

Programming

You are planning a lecture, 100 people are waiting at the door and there are only 10 chairs in the room. What went wrong? Programming can be a tricky proposition that can catch you off guard if the big picture isn't considered. Presented in this guide is everything you need to know about programming.

PROGRAM CONCEPT

1) Determine the goals of the program. Examples include:

- To bring a community together
- To Educate
- To expose individuals to different points of view
- To support other programs
- To provide entertainment
- To provide opportunities
- To socialize or recreate

2) Brainstorm program types and themes that will match your program goals.

Examples include:

- Speaker
- Film
- Dance
- Fundraisers
- Trip
- Food
- Festival
- Athletic event
- Recreation

3) Decide on a program within your budget.

Discuss the options within your group and make a group decision.

PROGRAM PLANNING

1) Date

- Consult the CSUSM campus calendar.
- Find a convenient date for members in the group.
- Check on facility availability.

2) Location

- Project the attendance of the event.

- Determine the program needs: chairs, tables, lighting, sound, stage, open space, cooking area, ticket booths.

3) Time

- Determine a time for your targeted audience. Example: if the targets are commuter students, then plan the program for a time between day classes.
- Do not plan a program when major organizations have standing meetings.

4) Budget

- Project all expenses and income
- Stay on budget
- Brainstorm additional funding sources

5) Entertainment

- Determine the type of entertainment
- Research local, regional, and national possibilities
- Contact and negotiate

6) Food

- Determine food needs
- Design a food menu
- Make arrangements

7) Publicity

- Consider all publicity possibilities
- Design publicity strategies for targeted audiences
- Design your promotion to fit the style and theme of the program (i.e., educational, serious, festive, informational).
- Make the publicity neat and accurate
- Be creative
- Put publicity up/out in ample time for people to plan ahead

8) Others

- Cover all aspects of the program. Possibilities include: travel arrangements, lodging, postage, decorations, cleanup, security and volunteers.

PROGRAM IN MOTION

1) Backward Plan

- Develop a list of tasks that need to be performed before, during, and after the event and determine who is responsible. Example: cleanup, security and volunteers.

2) Register Event

- Visit the office of Associated Students, Inc. (ASI) to start the event-registration process.

3) Day of Program

- Come early to check on room arrangements and set up
- Prepare a brief introduction statement. Example: “Welcome to tonight’s performance sponsored by _____. If you are interested in having more events like this one, talk to a representative of our organization.”

4) Evaluate the Program at the Next Meeting

- Determine if you have accomplished your program goals.
- Record results, positive or negative, for future planning.
- Prepare financial statement of actual expenditures.
- Send thank you notes to appropriate people.