

CSUEB Student Clubs/Organization Program Planner

A Step-by-Step Planning Guide for a Successful Event

Title of Program/Event _____

Day/Date _____ Time _____ Location _____

Student Organization _____

1. Brainstorm

With your student club/organization members, brainstorm a list of programs you would like to provide for the campus community.

Questions to consider with your group:

- What is the mission of our organization?
- What makes us unique at CSUEB – what can we provide that others do not/cannot?
- What will be of interest to the members of the CSUEB community?
- While brainstorming, encourage the volunteers/membership to be creative. Don't narrow down your options or dismiss outrageous ideas too early – they may spark the idea for an outstanding event. Make sure to ask others (besides just those in your office/organization) what they'd like to see or experience!

2. Choose an Idea

Now you can get realistic and decide which event is the right one for your student club/org. Make sure you have consensus and a broad range of students members are committed to the idea.

3. Develop your Student Club/Org Program Goals

- Who is (are) your target audience(s) at CSUEB?
- If the program is intended to serve off-campus audiences, how do CSUEB student leaders contribute (i.e. philanthropic or volunteerism)?
- Program Goal(s):
- Specific Objectives (what do you want the participating students/staff to learn?):

4. "Create an Event" on BaySync

"Create an Event" Form serves as a facilities request form and preliminary event information form. All facilities reservation request must be directed to the Student Life department via "Create an Event" under your student org's BaySync portal. Facilities request encompasses UU rooms, classrooms, tabling, outdoor lawns and more. For availability of space, use 25Live to review options. On your BaySync Event Request Form, you can also include other needs such as additional equipment: tables, chairs, trashcans, laptop, A/V, etc. Connect with your Student Life Advisor for more information on options

and planning. Remember to always check back to your BaySync Event Request for approval status and follow-up inquiries on the "Conversation" tab.

5. Delegate Responsibilities within your Club/Org

Make sure to ask for a helping hand from your club/org in various tasks needed to make sure the program is successful. Depending upon the size of the event, you may need subcommittees or just committed individuals. Make sure new members understand what they're signing on for, and use people's talents and interests to your event and group's benefit. Use the programming timeline below to make sure you have deadlines in order for your student club/org event.

6. Establish a Budget (if necessary)

Determining your budget will help you decide if you need to seek additional funding with ASI Finance Committee or other fundraisers, or if your student club/organization can cover the expenses. Do not begin purchases for event until you have finalized confirmed funding sources with your Student Life Advisor. The following are revenue and costs to consider:

- Catering/Food cost
- Decoration cost
- Performer Fee
- Transportation cost
- Advertising costs
- Poster/Promotion (cost or income)
- Pre-Tickets Sales (income)
- Co-sponsor donations (income)
- Merchandise Sales (income)
- Other Potential revenue/fundraising
- Total Expenses - Actual Net/Deficit

7. Evaluate Liability of the Event

If your event presents the potential for danger for any participants involved, you will need to speak with your Student Life Advisor. This risk might include traveling off-campus in vehicles, participation in a physical activity (run/walk, sports tournament, etc.), dance/concerts, or underage participants. Extra insurance or security may need to be required for the event and/or the event may need to be change in ways that reduces the risk.

8. Contract Performers, Vendors, or other Services

If you have an outside performer or service – speaker, comedian, band, DJ, photographer, bouncy house, portable hand wash stations, etc. – who will need to be paid as individual or formal vendor, you must complete appropriate Accounts Payable forms such as a Short Term Limited Scope Service Agreement and/or CSUEB Vendor Data Record. Supplemental information is required within each form (i.e. driver's insurance, quotes, etc.). After initial paperwork is filled out, a purchase requisition or a purchase order will be completed by the Student Life Office. NOTE: Student Clubs/Orgs do not have authority to sign contracts on behalf of their organization and/or the University and cannot pay performers/services by cash or personal funds. Consult with your Student Life Advisor on payment process.

9. Plan your Marketing Strategy

Be creative and plan your publicity to attract the campus community – online & physical postings. Fliers must include an ADA statement for accessibility options. Remember that all forms of publicity – posters, flyers, table tents, yard signs etc. – can be posted in designated areas around campus. Generally posters/promo need to be out on campus (in the community) at least 2 weeks prior to the event and removed no later than 2 days following the event. The approximate number of posting areas in campus buildings are: Arts & Education (20), Meiklejohn Hall (11), North Science Building (9), Physical Education Building (2), Music and Business Building (14). Remember to include sustainable options! Marketing should include strategies that involve social media, BaySync page, and email blasts!

10. Order Catering or Food.

Discuss how your event can best be complemented by providing food, and what food options are most appropriate for the timing of your program. Remember an inclusive program also takes into consideration food options for dietary/religious restrictions. Once there is a general idea, meet with the food service staff to arrange food or drink needs for your event. The staff can help you make arrangements appropriate to your budget and program goals. Remember to collect quote for potential expenses and discuss payment options with your Student Life Advisor. If you are looking for food catering on campus, please speak with Aramark Dining services. Off-campus food purchases must adhere to the Food Policy.

11. Purchase Decorations and Supplies (if necessary)

Make your event special by putting in the extra touches. Before purchasing decorations, discuss your budget and plans with your Student Life Advisors. Many decorations and supplies can be order online with a purchase order or credit card, and should be purchased with ample time prior to event (consider shipping time/cost). Petty cash is also available for week-of purchase.

12. Accessibility Check!

Review your event for accessibility options and/or accessibility requests from your attendees. Consult with the CSUEB Accessibility Services for accommodations; email: as@csueastbay.edu.

13. Confirm Room Set-Up, and Finalize Arrangements

A week prior to the event, it is a very good idea to confirm all arrangements (room, set up, food/catering, A/V, speakers...) with the Student Life & Leadership department. Set a formal agenda for the flow of the event. Consider hosting a walk-through or volunteer training for your larger events. Don't forget to delegate roles for your day-of event by creating an internal agenda.

14. Have a Great Event!

Pick up a BayCard swiper to collect your attendance during your check-in process. After the work you've put in, remember to enjoy the program!

15. Thank the People Who Helped

Whether they are volunteers/members, people on campus, or outside groups who provided assistance, make sure that they are ready to help you out the next time – thank people personally and/or in writing.

16. Evaluate the Program

Ask participants what they thought of the event. Find out from your planning group what went well and what could have gone differently to improve the event. Free online program evaluations can be created on BaySync or via Google Forms.

17. Leave a Record for Next Time

Complete the evaluation below as a record for future members of your organization. Save the information from this program planner in a binder or BaySync folder to pass on to the next interns/members of your organization. Program planning is made easier when you can build on the success of those who came before you.



**STUDENT LIFE
AND LEADERSHIP**

Get Connected with your Student Life & Leadership Program Advisors

- **Greek Life & Cultural Clubs/Orgs:** Cesar.Delgadillo@csueastbay.edu
- **Academic Clubs & Honor Societies:** Dwyla.Jourdan@csueastbay.edu
- **Special Interest, Recreation & Club Sports, and Religious Clubs/Orgs:** Patrick.Prusinovski@csueastbay.edu or My-Lan.Huynh@csueastbay.edu
- **Department Contact:** studentlife@csueastbay.edu



Program Planner Worksheet

Tasks	Timeline	Deadline	Person Responsible	Comments	Completed
Develop Program Goals					
"Create an Event" Form on BaySync					
Brainstorm Tasks/Required Timeline and Delegate					
Establish a Budget					
Secure Funds/Funding Options					
Confirm Program Location					
Review Liability					
Identify & Invite special guest (performers, speakers, etc.)					
Complete Finance Process (P-Card, Purchase Orders, Check Requests, etc.)					
Plan Your Marketing Strategy (Multilayered Approach)					
Create Publicity					
Order Food/Catering					
Purchase Decorations/Supplies					
Submit Printing/Duplicating Requests					
Check for Accessibility					
Week of Prep/Task Lists					
Day of Prep/Task Lists					
Clean - Up event					
Send Thank You Notes					
Evaluate Event					

Event Evaluation

Instructions: Complete evaluation for your program and submit to your Student Life Advisor as a record for future club/org officers and coordinators of this event.

Title of Program: _____

Description of Program:

Attendance: _____

Description of Audience Members and Reaction:

Performer (if any): _____

Contact Information:

Program Assessment:

	Excellent	Very Good	Good	Fair	Poor
Quality of Presentation					
Cooperation of Performer					
Publicity					
Facilities					
Audience Reaction					
Planning Process					
Overall Evaluation					

What outcomes do you think your program achieved? Check-off all that applies:

	Absolutely!	Potentially/Maybe	Not Applicable (N/A)
Academic/Learning beyond the classroom			
Collaboration			
Diversity Initiatives			
Service-Learning/Volunteerism/Philanthropy			
Building Community			
Networking			
Career/Grad School			
Other: _____			

Extraneous Factors Affecting Program (weather, other events on campus, etc)

List Successes/Positive Feedback:

Specific Problems, Frustrations, Concerns:

Should this Program be Repeated? If so, please share why:

Recommendations/Additional Comments:

Evaluation Completed by: _____ Date: _____