created a relatively unique critical path list.

### 3.0 - Part 3 - Risk Management

This project will utilize Center for Student Involvement Risk Assessment, Mitigation, and Matrix techniques to cover associated risks involved.

## See B401\_McMichael\_A\_Concert - Risk Management

### 4.0 - Part 4 - Project Budget

#### 4.1 Expenditure Allocation - Expected - Example

Performance Fee	\$84,000.00
Production Fee	\$20,000.00
Agent Fee (10% of Performance Fee)	\$8,400.00
Hospitality	\$2,000.00
Security	\$600.00
Publicity	\$550.00
Opener Fee	\$2,000.00
Entertainment Tax	\$1,680.00
Miscellaneous	\$350.00
<b>Total</b>	<b>\$119,580.00</b>



## 4.2 Labor Hours Estimation

In order to have an estimation on what the costs of labor might look like, rates were input into the project Resource Sheet which may be viewed in Microsoft project document.

This is the result of those estimated costs.

Scheduled Work Hours:	17,868.82hrs
Scheduled Cost - Work	\$151,606.05

In reality, SAB students are volunteers. SAB does not currently realize staffing costs of on-campus professional support such as the CSI Advisor, Physical Plant, Pershing Staff, DPS, Business Office, or Sodexo. Therefore, SAB does not realize the scheduled cost of work proposed.