

**Project Title:** Muhlenberg College March Madness Badminton Tournament

## Project Charter

### 1. Project Details

#### Business Need/Project Objectives:

The March Madness Badminton Tournament will be organized as an annual event by the Muhlenberg College Badminton Club. We started this tournament in March 2024, and Inspired by the format of the NCAA March Madness basketball tournament, the event aims to:

1. Promote student engagement through a competitive and recreational campus event.
2. Increase awareness and participation in the Muhlenberg Badminton Club.
3. Enhance campus life with a well-coordinated and inclusive sporting activity.
4. Foster collaboration with campus organizations such as the Athletic Department, Life Sports Center Staff, and the Student Government Association (SGA).

The tournament will require team registration, equipment for multiple games at a time, and coordination with campus leadership for space allocation, funding, and prizes.

#### Project Requirements:

1. Secure venue and time slots at the Life Sports Center to allow at least 4 to 8 games to run simultaneously during early rounds.
2. Establish a team registration system (e.g., online forms or sign-up sheets).
3. Coordinate with the Athletic Department for approval and scheduling of space and equipment.
4. Collaborate with the Student Government Association (SGA) for funding to provide prizes (e.g., gift cards and badminton rackets for the two finalist teams).
5. Organize game brackets and tournament progression structure to determine finalists.
6. Promote the event across campus to drive participation and attendance.

## Project Description/Deliverables:

- Fully approved and scheduled March Madness Badminton Tournament in March.
- Fieldhouse with four badminton games running simultaneously during initial rounds.
- Equipment (rackets, nets, shuttlecocks) prepared and in good condition.
- Prizes in the form of gift cards are awarded to the finalist teams.
- A detailed schedule of games, including the elimination structure.
- A documented list of participants and registered teams.
- Campus-wide marketing ensures awareness and excitement about the tournament by putting out flyers on TVs around campus and using social media.

## Project Does Not Include:

- Equipment purchases (only borrowing existing campus supplies).
- Professional referees (students/club members will serve as referees).
- Non-badminton-related activities (e.g., food vendors, live music).
- Large external funding sources outside SGA-approved support.

## Acceptance Criteria

1. The tournament runs successfully in March without logistical delays.
2. At least eight teams register to participate.
3. Coordination approvals from The Athletic Department and SGA are obtained.
4. Winners receive prizes in the form of gift cards.
5. Games follow a clearly communicated bracket system.
6. Positive feedback is received from participants and attendees.

## 2. Stakeholders List

Name	Title	Role/Responsibility
Max Kurzweil	Secretary & Co-Founder, Badminton Club	Project Lead / Tournament Organizer
Muhlenberg Athletic Dept.	Leadership Team	Space and equipment approval and coordination
Life Sports Center Staff	Facility Management	Allocation of sports center facilities
Muhlenberg Activities Comm.	Event Approval Committee (MAC)	Authorization of campus event
Student Government Assoc.	Campus Funding Authority	Funding approval for tournament prizes
Badminton Club Members	Student Volunteers	Game setup, refereeing, and event promotion
Registered Teams/Students	Participants	Competing in the tournament

## 3. Summary Milestone Schedule

Milestone 1: Event Approval	Deadline: Early January Deliverable: Approval from MAC and SGA
Milestone 2: Promotion Start	Deadline: Late January Deliverable: Launch event marketing and registration
Milestone 3: Bracket Set-Up	Deadline: Mid-February Deliverable: finalize team registration and game brackets
Milestone 4: Tournament Day	Deadline: March (Event Date) Deliverable: Execute event with all logistics in place

## 4. Project Considerations

### High-Level Risks:

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- Low team registration or lack of participant interest.
- Scheduling conflicts with other campus events.
- Equipment unavailability or insufficient space allocation.

#### Risks to Avoid:

- Miscommunication with key stakeholders (MAC, SGA, Athletic Department).
- Poor event planning leading to delays or cancellations.

#### Mitigated Risks:

- Early and frequent communication with all relevant departments.
- Active promotion through social media, posters, and word-of-mouth campaigns.

#### Transferral Risks:

- Delegate game setup and refereeing roles to club volunteers.

#### Accepted Risks:

- Minor delays in event scheduling due to space or equipment availability.

### Acceptance Criteria:

The March Madness Badminton Tournament will be deemed successful if the following conditions are met:

1. **Event Execution:**
  - The tournament occurs on the approved March date without major logistical issues or delays.
2. **Participation Requirements:**
  - A minimum of 8 registered teams compete in the tournament.
  - All participating teams are provided with proper schedules and brackets in advance.

**3. Approval & Compliance:**

- The event receives formal approval from the Muhlenberg Activities Committee (MAC).
- Necessary space, equipment, and time slots are secured through the Athletic Department and Life Sports Center Staff.

**4. Prize Distribution:**

- Gift cards are awarded to both finalist teams as agreed upon with Student Government Association (SGA) funding approval.

**5. Volunteer and Staff Support:**

- Club executive board members successfully manage refereeing, setup, and promotion tasks.

**6. Promotion and Visibility:**

- The event receives adequate promotion via posters, email, and social media platforms to drive student awareness and attendance.

**7. Feedback and Participation Experience:**

- Participant and attendee feedback indicates satisfaction with the event format, structure, and organization.

**Assumptions:**

- The Athletic Department will approve the use of badminton courts and necessary equipment.
- Student Government Association (SGA) will provide funding for prizes.
- At least 8-16 teams will register for the tournament.

**Constraints:**

- Limited time slots at the Life Sports Center due to other athletic events.
- Budget restrictions for prizes and promotion.