

Project Charter

Project Title	Utah County Poverty	Approval Date	
Project Manager	Parker Grant & Allen Hanson	Project Start Date	April 1 st 2015
Project Sponsor	United Way	Project Completion Date	

Element	Description	Please complete this section about your project:
Project Description	Process / product in which opportunity exists – provides focus & context for the project.	<p>This project, sponsored by United Way and in partnership with the UVU Economics Club will encompass the research of poverty in Utah, more specifically in Southern Utah County. Our team will further investigate economic issues discovered by the United way (i.e. 20% of 3rd grade reading below grade level). Because the issue presented by United Way could potentially be the symptom of a deeper economical problem within the community our team will broaden our scope by investigating controllable cause of poverty such as culture and other social aspects, government, income, family, and education system.</p> <p>In order to meet deadlines our team will need to work through the summer months in collaboration with the Econ Club. Once the controllable causes have been identified we will implement tailor made solutions to resolve them. General solutions include but are not limited to</p> <p>Events to raise awareness in the community Sustainable business – as a means for cash flow Fundraisers Volunteer work Education & tutoring</p>
Problem Statement	Why does this project need to occur? What problem will it solve for the company? What improvement is targeted and what will be the impact?	<p>The definition of poverty is the state of being inferior in quality or insufficient in amount. Suggesting that poverty is relative. This relative poverty is ever present in our local community – more specifically south Utah County.</p> <ul style="list-style-type: none"> ● Evidence of this includes the social issue of homelessness in Provo – Provo Mayor ● 20% of 3rd graders are below grade level reading; these students are 4 - 6 times less likely to graduate from High School – United Way <p>(note: I know there's more I need to put here but I don't know what it is)</p> <p>There is a compounding effect (South Utah County), so solving this issue can solve local economic poverty</p> <p>We want 100% of 3rd graders at grade level reading skills</p> <p>***United Way Research</p>
Project Scope	What will be included/ what will be excluded:	Included

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		<p>Reassure UW research on impact of education (they see the major issue as 3rd grade reading level) Identify root problems with community, government, culture, economy, social, education Assist Andre is “economics of poverty” research Assess previously tested solutions (fail or success) Get local business support Raise awareness Media, signage and advertising Formal: Tutoring and classroom sponsorship Informal: get resources and informations to the community Promote community involvement Government approval for advertising/events in community Sponsorships PR Creation of a sustainable event/business model</p> <p>Excluded Xxx Xxx Xxx</p>
Success Criteria / Metrics	Indicate those metrics / criteria that will deliver value to the client and will meet customer expectations. These must be measurable	Improve the reading levels of 3rd graders Institute an effective awareness campaign Empower individuals, giving them purpose in the community - having them sponsor a student or a classroom (# of sponsored students and schools)
Deliverables	What deliverables will this project provide?	Approved Project Charter Project Manager and team members assigned Tasks assigned by XX Relationship with Econ club detailed Approved research plan by XX Approved campaign plan An self perpetuating business/event XX\$ to for tutoring and sponsorship of classes XX\$ in gross after expenses XX% satisfaction for students and teachers XX% satisfaction of community involved in project
Business Case	What Positive Impact will this have on the business? These should be objective and quantifiable	They will read at grade level They will have better grades They will be more involved in school Eventually they will graduate High School They will support students and classrooms
Strategic Importance	How is the project linked to the strategic and operating plans? What key business issues are addressed	
Customers	Who are the customer(s) that will benefit from this project? These can be senior management as well as a team member(s)	Elementary ed students Teachers Families Those who choose to be involved in the project
Feedback Plan	How will feedback be provided to your customers?	Surveys Interviews

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Team Members	Who will the team consist of and what will their role be?	Team Members: TBA Alan Hansen Trevor Brian Daniel Ned Jackson Eden Bryant
Meeting Frequency	How often will the team meet?	Once a week
Decision Making	How will decisions be made?	

