



Project Management Guide (PMG)

Chapter Name: Greensboro

State Name: North Carolina

Project Name: Lifting as We Climb: An Inclusion & Diversity Summit

Area of Opportunity: Business

Category: Inter-organization Collaboration Project

Project Manager's Officer: Porshe Chiles

Primary Phone: 469-260-1500

Email Address: porshechiles@gmail.com

Supervising Chapter Officer: Derek Mobley **Primary Phone:** 336-410-1286

Email Address: derektmobley@gmail.com

PURPOSE OF THE GUIDE:

Good advanced planning and record-keeping will assure success. Use this guide in planning and conducting the project by answering each of the following questions and updating information as the project progresses. Evaluate the impact of your project and provide recommendations for future Project Managers.

PLANNING

1. **Primary Purpose** *(How does this project align with the Jaycee Mission Statement, which is to provide development opportunities for young people to create positive change?)*

This summit will create a safe environment for young professionals from diverse backgrounds to share their thoughts and experiences on the advantages and challenges of succeeding in an increasingly culturally diverse business environment. Attendees can use this as an opportunity to network and create positive change in their own work environments.

2. **Project Overview**

- a. **Give a brief description of the proposed project and background information.** *(Who, what, when, where and why?)*

On September 13th, 2018 from 6pm-8pm the Greensboro Jaycees and synerG Young Professionals will host a summit for young professionals from diverse backgrounds to discuss the current state of business attitudes toward a diverse workforce in the Greater Greensboro Area and to provide recommendations for the future.

What does I&D mean to you personally? How about at work?

Have you been able to bring you full self to work, or do you feel the need to assimilate to survive or get ahead?

How do you think I&D should be measured?

- b. **How will this project benefit the individual member, the chapter, and the community?**

Individual: the individual member will get to share their experiences with diversity in the workplace and how it compares to the experiences of their peers.

Chapter: The chapter will gain exposure to potential new members, and current members will benefit from the experiences shared by others outside of the chapter.

Community: The community will benefit by having an assessment of the current successes and failures of Inclusion and Diversity efforts in the Greater Greensboro Area that can be used to improve the current state.

- c. **List specific and measurable goals to be accomplished by this project.** *(Example: Involve 25 Jaycees. Recruit 2 new members.)*

Goal 1 – Recruit at least 5 young professionals from diverse backgrounds to serve on a panel with a moderator.

Goal 2 – Get an audience of at least 35 individuals to watch the panel discussion and participate in a Q&A.

Goal 3 – Use the feedback from the summit to create a goal for the Jaycees 2019 plan of action.

3. Steps to implementation: *List the specific steps to bring this project to a successful completion, showing the planned dates for each step, and the person or people responsible for each step.*

TASK/ACTIVITY	START DATE	FINISH DATE	% COMPLETE	PERSON(S) RESPONSIBLE	CRITICAL TASK (Y/N)	FOR CRITICAL TASKS:	
						POTENTIAL PROBLEM	POTENTIAL SOLUTION
Recruit one more Committee Member	5/30	7/13	20	Jose	Y	No Response	Ask at July On Tap
Reach out to Moderator and Potential Panelists	5/30	8/10	20	Joe	Y	No Response	Use Committee Members
Secure Venue	5/30	7/31	40	Derek and Michael	Y	HQ not available	Use Action Greensboro Space
Secure Food and Beverage	8/1	8/31	0	TBD	Y	No Sponsorship	Jaycees Buy
Promote Event	8/17	9/13	0	Committee	Y	Low Awareness	Ask Company YP Groups to Promote
Recruit Attendees	8/17	9/13	0	Committee	Y	No shows	Use Eventbrite, charge nominal fee.
Video or Pictures for Collateral	8/17	9/12	0	TBD	N	None available or too expensive	Use Personal Devices
Host Event	9/13	9/13	0	Committee	Y	Weather	Rain or Shine

4. Critical Contacts

Project Manager

Name: Michael Truong

Email: mtruong@bbandt.com

Phone 1: 336-789-4468

Duties: Secure food and drinks. Serve as one of the panelists.

Committee Member

Name: Derek Mobley

Email: derektmobley@gmail.com

Phone 1: 336-410-1285

Duties: Secure the event date and location.

Committee Member

Name: Jose Sandoval

Email: sandovalj@amnb.com

Phone 1: 336-302-9421

Duties: Serve as our contact with synerG. Serve as one of the panelists.

Committee Member

Name: Joe Bryant

Email: joe_bryant@vfc.com

Phone 1: 336-404-7331

Duties: Recruit a moderator and additional panelist. Serve as one of the panelists.

Committee Member

Name: Porshe Chiles

Email: porshechiles@gmail.com

Phone 1: 469-260-1500

Duties: Summit Advisor

5. What specific materials, supplies, and resources will be required?

Material or Supply & Quantity	Person Responsible for Obtaining	Date Needed	Donated, Owned or Purchased?	Cost/Value
Venue	Derek and Michael	9/13	Donated or Purchased	\$600
Food	Michael T	9/13	Donated or Purchased	\$500

6. Complete a proposed budget indicating all anticipated income and expenses

Proposed Budget

INCOME:

PROPOSED

Appropriation from chapter	\$600
Value of donated items (list)	
<i>Donation of Food:</i>	\$400
<i>Donation of Beverages:</i>	\$100
Other sources of income (list)	
<i>Tickets</i>	\$450
<i>Sponsorships</i>	\$150

TOTAL INCOME.....\$1,100

EXPENSES:

PROPOSED

Value of donated items (list)	
<i>Donations:</i>	\$500
Other expenses (list)	
<i>Venue</i>	\$600
Return of appropriation from chapter	\$600
Return to chapter (profit)	\$0

TOTAL EXPENSES.....\$1,100

7. Describe the potential problems and solutions to successfully complete this project.

Potential Problem: Panelists or audience don't feel they can discuss their personal opinion in public.

Potential Solution: Have a "no electronic devices" portion of the discussion.

Potential Problem: Last minute cancellations by panelists or moderators.

Potential Solution: Have backup participants from synerG and the Jaycees.

Potential Problem: Food is late or does not arrive.

Potential Solution: Pre-stock some snacks at HQ Greensboro.

EVALUATION

8. List solutions and/or recommendations for future Project Managers. *(List here anything that you would do differently the next time this project is run. Would you make contacts earlier? Was manpower sufficient? Could this project be broadened or should it be more focused?)*

- Have food and drinks AFTER the event as opposed to before or during the event. This incentivizes people to stay for the whole thing and minimizes interruptions.
- Take only written questions. This helps the people who ask the questions take time to compose their thoughts, and it allows the panelists equal time to respond to each question.
- Pick a focus area of diversity such as religion, veteran status, or disability status. This will prevent the subject matter from being too broad and acknowledge that one panel cannot represent all kinds of diversity.
- Have a stated weather policy and rain date even if the event is indoors. This event was scheduled for 9/13 with a sell-out crowd. However, hurricane Florence forced us to cancel and reschedule. It took a few months to realign schedules and we had to re-promote the event, so the summit did not occur until November.

9. Results

Primary Purpose: *This summit will create a safe environment for young professionals from diverse backgrounds to share their thoughts and experiences on the advantages and challenges of succeeding in an increasingly culturally diverse business environment. Attendees can use this as an opportunity to network and create positive change in their own work environments.*

Results: *This project brought together four young professional panelists from diverse backgrounds and a young professional moderator who sits on the city council and created a constructive dialogue about inclusion and diversity in the workplace. Over 35 people attended, the event garnered the support of a local university (UNCG), startup hub (HQ Greensboro), and restaurant (1618), so the organizers and sponsors considered it to be a great success even after rescheduling due to the hurricane. The chapter hopes to organize more of the events in the coming years and to be seen as at the forefront of the inclusion and diversity movement within the workplace.*

Goal 1: Recruit at least 5 young professionals from diverse backgrounds to serve on a panel with a moderator.

Result: *Michael Truong (Jaycee Member), Jose Sandoval (synerG), Joe Bryant III (synerG), and Ivy Ghee (hospitality consultant) served on the panel. One panelist was unable to attend. City Councilman Justin Outling served as moderator. 83% Success.*

Goal 2: Get an audience of at least 35 individuals to watch the panel discussion and participate in a Q&A.

Result: *The Eventbrite sold out and there were several walk-ins for the event, total attendance was estimated at 45. 129% success.*

Goal 3: Use the feedback from the summit to create a goal for the Jaycees 2019 plan of action.

Result: *Michael Truong will propose that we add an inclusion and diversity program to our leadership development for our 2019 plan of action. 100% success.*

Project Summary:

This project could run again. It was sell-out event. It was also inspiring to see several successful young professionals (BB&T, VF Corporation, American National, Event Consulting) from diverse backgrounds come together for an honest discussion about diversity in the workplace. Our moderator was also a young professional under 40 who also sits on the City Council. The chapter received a full food donation from 1618 and an event-space sponsorship from UNC-Greensboro, lifting the financial burden while also connecting the Greensboro Jaycees to several prominent local organizations. synerG young professionals and HQ Greensboro were also instrumental in assistant with panelists, logistics, and event promotion. Overall, it was an inspiring and collaborative event that we hope to repeat.

Project Benefit:

Individual Impact: *Michael benefitting by developing a relationship with our food supplier (1618) and gaining leadership as well as public speaking experience through helping organize and serve on the panel. Porshe benefited by using her professional background in inclusion and diversity to serve as a mentor and consultant for the event organizers and panelists.*

Chapter Impact: *The chapter benefitted through a stronger partnership with the synerG young professionals group, gaining exposure to our target audience of young adults at UNCG as well as the young professional community. Finally, the chapter also got to work with a local city council member as a moderator for the panel.*

Community Impact: *The purpose of this summit was to create a safe environment for young professionals from diverse backgrounds to share their thoughts and experiences on the advantages and challenges of succeeding in an increasingly culturally diverse business environment. Having young professionals take the initiative in their own community to foster a more diverse and inclusive work environment will create stronger and more cohesive local businesses which will drive prosperity for many years to come.*

Appendix A: Final Financial Statement

INCOME:

	<u>PROPOSED</u>	<u>ACTUAL</u>
Appropriation from chapter	\$600	\$540
Value of donated items (list)		
<i>Food and Drinks from 1618</i>	\$500	\$500
Other sources of income (list)		
<i>Tickets</i>	\$450	\$0
<i>UNCG Sponsorship</i>	\$150	\$540

TOTAL INCOME	\$1,100	\$1,040
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EXPENSES:

	<u>PROPOSED</u>	<u>ACTUAL</u>
Value of donated items (list)		
<i>Donated Food and Drinks</i>	\$500	\$500
Other expenses (list)		
<i>HQ Greensboro Venue</i>	\$600	\$540
Return of appropriation from chapter	\$600	\$540
Return to chapter (profit)	\$0	\$0

TOTAL EXPENSES	\$1,100	\$1,040
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Appendix B: Contacts

Project Manager

Name: Michael Truong
Email: mtruong@bbandt.com
Phone 1: 336-789-4468

Committee Members

Name: Derek Mobley
Email: derektmobley@gmail.com
Phone 1: 336-410-1285

Name: Jose Sandoval
Email: sandovalj@amnb.com
Phone 1: 336-302-9421

Name: Joe Bryant
Email: joe_bryant@vfc.com
Phone 1: 336-404-7331

Name: Porshe Chiles
Email: porshechiles@gmail.com
Phone 1: 469-260-1500
Duties: Summit Advisor

Sponsors

1618 Seafood Grill, 1618 W Friendly Ave, Greensboro, NC 27403; (336) 235-0898

UNCG Office of Alumni Engagement, PO Box 26170 Greensboro, NC 27402; (336) 256-254-2014


HQ Greensboro 111 W Lewis Street, Greensboro NC 27406; (336) 365-1043

Action Greensboro 203 S Church St, Greensboro, NC 27401; (336) 379-0821

Appendix C: Pictures




Appendix D: Press and Media Coverage



MAKING CONNECTIONS

PRESENTED BY:






UNC GREENSBORO ALUMNI

FREE ADMISSION - RSVP REQUESTED

**Lifting as We Climb:
Inclusion & Diversity Roundtable**

November 8th; 6:15-8:15pm
HQ Greensboro
111 West Lewis Street, Greensboro




NOV 08

Making Connections: Lifting as We Climb

by synerG

Free



Sold Out

Details

Description

Presented by UNCG Office of Alumni Engagement in partnership with the Greensboro Jaycees, synerG Young Professionals and HQ Greensboro:

Engage in conversation with panelists and attendees on the advantages and challenges of our increasingly culturally diverse workplaces and communities.

Moderated by:
Justin Outling '05
UNC-Greensboro Alumnus, Greensboro City Council Member and Partner at Brooks, Pierce, McLendon, Humphrey & Leonard, LLP

Date And Time

Thu, November 8, 2018
6:15 PM - 8:15 PM EST
[Add to Calendar](#)

Location

HQ Greensboro
111 West Lewis Street
Greensboro, NC 27406
[View Map](#)



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Proud to support more than 120,000 undergraduate and graduate alumni.
4mo

Join our Diversity and Inclusion Council and partners from [synerG Young Professionals](#), and [Greensboro Jaycees](#) on September 13th for Lifting As We Climb: Inclusion & Diversity discussion. This event will be mo ...see more





Ivey Ghee is with Jose Antonio Sandoval and 3 others in Greensboro, North Carolina.

November 9 · 🌐

🌐🌐 FEELGOODFRIDAY 🌐🌐

Lifting as we climb is what #feelgoodfriday is all about! . synerG HQ
Greensboro Greensboro Jaycees 1618 on location

#feelgood #feelgoodeveryday #teethout #diversityandinclusion
#facilitator #community #greatenergy @ Greensboro, North Carolina

