

# Event Planning Guidelines



# Table of Contents

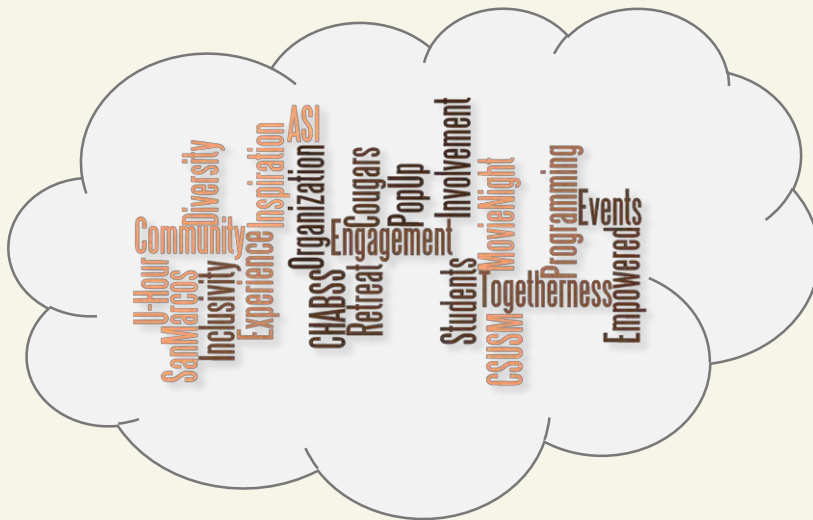


- **Think of your Favorite Event**
- **Importance of Programming**
- **Develop Your Ideas**
  - Who?
  - What?
  - When?
  - Where?
  - How?
- **Intentionality in Planning**
  - ASI Mission
  - Community
  - Sustainability
  - Diversity & Inclusion
- **Statistics**
- **Tips for Creating an Amazing Experience**

# Develop Your Idea



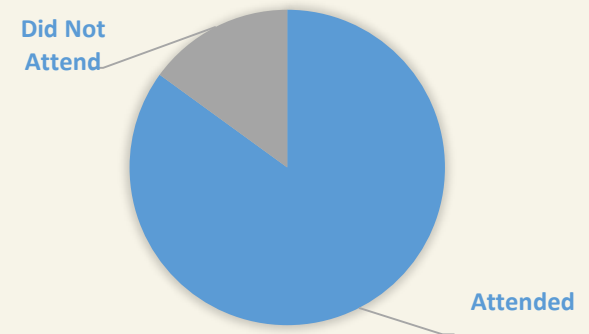
- What is YOUR favorite event?
- What made it MEMORABLE?





## Fun Facts

- From a survey taken by the Association of College Unions, Inc., 85% of students attended at least one activity
- Involved students are better able to:
  - Think critically and make decisions.
  - Develop healthy relationships.
  - Work in teams; develop interpersonal relationships.
  - Balance academic, work, and social responsibilities.
  - Influence others, participate in volunteer & service opportunities, be aware of talents, make healthy choices, etc.



# Develop Your Ideas



## Why?

- What is your impact?
- Does it meet your position's goals?
- How does it reflect ASI's Mission?



# Intentionality In Planning



## ASI MISSION

- To Serve, Engage, and Empower
  - **Serve:** Who's your audience? Is the program designed around these students' needs and interests?
  - **Engage:** Are our events and marketing efforts promoting student engagement? During planning, strive to reach different groups: commuters, evening students, veterans, etc.
  - **Empower:** How can we empower with programming? Knowledge is power; raise awareness of opportunities available to students and encourage them to speak out, get involved, and become leaders

# Importance of Programming



In ASI, we have the unique opportunity to offer endless ways for students to get involved. One way is through the programs and events we provide. This is important because it:

- Allows students to connect to their school.
- Helps them build community.
- Allows them to discover their passions and strengths.
- Showcases opportunities at CSUSM.
- Supports Co-Curricular learning.

# Tips to Create Amazing Experiences



- **YOU ALL** provide vital roles in recreational, educational, cultural, and FUN events and programs.
- Use the 5 senses: Touch, smell, sight, taste, & sound.
- Food brings people in, but does not make them stay.
- Make it memorable so the students will keep talking about it for years to come!
- Spread the word! Enable students to share or brag about events through social media to help brand ASI.



# Considerations



- 1<sup>st</sup> Consideration: Does the program correspond with the ASI mission/values/purpose of the specific ASI entity?
- 2<sup>nd</sup> Consideration: Is the program related to larger campus initiatives that we should support?
- 3<sup>rd</sup> Consideration: Is there adequate funding and time to contribute to the program?
- 4<sup>th</sup> Consideration: How can the program be tied to the CSUSM Co-Curricular Model?
- 5<sup>th</sup> Consideration: For collaboration requests, what is our organizational history with the requesting entities and/or individuals?

# Develop Your Ideas



## Who?

- **Who do you want to attend your event?**

As of the Fall 2014 Semester: 12,152 students were enrolled at CSUSM; the median age is 21.

- Our highest percentage of students identify as Latino or Latina.
- There are approximately 254 international and exchange students.
- 1 in every 10 students is a veteran, service member, or dependent.
- The 10 most popular undergraduate majors are Business Administration, Psychology, Nursing, Criminology, Human Development, Biological Sciences, Kinesiology, Communication, Liberal Studies, and Computer Science.



# Develop Your Ideas



## What?

- What will the students get out of the experience that your event provides?
  - What experience do you aim to provide?
  - Evoke a response, not just an interest.
  - Make them feel like it is “their” event!
- Consider what you want the takeaway to be, keep in mind your goal.
- Set 3 goals prior to planning your event, that if you were an attendee, you would want from an event.



# Develop Your Ideas



## When?

- When do you have the event?
  - Day of the Week, Time of Day
    - Be intentional when it comes to planning.
    - Consider what days of the week, and what times majority of the students are on campus.
  - EXAMPLES:
    - If you want to have an outdoor movie, would u-hour really be best? Probably not; maybe a night event in the USU would work better.
    - You want to have a campus-wide walk for a cause? You may be a morning person and think 6am is the best. Maybe we can all watch the sunrise? Perhaps instead consider what would attract the most people. Having it at u-hour would be perfect, such as at the CSUSM Pride Walk this past semester.

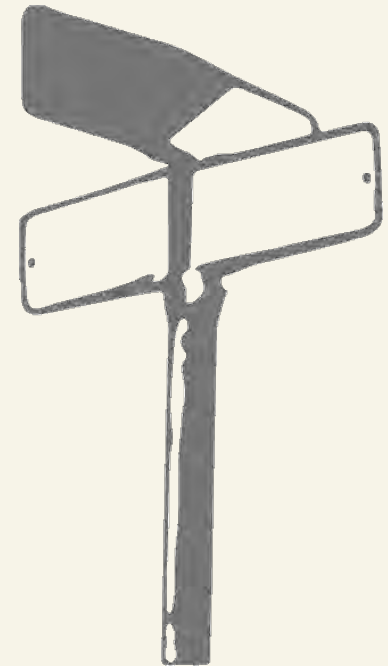


# Develop Your Ideas



## Where?

- Where will this event best be suited?
  - **Ex:** Commuter Students Lunch Bag Series:
    - Would you have the event in the Residence Halls? Why? Why not?
  - **Ex:** If you are a CHABSS rep, would you have an event in Markstein?

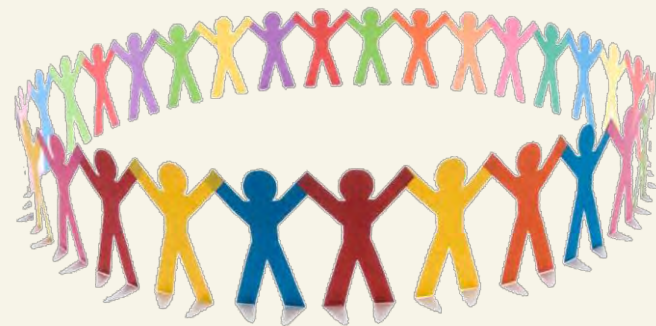


# Intentionality In Planning



## Community

- Be intentional about how we represent ourselves.
- This will:
  - Strengthen our brand.
  - Enhance our on and off-campus reputation.
  - Open doors to new partnerships.



# Steps to Planning Your Program/Event

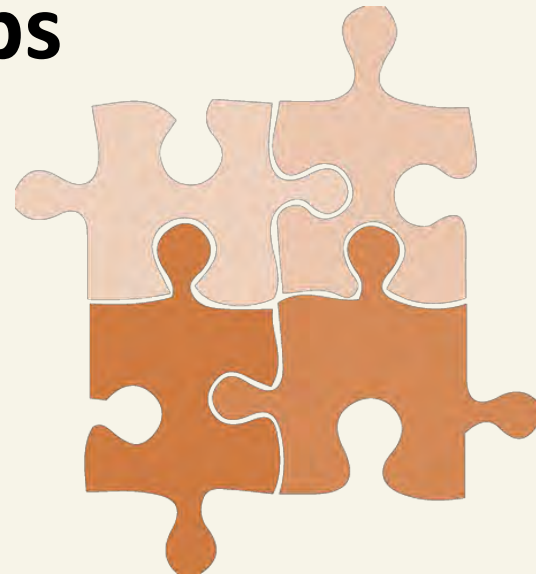


- STEP 1: Talk to your supervisor and/or team. Discuss the vision, goals, budget, etc. and form a solid plan. Have a few potential dates/times/locations in mind.
- STEP 2: Go to the ASI Website, and check out the Planning Guidelines, Event Planning Checklist, and make sure to *fill out the Event Proposal Form*.
- STEP 3: Make, or request that your supervisor, makes the reservation on 25live.
- STEP 4: Start figuring out contracts with outside vendors or partners, as well as any other necessary paperwork if it applies to your event. If you have other campus partners, confirm what is expected of each group.
- STEP 5: Fill out the Graphic Request Form found on the ASI website, and start marketing!
- STEP 6: Make sure you know who, and for what times, members of your team will be there. Recruit volunteers if necessary.
- STEP 7: Send out an agenda to all people and parties involved.
- STEP 8: Have a super stellar and successful event!

# Intentionality In Planning



- **Diversity & Inclusion**
- **Sustainability**
- **Campus Collaboration**
- **Community Partnerships**





# Design Team



## What Does the Design Team Do?

- Create Graphics for Events
- Create Swag Items/T-shirts/etc.
- Keep the ASI Brand Consistent/Professional
- Maintain Web Content
- Manage ASI Social Media Accounts

## What Doesn't the Design Team Do?

- Market your event for you
  - You are responsible for promoting your event using the materials we create
  - We are here to help though if you need suggestions or ideas!

## How to Make a Request

[bit.ly/ASIGraphics](http://bit.ly/ASIGraphics)

# Design Team



## What will happen next?

You will receive a confirmation that your form was received and it will be added to design team's queue. Once the initial design is finished, you will get another email with files to review. At this time look at the files for content, typos, design, etc. We will continue with correspondence back-and-forth until the final design is agreed upon. At that point we will move to production/printing of the flyer or item requested.

## Things to Remember

- We receive a lot of requests and have other things on our plates as well. We work as quickly as we can to complete requests but please allow ample time!
- If you have questions about your request, please see Ahmbra first instead of a Design Team student. There is a log kept of all the projects Design Team has going so it's important that Ahmbra stay in the loop. This is also true if you are requesting a file from a completed project. Sometimes edits are made after students have submitted their work and Ahmbra always has the most up-to-date files
- Please be very thorough on your request forms, it makes the process much easier.
- If you have an idea for a new item/event giveaway/etc. please bring it up! We can experiment and see what we come up with.
- If you have questions, we can always meet! It's fun to brainstorm about projects so don't hesitate to set up a meeting with Ahmbra.

# Design Team



## Social Media

The Design Team has a student social media assistant. The person who fills that position and Ahmbra oversee the ASI Social Media Team. As a collaborative effort, the team will be posting about your events to various ASI social media accounts. You do not need to request that we do that unless there is something specific you would like to have posted. It is helpful to like/share our content on your social media accounts to get the word out. Remember, get involved in marketing your event! The more you engage with the content, the more others will. As with design requests, if you have any ideas for social media don't hesitate to bring them to Ahmbra. We are always excited to discuss new ideas!

## ASI's Social Media Accounts



# Marketing Tips



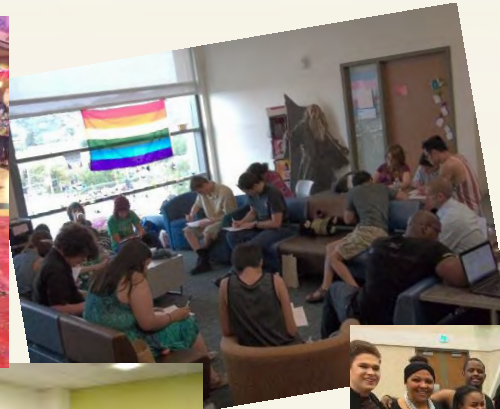
- **A-Frames**
- **Announcements**
- **Bulletin Boards**
- **Email Listserves**
- **Social Media**

**Bring flyers to:**

- **Athletics**
- **Residence Halls**
- **Temecula Campus**
- **USU Bulletin Boards**



# Have a great Event/Program!



# Post Event Closeout



- Make sure all vendors/contractors are paid.
- Clean up the venue and/or staging area. This means clearing out the items used for your event/program.
- Complete the Event Evaluation here: [https://www.csusm.edu/asi/events/plan\\_event/form\\_ev\\_enteval.html](https://www.csusm.edu/asi/events/plan_event/form_ev_enteval.html); don't forget to add photos!
  - In this evaluation, please be thorough and consider the goals you have set for yourself. Think of how you would explain this to someone who did not attend and to help the future programmer execute a similar event.
- Say “Thank You” via card, email, call, etc. – People who feel appreciated are most likely to help you again in the future.



**Visit the ASI website for more information  
to help you plan an amazing program or  
event at CSUSM!**