Steps to the Perfect Program

Keep these steps in mind when starting to plan your programs. This will make the process a lot easier when you complete your room reservation and then meet with your Student Life Advisor to complete the program form.

Assess Needs

Some techniques for needs assessment are interest surveys, brainstorming sessions with students, and personal observation of the needs and interests of students.

Set Objectives

Your objectives should include:

- Who will be involved in the program
- What will be done in the program
- Your expectations for the quality of the program and the quantity and quality of participation
- How you will evaluate the program

Assess the environment

Ask yourself at least these questions when planning out your programs:

- Does this program relate to the needs of my audience?
- Are facilities available? Is special equipment needed?
- What dates are possible?
- What resources (money, people, time, etc.) are needed? Are they available?
- Who needs to approve this program?
- Who could provide more ideas/information?
- Does this program reflect an appreciation, understanding and acceptance of individual differences and life-styles?

Plan the Program

At this stage, you should:

- First determine your budget
- Select a Title; be creative
- Set a specific date, time and location
- Delegate responsibilities
- Reserve facilities, equipment, speakers
- Set deadlines
Publicize

Ask yourself:

• What is your timeline for advertising?
• How do I want to advertise?
• What creative ways can I get the message for this particular program out to the community?
• The following is a list of ideas that work well:
  - balloons
  - flyers
  - costumes
  - banners
  - bookmarks
  - newsletters
  - brochures
  - sandwich-boards
  - mailings
  - buttons
  - door hangers
  - calendars
  - placemats
  - posters
  - previews
  - word of mouth
  - table-tents

Make a Final Checklist

Your checklist should be a review of your program plan. Go over detail to make sure you’ve left nothing out.

• Confirm Speakers
• Do you have a set-up/clean-up crew

On the Day of the Program...

• Check the facilities
• Confirm that food will be delivered, picked-up
• Do last minute “blitz” publicity
• Review your program materials

At the Program

• Introduce the speaker/musician/entertainer
• Ask questions to stimulate discussion
• Check the time repeatedly and make sure the program is flowing

After the Program

An often forgotten last step is evaluation. Several techniques may be used, including surveys and Informal conversation.

Another important final step is thank-you’s

Be sure to thank speakers and entertainers with a written thank-you note. Minimally, a verbal thank you to the students who helped with the program is vital. A written note or special recognition will let residents now that you value their involvement and will encourage them to get involved again.