CLEMSON
COMPUTING & INFORMATION TECHNOLOGY

Project Charter

Project Name:		Prepared by: (Project Manager)	Date:
iTiger		James Massett/Tim Howard	18 – August- 2008
Customer:	**Initiating Business Unit:**	**Contact Name:**	**Project Level (A, B, C):**
Athletics, CCIT, CoES	CCIT	Nathan Bohlmann	B

PROJECT DESCRIPTION	
Business Case Summary Statement	The iTiger project is a synergistic partnership of athletics, business, academia, and industry with the common goal of shaping and realizing the collegiate stadium of the future at Clemson University. The concept of the stadium of the future is valuable in the following ways: For athletics, this project represents a credit card transaction element for concessions, allowing for stadium modernization and greater fan accessibility. In addition, the project provides a new avenue which will aid in immersing a fan in a sporting event – this new interaction will promote more fan participation and increase the satisfaction of the whole sporting experience. For business, this project generates new revenue streams through targeted marketing, subscription/service fees, and new retail opportunities. For academia, this project provides a fertile test-bed for many avenues of research, and also provides opportunities for students to gain real world experience in a challenging, interesting working environment. For technology, this project provides an avenue where the latest and most up-to-date versions, as well as some future iteration, of network architecture can be put into production. Additionally, iTiger will be have technical expertise of the product and be a front runner in product development. For industry partners, this project provides a "living lab" in which products may be tested and research agendas may be advanced while also building valuable working relationships with academic researchers and students.
Preliminary Scope	The scope of the iTiger project can be defined from a technical perspective, a business development perspective and a research perspective. The technical perspective of the scope of the project includes what functionality exists in the system; what functionality the partners, end users, and others would like to see implemented in the system; and the prioritization and scheduling of this new functionality through the end of the year 2009. The business perspective of the scope of this project includes developing a business development team, defining the business model, and creating a business plan that implements that model. The research perspective includes developing innovative cyberinfrastructure to support the applications and services, exploring wireless issues specific to an athletic stadium venue, and developing the idea of the 'next generation' stadium. . The remainder of this document will address each of these perspectives in greater detail.
Business Goal	Position Clemson as a national wireless technology leader
Project Objectives	Updating the stadium facility with a modern and innovative infrastructure that will aid in fan experience
Deliverables (High Level)	• Deployment of wireless technologies within Memorial Stadium; • Provide a innovative fan based suite of applications from information gathered by end users • Secure corporate sponsorship; • Credit Card and Concessions • Business Plan for current and future sustainability • Communication Plan • Sponsorship/Partnership • Research Plan
Key Stakeholders	CCIT, Athletics, CoES

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Key Requirements	Network infrastructure in place, applications developed
Target Completion Date	December 31, 2009
RISK ASSESSMENT	
More information can be obtained from MyCLEmson Project Risks	
ASSUMPTIONS	
Mobile devices and stadium infrastructure will be donated	
CONSTRAINTS	
Seed money limitation; currently no corporate sponsorship to supplement seed budget	
SUMMARY AND RECOMMENDATIONS	

PROJECT BUDGET INFORMATION				
Account Number	Area	Description	Cost	Account Manager
23-404-7XXX-2803-276-2301063	CCIT	iTiger	$150,000.00	Nathan Bohlmann
Total Cost			$150,000.00	

PROJECT RESOURCE INFORMATION			
Project Manager	James Massett, Tim Howard	Project Sponsor	CCIT/CoES/Athletics
Business Units Involved	Core Team Members (FTE)	Role	Responsible Manager
Nathan Bohlmann	.10	Corporate partnership	Jim Bottum
Darren Overfelt	.05	Technology integration lead	Boyd Wilson
Tim Howard	.10	Project management	Janell Bohlmann
Jim Martin	.25	Project direction	Larry Hodges
Tim Match	.05	Athletics POC	Terry Don Phillips
Will Pressly	1.0	Application development	Jim Martin
James Massett	.15	Project management (student)	Tim Howard

By approving the Project Charter you are in agreement with the schedule, the scope, the budgeted costs, and the project resources as described herein. By approving the Project Charter you are also agreeing to commit resources from your area as necessary to complete this project.

Approving Authority, Title	**Signature**	**Date**
Jim Bottum, CIO		
Esin Gulari, Dean CoES		
Terry Don Phillips, Athletic Director		
Project Manager(s)	**Signature**	**Date**
Tim Howard		
James Massett		

Attachments:

☒ Project Proposal
☐ Business Case