Programming Manual:
A Resource for Developing and Implementing Campus Events

Created By: Student Life

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Introduction

The purpose of this manual is to serve as a resource in successfully planning and implementing campus programs and events at Dalton State. While the policies and information in this manual may be helpful and relevant to all event hosts at DS, it is primarily targeted at and in support of registered student organizations.

Student Life firmly believes that students must be the stewards of their own collegiate experience, and to that end, Student Life supports student-initiated, planned, and implemented co- and extra-curricular activities. Students will develop themselves as student leaders and engaged citizens by participating in the planning and implementation of on-campus events.

Student Life also recognizes that this guide will inherently be incomplete. Every event is unique and will bring its own challenges and successes. Student Life hopes that this manual will help generate dialogue among students, advisors, staff, and the campus community. As you reach roadblocks and come across questions, we invite you to visit our office for additional resources and support.

By utilizing the information provided in this manual, students will be able to:

- Understand and apply the steps of effective programming.
- Utilize personnel and financial resources appropriately.
- Engage others in program planning through communication.
- Implement appropriate risk management strategies.
- Delegate tasks and hold organization members accountable.
- Adhere to campus policies and procedures.
- Manage program development, implementation, and evaluation in an organized manner.

Within this manual, the terms event or program may be used interchangeably to mean any organized gathering open to both members and non-members of a student organization. All event hosts (both individuals and organizations) hosting events on campus are responsible for their events. Events and event hosts are subject to all University policies and procedures in accordance with state and federal laws and regulations.

Student Life at Dalton State

Student Life is dedicated to both student and organization development through diverse, community-centered programs and active leadership experiences.

Goals

Engage – Participation is pivotal for student connectedness. We will engage the diverse student population through an array of programming and initiatives.

Educate – Opportunities for learning exist everywhere. We will enhance student learning through transformative and intentional co-curricular experiences.

Develop – Holistic student development is vital for students to achieve their full potential. We will assist students in fostering their comprehensive growth through extensive engagement, leadership opportunities, and campus-wide/community involvement.

Leadership Defined

Student Life defines leadership as a purposeful, collaborative, values- based, and relational process of people in a supportive community creating positive change. To effectively practice leadership in these contexts one must:

- Live and think in a state of possibility
- Develop and nurture relationships
- Promote positive change
- Understand and communicate leadership as a process, not a position
- Empower others to act
- Practice controversy with civility
- Embrace and appreciate differences of all people

Creating and Clarifying a Shared Vision

One of the most important parts of planning an event is making sure you have a clear vision for your program. To do this, you'll need to identify the purpose and type of event you'll be having. Having a clear vision provides you with a place to start and a place to end. As you get started, it is most important that this vision be shared. Throughout the event planning process, you'll need to enlist the help of others. By getting buy-in and support from your organization very early in the process, you'll be more likely to have a successful event in the end. When it's time to wrap up your program, you'll need to do some assessment. Having a clear set of goals makes measuring your success much easier.

Events with a Purpose

The first step in identifying the purpose of your event is reflecting on the purpose of your organization. Take a moment to revisit the purpose or mission statement of the host organization (likely found in your constitution) and consider any goals you may have for the year. One of the biggest mistakes groups often make is failing to develop events that are congruent and relevant to the mission of their organization. By considering the purpose of your organization (e.g., education, advocacy, common interest, building community), you will be able to develop a program that meets the needs of both your members and your audience.

Once you have identified a purpose for your event, you can begin a brainstorming session for ideas. You will also need to consider the following:

- Who is your audience, and what are their needs?
- What are your desired outcomes or goals?
- How does this program help the student organization accomplish its mission?
- How will this program positively serve the DS community?
- How will the answer to these questions shape the type of program you plan to have?

As you begin to answer these questions, enlist the help of other members of your organization. The more people you have at the table when you're creating an idea, the more people you'll have on board to execute the idea. This is especially important because any event with your organization's name on it reflects all the members within the organization. You want to plan a strong event of which you and your organization can be proud! If you're having trouble getting started, we've included a worksheet in the appendix to help get you thinking.

Types of Events

Another consideration while creating a vision is the type of event you want to have. There are many types of events- passive programming, fundraisers, dances, films, socials, and more. Depending on what type of event you have, there will be additional policies to which you will need to adhere. As events may fall into one or more of the following categories, please be

conscious of how these overlaps may affect the lead time needed in planning your event.

Passive Program

Passive programs are programs that convey or collect information without necessitating active participation. Attendees can move through a passive program at their leisure. Examples of passive programs can include educational posters, bulletin boards, or interactive art installments. You can even pose a question on a large piece of paper or wood and leave markers for people to write in their answers. This type of program is great if you're looking to share information, are low on volunteers, or want to encourage critical thinking.

Tabling

Tabling events are programs that occur at or only require a table and are meant to attract and interact with pedestrians. These events are most commonly held in the Pope Student Center or on the Lower Pope Patio. These events are most successful when held during high-traffic times, like mealtimes or class changes. Because students may often be passing by while on their phones or otherwise occupied, it is important to maximize your time at the table by remaining standing and in front of your table. It is also important to have a tablecloth, banner, or other way of identifying your group. If you've been marketing your event effectively, you'll want to ensure people can identify *your* table in the sea of tables.

Movie Night

Hosting a movie night for public viewing on campus requires the student organization to obtain permission from the copyright owner. Without proof of this permission, your student organization is at risk of being held liable for copyright infringement fines. These fines can cost your organization hundreds of thousands of dollars, which doesn't include attorney fees and court costs!

To obtain the rights to show a movie, Student Life most frequently works with (and recommends) Swank Motion Pictures, Inc., but there are also other companies that provide this service as well. Student organizations are encouraged to review available films using the information listed below. Before you place an order for film rights, please schedule a meeting with Student Life staff.

Swank Motion Pictures, Inc.
1.800.876.5577
www.swank.com
mail@swank.com

Costs associated with showing a film can range based on how new or popular the film title is. Once the copyright licensure is purchased, it is valid for the full calendar day. This allows you to show the film as many times as you'd like within the day for one price. If you choose to show the film again on a second day, it will affect your pricing.

Proof of copyright must be submitted to Student Life at least 48 hours before the event.

Failure to do so will result in the cancellation of your reservation.

Another consideration is whether your movie night will be held indoors or outdoors. Student Life owns an outdoor movie screen that must be requested at least two weeks in advance so that student life staffing can be scheduled. If a movie is being held outdoors, please book a rain location or identify an alternative rain date to communicate in your marketing efforts.

Dance
Dances are also often referred to as a social program. When planning an on or off campus dance, you need to consider your anticipated attendance and room capacity when selecting your desired location. If you want your dance to have low lighting, you must also consult Campus Services and make a note in your reservation. Most lobbies and multi-purpose rooms on campus have automated lights that cannot easily be turned off. Be sure to check lighting capabilities for your desired location in advance.

Fundraiser
Any group wishing to host a fundraiser must designate their facility request as a Fundraiser when requesting a space. If you are not requesting a formal space, please select "off-campus" as your desired room. Fundraising approvals are subject to Fundraising Guidelines as outlined in the DS Student Organization Handbook. Please review these guidelines and procedures regularly, as the handbook is updated on an annual basis.

Bonfire
Any student organization wishing to host a bonfire must reserve one of the designated fire pits on campus through the Facility Reservation Process. Student organizations are responsible for providing their own wood. A lighter can be checked out through Student Life as needed during regular business hours. Organizations must extinguish fires at the end of their program.

Event with an Outside Vendor
Events that require a contractual agreement with an outside vendor include performers (e.g., speakers, comedians, and musicians/DJs) and novelty vendors (e.g., face painting, photo booths, and inflatables). Please schedule a meeting with Student Life staff if you are considering engaging in a contract with an outside vendor. Contracted events require institutional contracts to be created and can take a minimum of four weeks to fully execute.

Outdoor Event
Outdoor events are just that - events that are hosted outside. While they may seem largely the same as indoor events, these events have many special considerations during planning.

First and most important, you will need to reserve a rain location or rain date for your event. A rain location is another venue you've reserved for the same date and time as your outdoor location. In preparation for your event, you will need to think through your setup for both outdoor and indoor locations. In the event of rain, cold, or other unforeseen circumstance, your event can still occur as scheduled.

A rain date, however, is a reservation for the same location on a different date. In the event of bad weather, your event will be postponed to this date. It is important to include your rain plan in your original marketing. If you do decide to move your event inside or postpone your event, communicate this as early as possible!

With an outdoor event, you will also want to consider additional needs that you may have. Indoor venues often provide their own sound, lighting, trash and recycling bins, and physical barriers (i.e., walls). An outdoor event will likely require you to specially reserve these and other items during the facility reservation process as needed.

Special Event/Other

Special events are any events that may not fall into the other categories described here. This category is broad in scope and may involve many other considerations beyond what may be listed in this manual. For additional support, please contact Student Life to schedule a consultation or meeting.

When, Where, and How Much?

Once you have clarified your purpose or vision for the event, you'll need to work with people both inside and outside of your organization to locate the appropriate resources. You'll need to decide when and where to host your program and how much you can afford to spend based on your budget. As you read this section, refer to the appendices as examples and references.

Time, Date, and Location

There are many considerations when selecting a time, date, and location for your event. Most importantly, time, date, and location are a function of one another. Because the spaces on campus are finite, you may select a date and time but find your preferred location unavailable. Similarly, you may have decided which space you need but find it unavailable during the preferred time window. This will require you to be flexible and think creatively. Selecting a time, date, and location will necessitate that you align the spatial needs of your program with the schedule of your organization and the schedules of other groups on campus.

Choosing a Space

First, you'll need to think through the vision you created for your program. How many people are you expecting, and what will they be doing? Is this the type of program that needs to be in a controlled, enclosed space, or would it be more successful out in the open where people will freely flow through? What type of setup will you need to accommodate these activities? Some rooms have fixed setups (e.g., Gignilliat Memorial Auditorium), and other rooms can be organized and reorganized (e.g., Memorial 101 A/B, Brown 105, or Eddie Miller Room). Rooms have varying levels of technology available. You will need to identify your needs and preferences, and this will help narrow down the rooms that can accommodate your program.

The key is to get exactly the right amount of space and technology. By reserving a room that is too small, you will feel cramped and must turn away potential participants. By reserving a room that is too big, your event will look empty and prevent larger groups from finding the space they need. Most people use Memorial 101 A/B or Brown 105 as their default locations without considering if these spaces are the best fit. Because rooms like these are in such high demand, they can often be nearly impossible to reserve for an event. Luckily, DS has so many more spaces to offer! If you plan to show a film, for example, Brown 205 has an amphitheater-style setup perfect for a movie that will accommodate up to 87 people. By thinking creatively, you are more likely to find a space that fits your needs and ease the stress of high-demand spaces. You can see a full list of "reservable room details" including location, their capacities, and set-up on the Forms and Resources Page.

Choosing a Date and Time
Similarly, to pinpointing your ideal space, selecting a date and time requires time spent revisiting your vision. Does this event work best during the week or weekend? Would it be best inside or outside? For some events (especially those hosted outdoors), you will even have to take into consideration things like temperature and what time the sun goes down.

Another consideration for selecting a date and time is looking at how your single event fits within the context of the larger campus community. Checking calendars to see what else is going on will keep you from competing with other events that may cause your program to be less successful than desired. For instance, if you're planning on hosting a campus-wide social, you may not want to schedule it for a time that overlaps with a home basketball game. You may access campus calendars in a variety of places, but there are a few listed below that will help get you started.

- Dalton State Master Calendar
- Student Life Google Calendar

You may also want to think through class schedules and dining hall schedules. It is not advisable to plan a traditional event during peak dining hours, as you'll miss on-campus populations that need to eat dinner. Unless, of course, you are intentionally hosting a tabling event near these locations. Similarly, avoiding peak class hours will ensure students are free and, therefore, more likely to attend your event as either a volunteer or participant.

Reservation Systems
All reservations for on-campus spaces are completed online through the Event Request and Facility Reservation forms.

Event Request and Facilities Reservation System
The first and most common way to reserve a space is the Event Request and Facilities Reservation System. This system is used to request events on or off-campus. If you are requesting an event on-campus, you must input all event details and make your room selection

withing the form. If you are requesting an off-campus event, you will select "off-campus" as your room selection. Below are three separate links to the Event Request and Facility Reservation Forms. Please use the one that is most appropriate for your needs:

- Student Life Events (All RSO and Student Leadership Teams falling under Student Life)
- Fraternity and Sorority Life Events (All Social FSL Groups on Campus)
- Employee or Departmental Events (For use by Faculty and Staff)

For step by step instructions on how to use the Event and Facility Request Form, please refer to the "Event and Facility Request Instructions for RSOs" on the Forms and Resources Page. All Student Life and FSL Events will go through two levels of approval. Once the forms are submitted, they will be directed to the appropriate office within the Dean of Students Office to ensure that the planned events are allowable and follow campus procedures. Once approved by Student Life or FSL, the forms will be routed to Campus Services for room assignments.

Please note you will also use this process to request campus equipment, such as tables, chairs, projectors, and sound systems, etc. To use the Event Request and Facility Reservation Form your organization must be in good standing and active through Student Life.

If you have any questions or run into some roadblocks with this process, please reach out to Student Life or Campus Services. All spaces must be requested at least 2 weeks prior to the event date. This allows for sufficient time for approvals, confirmation of space, and event setup to occur.

Budgeting

To have a successful event, having the appropriate funds is a critical component. There are many ways to find funding, but it is also important to ensure your organization is a responsible steward of these funds. Please see the appendices in the back of this manual for additional support in creating a budget.

Creating a Budget

Establishing a budget is necessary, as it helps shape your program. Budgets help to establish guidelines for spending, admission fees, and the amount of fundraising or resource location you will need to accomplish. Creating a budget can also require proposing an event or request funds. Budgets should include all fees incurred. Think through the supplies you'll need, the fees for speakers (include travel and lodging costs, if applicable), food, decorations, and renting or reserving space and equipment. To create a worthwhile budget, you will need to do research and be as precise as possible.

For example, let's say you're hosting a social for 50 people. You'll need to create a line item in your budget for beverages. To estimate the cost of drinks for the event, you'll need to decide how many sodas you want to purchase first. For a one- to two-hour event, we can reasonably assume most people will have one or two servings of soda. Since some people, but not everyone, will want two servings, we can adjust by estimating 1.5 servings per person.

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50 attendees x 1.5 servings per person = 75 soda servings

1 serving = approximately 12 ounces

75 servings x 12 ounces= 900 ounces= approximately 27 liters

which translates to ...

75 12-ounce cans (in 6 12-packs) or 14 2-liter bottles

While this may seem like an unnecessary amount of work on the front end, it will give you a very realistic budget and shopping list. The example above shows a great level of detail, but it still doesn't include considerations like deciding between cans and 2-liter bottles. While bottles are cheaper and better for environmental reasons (i.e., lower on waste), you'll have to purchase or provide cups. Canned soda, on the other hand, can be iced and ready to go. You may also want to shop around to find deals!

Finding the Funding

There are multiple ways to find funding for your event. Below are some possible avenues for locating dollars:

- **Dues-** By initiating (and regularly reviewing and increasing) required dues, you will be able to generate a base budget for your organization. It is important that your dues be an amount that is both low enough to be affordable and high enough to be efficient.

- **Fundraising** - Your organization can plan a fundraiser to fund a larger event on campus. For information, policies, and procedures on fundraisers, please review the DS Student Organization Handbook.

- **Ticket Sales-** You can increase your budget for an event by selling tickets. However, ticket sales only help you recuperate the money you spend on the event, i.e., you will have to invest money in the event before you see returns from ticket sales. By selling tickets to an event, it replenishes your budget to host future events.

- **Collaboration** - Working with another organization and/or campus office can allow both groups to pool their resources toward a common purpose. Utilizing opportunities like monthly SGA meetings can help you connect with other groups with similar interests.

- **SGA Request for Funding** - Each year, SGA sets aside money in their budget to help fund student organizations on campus. Student organizations may apply for these funds on a yearly basis. For complete details on this funding process, refer to the DS Student Organization Handbook and SGA Constitution. Questions may be directed to sgapresident@daltonstate.edu

- **SGA Annual Budget Request** – Each spring RSOs in good standing with SGA and Student Life can request an annual budget. Additional information regarding this process can be found in the RSO Handbook and SGA Constitution. The annual application can be found on the Forms and Resources Page.

Making a Plan

Once you've located the basic resources for your event (space and money), you'll want to begin ironing out the details of your event. This will include thinking through your agenda, event setup, and your need for volunteers. As you move through this section, please refer to the related appendices for additional examples and considerations.

Laying Out Your Event

Now it's time to get down to the real nitty gritty. What exactly will be taking place at your event? What will the floor plan look like? Will you need decorations or name tags? This is your time to think through all the details-big and small. The biggest mistake event planners make during this phase of their planning is not explicitly outlining every detail. For example, you may decide to have a spades tournament. Novice event planners would reserve a space, locate a few decks of cards, and create a bracket. However, you-the expert event planner-know that small details matter. You will want to clarify the house rules of the game, as rules vary from person to person.

As you lay out the details of your event, write them down. Plan your event using the "If I Were Abducted by Aliens" Rule. While planning your event and thinking through the details, ask yourself, "What would happen if I were abducted by aliens? What would happen to my event? Would my team have the information they need to continue to move forward in the planning and implementing of the event?" Having the details in pen and paper ensures that everyone is on the same page. In your notes, include everything from the name and number of your contact in offices, organizations, and vendors to a minute-by-minute agenda of the schedule of events at your program to a detailed drawing of your floor plan for the venue.

For further reflection on your event layout, consider the following questions:

- What exactly will happen and in what order?
- Where will tables, chairs, and other items be placed around the room?
- Are people speaking at the event? If so, will they need a script or talking points? Who will introduce the speaker, and what will they say?
- Is the seating arrangement conducive to conversation and/or being able to see the stage/presentation?
- Is there a need for a check-in or sign-up station?
- Will anything at your event cause a line to form? If so, how will you control the crowd and manage the line in a way that prevents it from getting in the way of the door or other parts of the event?
- If there is food, will it be served by staff or buffet style?
- How are you creating a welcoming and inviting environment?
- As participants enter the event, is it clear where they need to go? Will they need help getting started?

If all else fails, explain your event to someone who has no clue what you're trying to accomplish. See if they understand your vision and plan and tell them to try and poke holes in it. They may ask questions or suggest ideas you hadn't thought about.

Staffing Your Event

As you create your plan, you may find that you'll need help staffing your event- enter volunteers! Volunteers can be recruited from within or externally to your organization. This will be dictated by how many you need and your membership's availability. The key to recruiting and retaining quality volunteers is helping them feel as though they're contributing and making them feel appreciated. If you recruit too many volunteers, they won't have anything to do once they get there. If your volunteers feel like they're not needed, they may begin to disappear throughout your event, or worse, fail to show up in the first place.

To truly assess your need for volunteers, ask yourself what exactly your volunteers will be doing. Assign each person a specific job and timeslot. Making sure that these tasks are realistic and important helps the volunteer feel valued. For example, it won't take 3 people 1 hour to put out centerpieces for a banquet in Brown 105. When you show your volunteers that you respect and value their time, they'll return the favor by showing up on time and working hard.

It is also important to know that you will need at least one person to be designated the coordinator (also listed as the event contact on some forms). This person will more than likely be the person who has led the charge in planning the event. The role of this person is not to get tied down to any single job. Instead, this person should be constantly stepping back to see the big picture, checking in with volunteers, and problem solving. The event coordinator needs to be able to see how all the pieces fit together and anticipate problems before they occur. This happens when the coordinator can stop micromanaging and trust their volunteers to be capable and efficient workers.

Managing Risk

Student Life acknowledges that even the most seasoned event planner makes mistakes, and risk can never be entirely eliminated. However, all event hosts are encouraged to consider and discuss factors that affect the degree of risk associated with their events. Risks can materialize in many ways, including harm or damage to the venue, equipment, people (staff and attendees), and/or the reputation of individuals or the organization. If you recognize and prepare for these risk factors, you can manage risk to help contribute to and maintain the safe campus community we all enjoy.

When developing your risk management plan, you will first need to assess the risks associated with your program. Start by considering the risks associated with the venue or event site. Examples of risk associated with venues themselves are proximity to vehicles and traffic, surfaces that are or may become slippery in inclement weather, or open bodies of water. Something as simple as extreme heat may be considered a risk factor associated with an

outdoor venue. Redirecting vehicular and foot traffic, offering shade and bottled water, etc., can easily manage these risks.

Next, consider the risks associated with your event. Examples of event-related risks are electrical drop cords running across walkways or dimmed lighting that makes safe passage through the venue difficult. You may even have an event that requires strenuous activity or person-to-person contact. These risks can be managed with thoughtful fixes like rerouting electrical cords or providing ushers to help seat guests.

Finally, you'll want to consider the risks associated with the attendees of the event. These risks are often the most unpredictable and most difficult to manage. An example of external risks is having disruptive guests. You can manage this risk by having a prepared and capable advisor or notifying Public Safety in advance of your event.

As you discuss these risks, create multiple solutions to each risk. Consider how you would evacuate your venue in the event of a fire or other emergency. Know how to contact Public Safety and keep their number on hand or saved in your phone. Planning a program means always being prepared for the unexpected.

Dalton State requires that events identified as high risk are discussed early and often with Student Life and Public Safety. If you are unsure or have questions about the degree of risk of your event, always air on the side of caution by consulting with Student Life.

Getting the Word Out

Making sure you let people know you have an event is the first step to getting folks there. If you want to get the word out, you must market early and often! This section will include DS marketing basics, but you and your organization are encouraged to be creative. Plan a flash mob to market your dance or tape your event details to a playing card to market your spades tournament. The more creatively you can publicize your event, the better. You'll grab more attention, and you'll peak more interest.

Dalton State Brand Guide

Student organizations are expected to utilize the Brand Guide when designing marketing and publications materials. This style guide was created to provide guidance on the use of consistent graphic standards for DS. This document illustrates how institutional logos should be used in communication materials and documents including official letterheads, t-shirts, flyers, and emails. This manual also contains additional graphics, acceptable type fonts and approved colors. In addition, rules for written content are included.

You can find the brand guidelines on DS's Marketing and Communications website. This manual serves as a brand guide to help us create a more powerful, consistent presence for DS.

Additionally, please be sure not to lead your organization or event name with Dalton State. Student organizations and groups must always use the format organization name (or event name) at Dalton State e.g., Campus Activities Board at Dalton State or Screen of the Green at Dalton State. This ensures that internal and external people clearly understand the event is hosted on behalf of your club and not Dalton State. It also protects your group's freedom of speech.

Campus Marketing Locations

Once you've developed your flyer and marketing materials, you'll want to share them as far and wide as possible. Below are different venues available to student organizations for marketing purposes.

E-Beep

This is the official method to send announcements to the student listserv. Student Life sends the E-Beep to students weekly on Monday mornings. Submissions must be submitted by the end of the day on Wednesday to be sent out the following Monday. Plan your submissions accordingly to be as timely as possible. Submissions may be made online using the "E-Beep and Stall Wall Request Form" on the Forms and Resources Page. Please note that only events occurring during the week of publication or actively accepting registrations will be included in the distribution. Future events will be held in que until the week of their event date.

Stall Wall

The stall wall is a weekly publication printed and placed in all public bathroom stalls across

campus. Submissions must be submitted by the end of the day on Wednesday to be sent out the following Monday. Plan your submissions accordingly to be as timely as possible. Submissions may be made online using the "E-Beep and Stall Wall Request Form" on the Forms and Resources Page. Please note that only events occurring during the week of publication or actively accepting registrations will be included in the distribution. Future events will be held in que until the week of their event date.

Student Life Bulletin Boards
Posters and Flyers can be submitted to Student Life for printing and distribution in approved areas. All flyers must be stamped and approved by student life. Any flyer not placed in a designated space will be removed.

Social Media
Utilize Facebook, Twitter, Instagram, Snapchat, and other social media platforms to share information about your event. However, be sure to remember that social media platforms are intended to be social. If you only login to push out posters or event-related information to fail to interact with your followers and develop an engaged online presence, you will not have much success. An easy way to think about it is this: Who do you like to follow? What kind of posts do you like, favorite, or share? What companies or organizations do you follow who do a good job of keeping you engaged? And finally, how can you replicate that experience with your student organization's social media platforms?

Face-to-face
There are many options for face-to-face marketing. The easiest and most common is word of mouth. If you're having an event, tell your friends, classmates, professors, coworkers, and anyone else who might be interested! With the permission of your professor, you can even make an announcement in class. You can make similar announcements at events occurring just before your event date. If you're hosting two events, make sure to plug in the second event at the first event. You can also build reciprocal relationships with other student organizations by plugging each other's events. Another way to generate face-to-face marketing opportunities is hosting a tabling event to get the word out. By having music and a small activity (e.g., cornhole, prize wheel, candy), you can attract people to your table and have an opportunity to let them know about your upcoming event. This is also an opportunity to distribute handbills or distribute flyers and other print materials.

How Did It Go?

After every event, it is important to do some assessment. Program assessment means evaluating how the program went and what should be learned for future programs. Even if you don't plan to host another event exactly like this one, you can learn lessons about programming and hosting events in general. There are several ways to assess the program, and all of them will push your organization forward toward better event planning. For a template and additional considerations, please refer to the appendix.

Tracking Attendance

Tracking attendance at your events allows you to identify who and how many people attended your event. Having high attendance can be one of the indicators for good marketing, a welcoming environment, and a convenient time and location. The more information you collect about your attendees, the more information you'll have when sorting through the data. For example, if you collect e-mail addresses, you'll be able contact your attendees to send the evaluation forms.

One way to track attendance is by utilizing the card swiping system through Blackboard. Students would need to provide their Dalton State ID Card to be quickly and accurately recorded as an attendee of the event. Student Life has card swipe readers available for check out by student organizations. Data can then be uploaded and stored within Student Life.

Another way to track attendance is through the "Event Attendance" link on the Forms and Resources Page. This method is easy to access, and you can use your own device. To use this option, use the following steps:

1. Have one or two members of your group login to the form using their DS credentials.

2. As participants enter the event ask them for their Student ID number and hit submit.

3. Click "New Response".

4. Continue entering ID numbers until all event attendees have been checked in.

5. After the event submit the "Event Completion Form" and list the members names who were logged in taking attendance so that we can pull attendance numbers for you.

Evaluation Forms

A good way to gauge if attendees enjoyed your event is to simply ask them. By creating and distributing a brief questionnaire, you can easily collect information and opinions from your guests. Most people tend to think of event satisfaction when they think of assessment. You can measure event satisfaction by asking questions about how your attendees liked the food, environment, activities, or timing of your event. These are all good considerations for your assessment.

However, you will want a deeper and more meaningful report with more tips than, "They didn't like the hot dogs." To this end, you'll want to consider measuring the success of your event by measuring the degree to which you met your goals. If you set a goal to help build community, ask your attendees if they met a new friend because of your event. If your goal was to develop awareness surrounding a topic, ask your attendees *if* they learned anything new regarding the topic (e.g., Did you learn at least one new resource available to you on campus? Yes/No). To take it one step further, you can even ask what they learned to check their level of understanding (e.g., Please list a resource you learned about today and where you can find them on campus.). As a best practice, you should create an evaluation that measures both the fun and success of your event.

Once you have your evaluation developed, you can distribute it in multiple ways. One of the simplest options is to administer your survey on site using paper or electronic devices. This will ensure that you have a higher number of responses from your participants. But paper surveys can be tedious to type and aren't environmentally friendly. Another option is to utilize e-mail to administer your evaluation following the event. This option is more environmentally friendly and much easier to manage, but the chance that your event attendees will check their e-mail and respond to your survey will be much lower. By weighing your options, you can select the best avenue to administer your survey.

Reflection and Discussion

Whether you choose to do any formal assessment or not, it is imperative you spend time reflecting on the event within your organization. By discussing the challenges and successes of your event, you will be able to take forward the lessons of each event. Every event will have things that could have been better. By acknowledging and utilizing this information, you can grow as an event planner and student leader. To get the discussion started, try asking the following questions:

- What went well, and what should we change for next time?
- Are there ways we could streamline our efforts to make planning easier in the future?
- What did we learn from planning this event?
- What lessons or advice would I share with someone planning this event in the future?

Keeping All the Plates Spinning

Planning an event can be overwhelming, especially if it's your first one. It can feel impossible to juggle it all while also holding down a job and keeping your grades up. To help alleviate the stress associated with planning an event, starting early and delegating tasks are the two most important parts of your event planning process.

Start Early

The recommended timeline for planning an event begins approximately three months (12 weeks) before the date of the event, and it takes an absolute minimum of two months (eight weeks) to effectively plan an event. Of course, this timeline will need to be lengthened and adjusted as the complexity of your event increases.

Below is a diagram that should give you a rough estimate of how to start early and manage your time.

Start: You have an idea. Pull together your dream team!

ACTIONS:
- Marketing Complete
- Submit Catering Requests
- Purchases Complete
- Risk Management Plan

ACTIONS:
- Final Marketing
- Volunteer Reminders
- Purchase Perishable Items
- Follow Up and Confirm with Vendors and Stakeholders

ACTIONS:
- Itemized Budget
- Marketing Concept Drafted
- Orders Places

ACTIONS:
- Recruit Staff / Volunteers
- Review and Finalize Details

8 Weeks **6 Weeks** **4 Weeks** **2 Weeks** **EVENT DAY**

12 Weeks **7 Weeks** **5 Weeks** **3 Weeks** **1 Weeks**

ACTIONS:
- Event Agenda
- Speaking Points Outlined
- Floor Plan Created
- Print Materials Drafted
- Assess Staffing and Volunteer Needs

This is the day you've been waiting for!
GO BE GREAT!
P.S. Don't forget to evaluate afterwards.

ACTIONS:
- Date and time selected
- Location (Including tables, chairs, etc.)
- All Stakeholders have been contacted.

ACTIONS:
- Meet with Stakeholders for a practice or dry run if needed.

ACTIONS:
- Marketing Items Approved and Begin Distribution Roll Out

Delegate Tasks

No program is a one-person show! Enlisting the help of others within your organization is critical to its success. By sharing the workload with others, you will take some of the responsibility off your own plate. Identify the tasks associated with your event and assign them to others on your team. You will need to follow up with your team on their progress but leave the heavy lifting to them. To be a master delegator, it is important to remember that oversight does not mean micromanaging each task. Ask for updates but trust your team to do their job! By letting go of the reigns even a little, you'll be able to focus your attention where it is really needed. It's important, however, to understand that delegation is a balancing act. If you let go of the reigns too much without the appropriate amount of support and follow-up, you may end up having to rush to get the job done. Making sure your communication is regular and clear will help in this. Sharing both responsibility and accountability is key to your success.

Student Life Resources

Remember that Student Life is here to ensure the success of each student organization, and we're all experts in program planning. If you have questions, concerns, or just aren't sure where to start, you can set up a consultation with any of the Student Life staff, and we can point you in the right direction. By utilizing all the resources available to you, your event is sure to be a success!

Appendix I: Event Planning Timeline

Start: You have an idea. Pull together your dream team!

ACTIONS:
- Itemized Budget
- Marketing Concept Drafted
- Orders Places

ACTIONS:
- Marketing Complete
- Submit Catering Requests
- Purchases Complete
- Risk Management Plan

ACTIONS:
- Recruit Staff / Volunteers
- Review and Finalize Details

ACTIONS:
- Final Marketing
- Volunteer Reminders
- Purchase Perishable Items
- Follow Up and Confirm with Vendors and Stakeholders

8 Weeks   **6 Weeks**   **4 Weeks**   **2 Weeks**   **EVENT DAY**

12 Weeks   **7 Weeks**   **5 Weeks**   **3 Weeks**   **1 Weeks**

ACTIONS:
- Event Agenda
- Speaking Points Outlined
- Floor Plan Created
- Print Materials Drafted
- Assess Staffing and Volunteer Needs

ACTIONS:
- Date and time selected
- Location (Including tables, chairs, etc.)
- All Stakeholders have been contacted.

This is the day you've been waiting for!
GO BE GREAT!
P.S. Don't forget to evaluate afterwards.

ACTIONS:
- Meet with Stakeholders for a practice or dry run if needed.

ACTIONS:
- Marketing Items Approved and Begin Distribution Roll Out

Appendix II: Event Planning Contacts

Student Organization Support or Student Life Resources
Heather Williams
Associate Director for Student Life
Pope 222, Dean of Students Office
706-712-8234
hwilliams@daltonstate.edu

Fraternity and Sorority Life Support
William Mast
Associate Director for Conduct and Case Management
Manager for Fraternity and Sorority Life
Pope 225, Dean of Students Office
706-272-2999
wmast@daltonstate.edu

Facility Reservations
Chelsea Young
Campus Services Coordinator
Westcott, Room 164
706-272-4493

Appendix III: Event Checklist

Event Name							
Event Goal(s)	1				Expected Attendance		
	2						
	3						
Date			Time		Event Contact		
Location	Primary				Reservation Number		
	Rain						
Budget	$		Catering Order Number				
Key Contacts *Include role in event (speaker, security, collaborative partner, etc.), name, and contact information.*	1						
	2						
	3						

To-Do	☐ Create floor plan
	☐ Draft a shopping list
	☐ Draft agenda and speaking points (if necessary)
	☐ Draft volunteer sign-up sheet (including list of responsibilities)
	☐ Create a risk management plan
	☐ Create an assessment plan
	☐ Other: _____
	☐ Other: _____
	☐ Other: _____

Marketing *Check the box of methods you intend to use. Write the date completed or other notes on the blank line.*	☐ Stall-Wall: _____
	☐ E-Beep _____
	☐ Social Media _____
	☐ Designated Bulletin Boards _____
	☐ Cafeteria Table Tops _____
	☐ A-Frames (Major Campus Wide Events Only) _____
	☐ Other: _____
	☐ Other: _____
	☐ Other: _____

Additional Notes	

Appendix IV: Clarifying Your Vision

Reflect on the following questions, and complete the worksheet. Then, move on to the next page to turn your vision into a goal.

My Organization's Purpose

What is the official mission or purpose of your organization?	In your own words, describe the purpose of your organization here.

Seeing the Problem

What problem(s) or issues exist that you need to address?	Who does the problem affect? Who is your audience?

My Event's Vision

What is your purpose or desired outcome?	How does this connect to or support the vision of my organization?

Now turn your vision into a SMART goal!

S = Specific   M = Measurable   A = Attainable   R = Realistic   T = Timely

An example of a goal statement:
> To run the mini marathon in May and complete the 10 mile race in under 1 hour to beat my personal best time.

Notice how the above example begins with the word "To", includes the verb "run", and tells what (the marathon), why (to beat my personal best time) and when (May). Also notice that, while this goal may be part of a larger goal (getting healthy or becoming more fit), it is a very specific action item. Keeping your goals specific keeps them measurable.

What is your basic goal?

_____

_____

1. Is it **Specific**? (Who? What? Where? When? Why?)

_____

_____

2. Is it **Measurable**? (How will I measure progress? How many? How much?)

_____

_____

3. Is it **Attainable**? (Can this really happen? Attainable with enough effort? What steps are involved?)

_____

_____

4. Is it **Realistic**? (What knowledge, skills, and abilities are necessary to reach this goal?)

_____

_____

5. Is it **Timely**? (Can I set fixed deadlines? What are the deadlines?)

_____

_____

Final Goal Statement
Using the information above, write your goal statement in one concise sentence. In each statement, you should be able to identify each of the five components of the SMART goal.

_____

_____

Appendix VI: Sample Budget Sheet

Event *(Name,Date, Time)*	Campus Movie Night	8/28	7 p.m.
Est. Attendance	50 students		
Item	**Unit Cost**	**Quantity**	**Total**
Movie rights for Southside With You (Swank)	$948.00	1	$948.00
Monster Bag of Candy (Wal-mart)	$14.74	2	$29.48
Variety of Individual Chip Bags (Wal-mart)	$6.98	3	$20.94
Sprite, 12-pack (Wal-mart)	$3.33	3	$9.99
Coke, 12-pack (Wal-mart)	$3.33	2	$6.66
TOTAL			$1,015.07
ALLOTTED BUDGET			$1,500.00
REMAINING BUDGET			$484.93

Appendix VII: Sample Volunteer Sign Up Sheet

Event (Name,Date, Time)				
Task	Shift Duration	Start Time	Volunteer Name	Volunteer Cell
Ex. Card swipes	1 hour	6 p.m.	Rage the Roadrunner	706-867-5309

Appendix VIII: Sample Evaluation Form

Please provide your assessment of the session contents, materials, and effectiveness by circling the appropriate response below.

This session:	RATING (Please circle one):			
Provided valuable information	Agree	Neutral	Disagree	N/A
Inspired me to become a better leader	Agree	Neutral	Disagree	N/A
Included appropriate materials/handouts	Agree	Neutral	Disagree	N/A
Covered session topics clearly	Agree	Neutral	Disagree	N/A
Ensured participants could easily see and hear presentation	Agree	Neutral	Disagree	N/A

Please provide your assessment of the session presenter (s) by circling the appropriate response below.
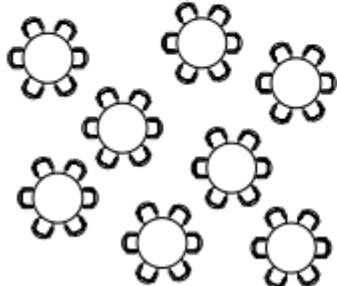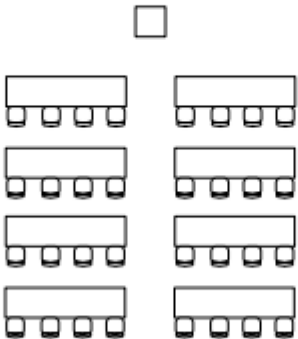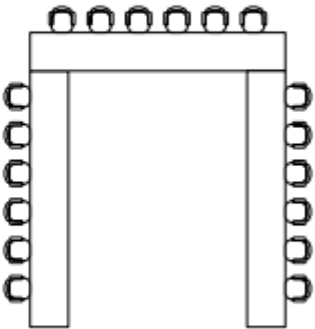
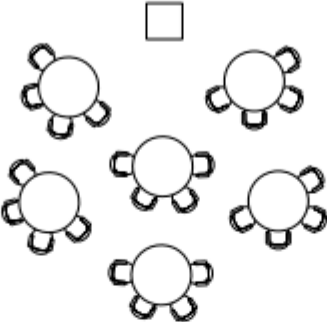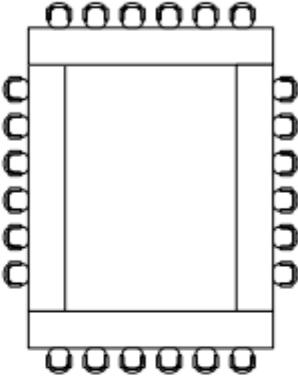| The presenter(s) for this session was/were:	RATING (Please circle one):			
Well-prepared	Agree	Neutral	Disagree	N/A
Knowledgeable about the session topics	Agree	Neutral	Disagree	N/A
Clear, well-organized, and easy to understand	Agree	Neutral	Disagree	N/A
Responsive to questions and comments	Agree	Neutral	Disagree	N/A

Please evaluate the following (select one response for each):
4 = Very Necessary 3 = Somewhat Necessary 2 = Somewhat Not Necessary 1 = Not Necessary

_____ Receiving an electronic version of the agenda/program in advance
_____ Printed agenda   _____ Nametags for participants
_____ Printed program detailing sessions _____ Business cards for networking
_____ Group meeting & snack time   _____ Printed list of upcoming events
_____ Networking dinner

Please indicate your overall satisfaction with this following (select one response for each):
4 = Very Satisfied   3 = Somewhat Satisfied   2 = Somewhat Dissatisfied   1 = Very Dissatisfied
_____ Registration process   _____ Information available online
_____ Greeting upon arrival   _____ Conference venue/facility
_____ Check-in process   _____ Structure of conference
_____ Relevance of conference content   _____ Pre-conference marketing
_____ Date of the conference   _____ Quality of presentations
_____ Number of presentations offered during each breakout session
_____ Ability to connect and meet other participants

Please evaluate the following: (Select one response for each)
5 = Too Long   4 = Somewhat Long   3 = Just Right   2 = Somewhat Short   1 = Too Short

_____ Registration (30 minutes)   _____ Breakout session two: Panel (50 minutes)
_____ Welcome session (20 minutes)   _____ Breakout session three (45 minutes)
_____ Breakout session one (45 minutes) _____ Networking workshop

Additional comments or feedback:

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Appendix IX: Sample Floor Plan Layouts

Banquet Style *Brown Room 105* *Eddie Miller Room 201* *BizHub - 101A & 101B*	Straight Classroom Style *Brown Room 105* *Eddie Miller Room 201* *BizHub - 101A & 101B*	U-shaped Style *Brown Room 105* *Eddie Miller Room 201* *BizHub - 101A & 101B*
Eddie Miller: 5 ft. tables sts 42 people; 4 ft. tables seats 32 people Using rectangular tables in Eddie Miller will seat 48.		

Straight Theatre Style *Brown Room 105* *Eddie Miller Room 201* *BizHub - 101A & 101B*	Cabaret Style *Brown Room 105* *Eddie Miller Room 201* *BizHub - 101A & 101B*	Hollow Square/Rectangle Style *Brown Room 105* *Eddie Miller Room 201* *BizHub - 101A & 101B*
Conference/Boardroom Style *Brown Room 105* *Eddie Miller Room 201* *BizHub - 101A & 101B*	Double U-Shaped Style *Brown Room 105* *Eddie Miller Room 201* *BizHub - 101A & 101B*	Custom Set-up Brown Room 105 Eddie Miller Room 201 BizHub - 101A & 101B
	 Single line of tables in middle in Eddie Miller Room.	**For Special Set-Ups, please draw on a separate page and send drawing to Event Management, Campus Services Room 121, Events@daltonstate.edu or contact at 706-272-4493**