Sandelman Foundation
Against Destructive Decisions

Status Report

Version: 1.2
Date: june 2017

In this document you will find the information needed to initiate your project.

Your Mission:
To get the project « Campaign against computer game addiction » accepted by the National Office for Public Health (NOPH).

You will have to:
- Elaborate and deliver the Project Proposal (see attached template).
- Present your Proposal to the NOPH.

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1. The Foundation and your position

The Sandelman Foundation Against Destructive Decisions (SFADD) was founded in the early 20th century. Since the beginning, the SFADD has been focused on the prevention and moderation of alcohol consumption among adolescents. The Foundation also has a tradition of being well prepared to meet new trends in drugs, namely Cannabis in the 1960's, Heroin in the 1970's, Cocaine in the 1980's, and Ecstasy in the 1990's.

You joined the Foundation as a trainee precisely during the anti-Ecstasy campaign. You quickly demonstrated your competences and were hired on a permanent position at the Foundation. Today, your activities include campaigns against alcohol, cigarettes and Ecstasy.
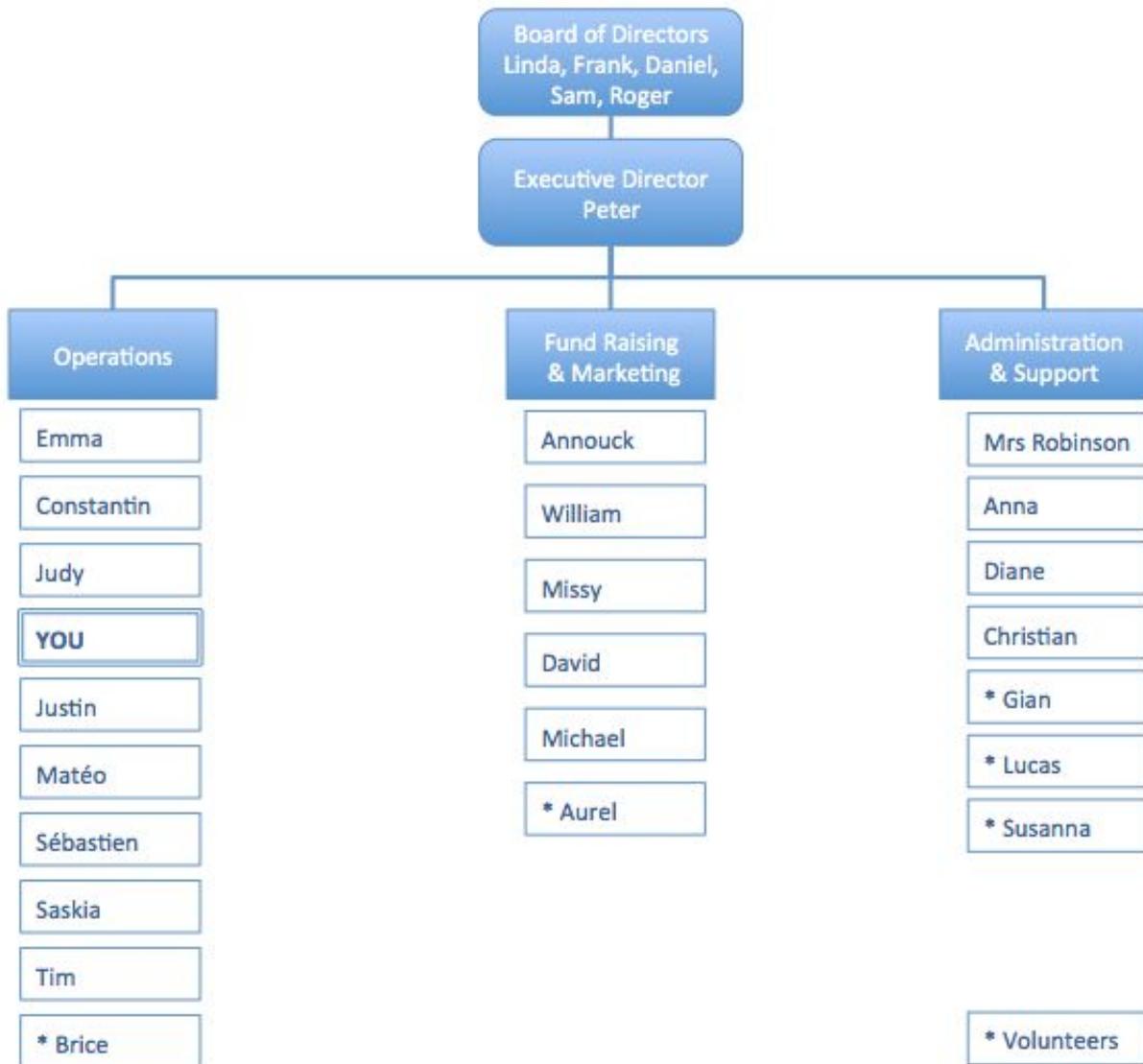
However, you gradually realized that today's major issue could be more about behavioral addictions than substance dependence. Therefore you have been thinking about extending the scope of your activities to issues like addictions to computers, mobile phones or social networking. You have already talked about these ideas with Peter, the Executive Director. He was quite interested and shared the idea with the Board of Directors, which validated that this might become a new focus for the Foundation.

2. The Foundation's current situation

The endowment fund initially invested by the Sandelman family used to cover rather well the Foundation's overhead, the salary of the "Administration and Support" staff and partially the salary of the fundraising staff. The salary of the operations staff is covered by donors or project grants.

These last years' fall in interest rates has had a noticeable impact on the revenue generated by the initial endowment. The last financial crisis also reduced the generosity of both corporate and individual donors.

If insufficient funds are found through project calls, the Foundation could fall into the unfortunate position of having to reduce staff wages or employment rates. The foundation also depends on a larger group of volunteer experts who support the core team, mainly in marketing and fundraising but also in the execution of projects. While these invaluable volunteers do not receive any fixed remuneration, it has always been considered right and imperative to pay them a compensation for travel or other expenses incurred. If these purely symbolic payments were no longer possible in the future, several of these volunteers would certainly drop out, especially those who are experts in their fields and are already devoting a considerable amount of time to the Foundation.

Sandelman Organizational Chart

3. The project

Yesterday, during your weekly review of call for tenders, you discover that the National Office for Public Health (NOPH) recently launched a new behavioral addiction prevention program. This seems closely related to your recent ideas on addiction to information technology!

On the web site of the NOPH you find the call for tenders for this program *(Call_For_Tenders.docx)*, a document which confirms the objectives of the campaign. You are sure that this bid is a real chance to start concretizing an idea that took shape some time ago in your brain in addition to solving some financial issues. A campaign on present-day behavioral addictions would indeed remind the general public that your foundation still is number one in this country for innovative anti-addiction programs. This would not only lead to a better position in the campaigning market, but also contribute to attract the attention of former and future donors.

After a first brainstorming session with your core team and a couple of calls to selected volunteers, you decide to focus on **computer game addiction**.

You have a talk with Peter about the idea of devoting some of your time on this project proposal. Peter seems quite interested and confirms this with an e-mail on the following day. This is a copy of his e-mail:

From: Peter

Subject: Project proposal "Campaign against computer addiction"

Hello,

After our meeting, I've been thinking about your idea and in fact, the more I think about it, the more it looks interesting.

I really believe that we should do something with these new kinds of behavioural addiction. This may be the first step in a promising new direction for our foundation.

So, for the next few weeks, it's ok if you spend some time to work on this call for tenders.

Please let me know if I can be of any help. I'm looking forward to the result.

Good Luck!
Peter

4. Next Steps: www.AlbaSim.ch

From now on you will be able to communicate with your colleagues and other project stakeholders through the Project Management simulation you will find on *www.AlbaSim.ch* Click on the *Login* menu to register yourself and start the simulation.

During each Project Phase you will have to make choices and undertake different actions that will have an impact on the project and/or provide you with more information. You may receive communications from your team by e-mail at any time.

At each Period you will have a limited time to perform Actions and answer Questions, and this constraint is represented visually by a limited number of slots in your Time Budget. Study carefully all options before consuming any time slots.

Always keep an eye on the Key Performance Indicators displayed on the screen:
- Directors and Team Satisfaction
- Project Costs, Schedule and Quality indicators (only during the execution phase)

Now it's up to you to demonstrate the value of your project as well as your project management capabilities. Good Luck !