



Assessment of event design thinking for the "Make Your Mark 5K"

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Robert Morris University

December 1, 2018

MEET THE CLASS

RUN TEAM
Dominic Powers
Merle Schmitt
Ari Swiney
Mara Infestocrasari

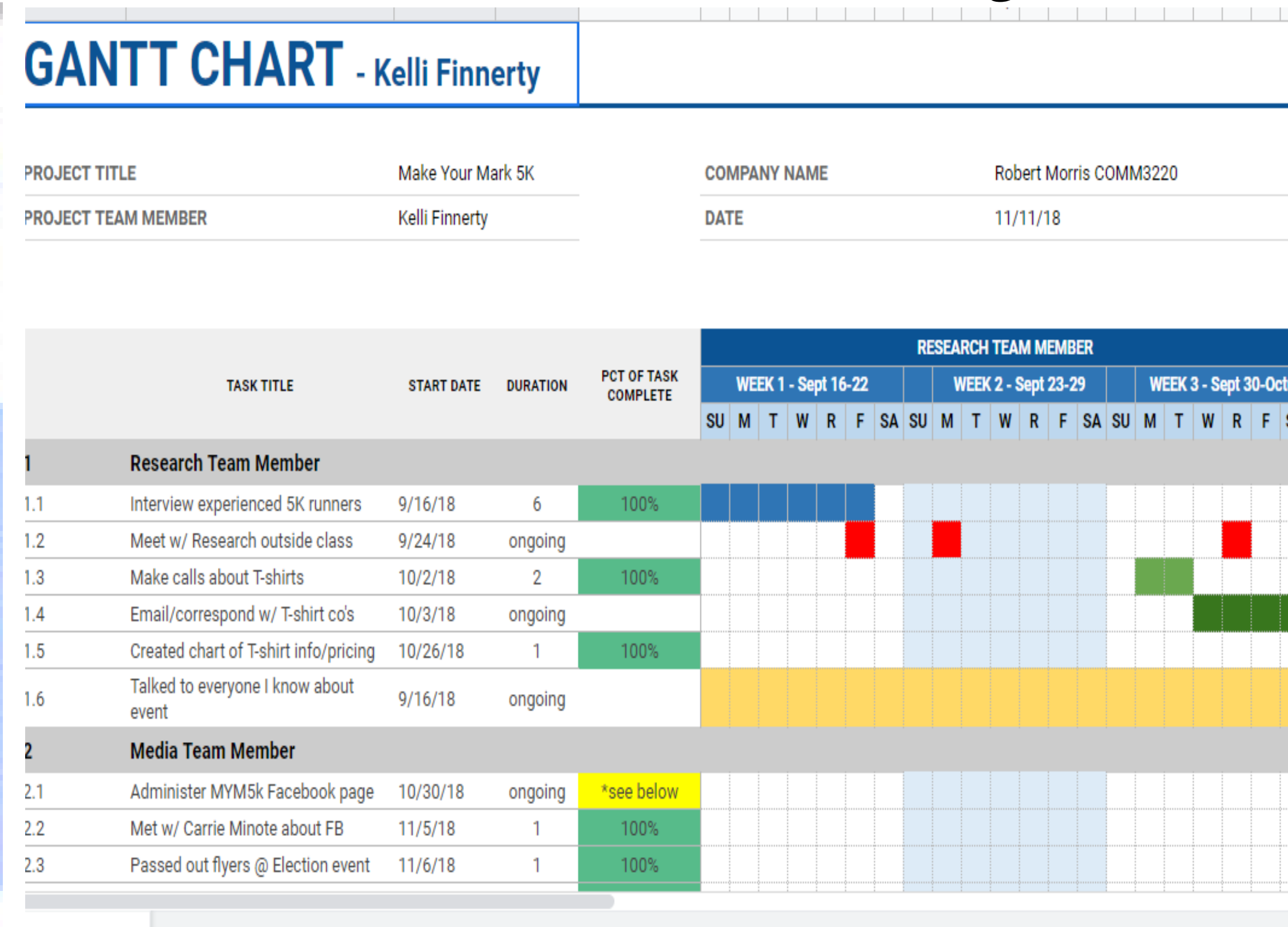
PROJECT MANAGERS
Hannah Velocky
Jacobyn Burns

RESEARCH TEAM
Kelli Finnerty
Aren Sahakyan
Julia Schmidt
Sophia Eureka

MEDIA TEAM
Sarah Jackson
Shayla Jenkins
Jessica Zamore
Hannah Jaworski
Elani Davis

SPONSORSHIP TEAM
Elizabeth Meyer
Alyiah Johnson
Brittany Claybaugh
Gabrielle Mills
Jacobyn Medvid

The students in COMM 3220, Developing, Coordinating and Executing Events have been learning the theory and practice of event planning this semester. Make Your Mark 5K is our final. Thank you for constructive feedback! -Dr. Ann Jabro



The above Gantt chart is a type of bar chart that provides the project's schedule and shows the interrelationships between each task in the event. There are certain points, highlighted in red, in event planning tasks that hinge on how and when the next step in the event planning process can continue.

In Memory Of Mark Eschenfelder, Ph.D.



Mark Eschenfelder, Ph.D. was an accomplished economist who contributed to the intellectual growth of students and life and culture of Robert Morris University for 34 years. He ran every day for 15 years and competed in more than 1,000 races during his running career. His last run was taken on RMU's campus on October 31, 2017. He is missed by family, colleagues and students.

SCHEDULE

9:00 am: Registration/Check-In Open

OPENING CEREMONY

10:30 am: Call to Attention/Assembly

10:35 am: Group stretch on Nicholson Lawn

10:50 am: Cora Eschenfelder Remarks

11:55 am: National Anthem (Ian Olson)

[Pledge of Allegiance if time allows]

11:00 am: Start of Run

CLOSING

12:30 pm: Gather in Massey post-run,

Welcome by Project Managers

12:35 pm: First Speaker, Dr. John Lawson

12:40 pm: Second Speaker, David Szymanski (Student)

12:45 pm: Third Speaker, William Groom (Student)

12:50 pm: Awards presentation and

remarks by Dr. Ann Jabro

1:00 pm: Farewell

SPECIAL THANKS
Ann Marie Buschiazio, Kristen Edder, John Laska & Office of Student Life, Mary Galesi & RMU Colonial Athletics, Mary Gerard & Alex Evans & Office of Alumni Affairs, Nicole Hitt, Steel City Billboards

THANK YOU VOLUNTEERS!

Delta Phi Epsilon:
Aislin Mottet McCombs
Steffanie Barth
Zoe Shaffer

Delta Tau Delta:
Todd Smith
David Auth
Jerry Feaser
Dom Certo
Jared Delauter
Chris Micsky
Toby Willis
Connor McCabe
Preston Bazala
Sullie Szymanski
Brooks Morgan
Clay Manley
Dalton Stitley
Matt Johnson

Alpha Phi Delta:
Justin Pferdehirt
Rick Fedak
Zeta Tau Alpha:
Mackenzie Cuneo
Taylor Alexander
Michaela Kessler
Xiara Long

Theatre Work Studios:
Noah Kulczynski
Derek Ziarko
Juliet Adams
Carly Kaminski
Sydney Senay

TO OUR GREY SPONSORS (\$50-\$99)



EVENT DESIGN THINKING

Iterative process designed to understand the user, challenge assumptions, redefine problems – attempt to identify alternative strategies and solutions not instantly apparent

1. Empathize - observe and empathize target
2. Define – user's needs, problems and insights
3. Ideate – challenge assumptions/create ideas for innovative solutions
4. Prototype – start creating solutions
5. Test – do solutions work.

- Learning to fly and drive a 747 simultaneously
- 22 opinions coordinated in 4 weeks; event produced and executed in 12 weeks.
- Everything related to the 5K student groups discussed, prioritized, reached consensus and shared via Google Drive where feedback was provided on the following (and more):

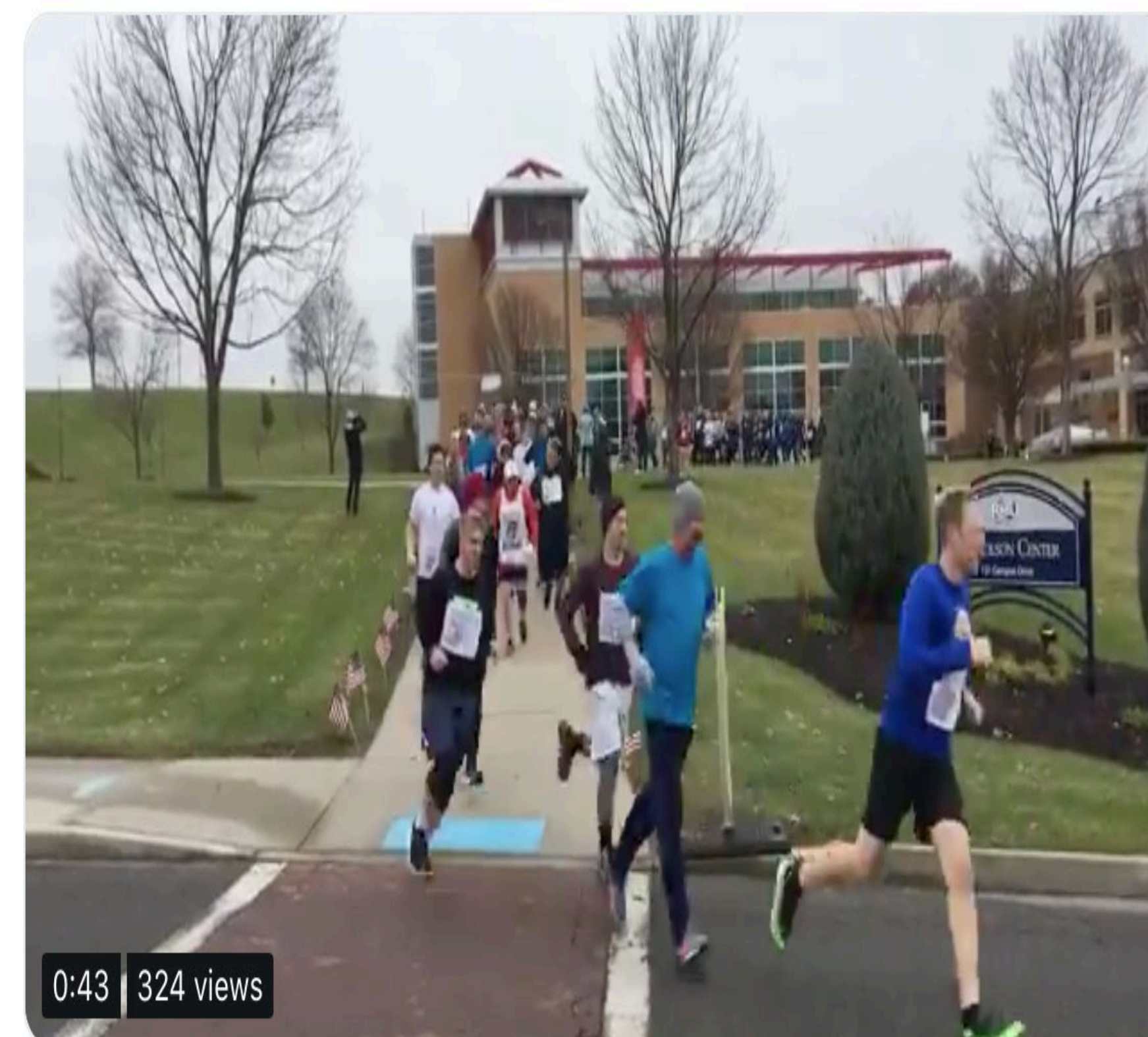
Image
Audience
Reach
Goals
Messaging
Raffle items

Post-run celebration
Evaluation Instrument
Registration materials
Entertainment
Menu items



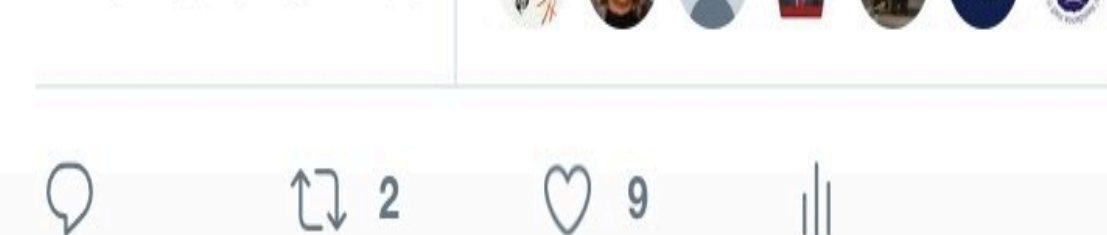
Make Your Mark 5K
[@MakeYourMark5K](https://www.instagram.com/MakeYourMark5K)

And they're off!!!! #MakeYourMark5K



8:00 AM - 1 Dec 2018

2 Retweets 9 Likes



EVENT STAGES

1. Develop Vision – patriotic colors, folksy, Americana
2. Assemble Team – 2 project managers, research, run, sponsorship, and media
3. Create Budget - \$2,500.00
4. Create venue and date – campus, 12/1
5. Identify and engage event partners/sponsors – three levels, volunteers
6. Develop event branding – Scholarship for Mark Eschenfelder, Ph.D.
7. Develop and deploy event marketing campaign: Billboard, traditional and social media
8. Determine technical needs: Program to honor faculty member where raffle prizes are selected
9. Identify other vendors: food, water, t-shirts, registration, entertainment, opening and closing ceremonies, evaluation of event
10. Final preparations – The GANTT chart outlined where each team needed to be by what dates. A separate chart was developed for the race day activities.

ASSESSMENT

1. 15 weeks: \$4,000 raised after \$1,500.00 in expenses; 75 volunteers.
2. Team work is difficult with different expectations regarding what is “good” work. People didn't always feel responsible for their work; slacked off. Learning curve was substantial.
3. More than 100 runners participated. Joyful, amazing sense of relief when people arrived.
4. Create venue and date – campus, 12/1
5. Design thinking is all about collaboration and consensus building; have to be able to express yourself appropriately and not judge comments.
6. Using a democratic event design process is Empowering and logical; translating results to reality is difficult.
7. Working with other units across campus can be frustrating; registration was through alumni affairs;
8. Pre and post-event segments were mini-events within the larger event. A significant strategy/tactics process.
9. Runners indicated everything was effective with the Exception that the actual distance wasn't measured accurately.