

A LEADER'S GUIDE TO 

# PROGRAMMING



The Office of Campus Engagement and Leadership  
University Center, Suite 243  
P.O. Box 1510, One University Drive  
Pembroke, NC 28372-1510  
[uncp.edu/leadership](http://uncp.edu/leadership)

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## Introduction

The purpose of this manual is to serve as a resource in the successful planning and implementation of campus programs and events at the University of North Carolina at Pembroke. While the policies and information in this manual may be both helpful and relevant to all event hosts at UNCP, it is primarily targeted at and in support of registered student organizations.

Campus Engagement and Leadership (CEL) firmly believes that students must be the stewards of their own collegiate experience, and to that end, CEL supports student-initiated, planned, and implemented co- and extra-curricular activities. By participating in the planning and implementation of on campus events, students will develop themselves as student leaders and engaged citizens.

CEL also recognizes that this guide will inherently be incomplete. Every event is unique and will bring its own challenges and successes. CEL hopes that this manual will help generate dialogue among students, advisors, staff, and the campus community, and 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 University 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.

## Office of Campus Engagement and Leadership Mission

The Office of Campus Engagement and Leadership is committed to Changing Lives Through Education by realizing the Division of Student Affairs Mission goals of empowering students to succeed, facilitating active learning, developing cultural appreciation, promoting responsible citizenship, and ensuring a robust campus experience for student engagement.

### Vision

Campus Engagement and Leadership's vision is to serve as the first-choice content experts for campus engagement and leadership development in support of students, staff, faculty, and the local community.

### Mission

Campus Engagement and Leadership's mission is to provide meaningful co- and extra-curricular developmental and educational opportunities for students in a values-based and student-centered environment.

We will achieve our mission by:

- Engaging students with appropriately designed opportunities to develop their leadership capacity;
- Cultivating peer to peer connections that foster a sense of belonging and institutional affinity;
- Providing an opportunity for membership in organizations committed to values-based leadership; and,
- Involving students in the planning and implementation of co- and extra-curricular activities.

### Leadership Defined

Campus Engagement and Leadership 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 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 UNCP community?
- How will the answer to any of 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 is a reflection of 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 UC Mall or on the UC Patio. These events are most successful when held during high-traffic times, like meal times 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 table cloth, 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 in the UC Mall.

### 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 end up costing your organization hundreds of thousands of dollars, and that doesn't include attorney fees and court costs!

To obtain the rights to show a movie, CEL 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 CEL staff.

#### Swank Motion Pictures, Inc.

1.800.876.5577

[www.swank.com](http://www.swank.com)

[mail@swank.com](mailto: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 is required to be submitted to the facility reservation manager at least 48 hours in advance of the event. Failure to do so will result in cancellation of your reservation.

### Dance

All dances must be hosted on CEL-sanctioned dance dates and are subject to Dance Date Guidelines and Procedures as outlined in the UNCP [Student Organization Handbook](#). Please review these guidelines and procedures regularly, as the handbook is updated on an annual basis. Fees associated with these policies are outlined in the handbook.

### Fundraiser

Any group wishing to host a fundraiser must submit the Fundraising Form for approval and are subject to Fundraising Guidelines as outlined in the UNCP [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 do so in accordance with the [Bonfire Safety Regulation](#) (REG 04.25.03). Step-by-step procedures and contact information are listed on the UNCP website as part of this regulation.

### **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). If you are considering engaging in a contract with an outside vendor, please schedule a meeting with CEL staff.

### **Outdoor Event**

Outdoor events are just that—events that are hosted outside. These events, while they may seem largely the same as indoor 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 that 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 set up for both your outdoor and indoor locations. In the event of rain, cold, or some other unforeseen circumstance, your event can still take place 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 CEL 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, you may want to 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 that your preferred location is unavailable. Similarly, you may have decided which space you need but find it is not available 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 to align the spatial needs of your program with the schedule of your organization and 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. UC 213), and other rooms can be organized and reorganized (e.g. UC Annex Assembly 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 have to 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 the UC Annex or UC Lounge as their default locations without considering if these spaces are actually the best fit. Because rooms like these are in such high demand, they can often be nearly impossible to reserve for an event. Luckily, UNCP has so many more spaces to offer! If you plan to show a film, for example, Dial 225 has an amphitheater-style setup perfect for a movie that will accommodate up to 65 people. By thinking creatively, you are more likely to find a space that fits your needs and ease the stress on high-demand spaces.

### 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 football game. You may access campus calendars in a variety of places, but there are a few listed below that will help get you started.

- [Brave Connect Events](#)
- [UNCP Master Calendar](#)
- [UNCP Academic Calendar](#)
- [Athletics Schedules and Calendars](#)
- [UNCP Things To Do](#)

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, and there are two main systems—the Facilities Reservation System and the Room Request Form.

### *Facilities Reservation System (FRS)*

The first and most common way to reserve a space is the [Facilities Reservation System](#), usually referred to as FRS. FRS allows the user to reserve space in Moore Hall, the University Center and University Center Annex, GPAC, the Jones Athletic Center, the ODI Conference Room, Pine Cottage, and outdoor spaces. Beyond these spaces, FRS gives the user access to reserving University Center vehicles and requesting equipment. Equipment, such as tables, chairs, projectors, and sound systems, can be requested through Facilities Operations or Media Services. FRS however *does not* manage the reservation of classroom spaces (see section below). Access to requesting the aforementioned spaces and services is limited by the status of the reserver (i.e. faculty, staff, or student). If you are looking for a space listed above and unable to find it, please work with your advisor to reserve the space.

In order to utilize this system, you must have attended a training and set up an account. Trainings can only be offered by authorized facility managers. CEL works in collaboration with these staff to offer regular trainings for new or existing registered student organizations. If you or someone in your organization needs to attend an upcoming FRS training, please contact CEL or the Division of Student Affairs.

Once you are trained and approved to use FRS, you may run into some roadblocks or have additional questions. If that's the case, you can access the system user manual on the FRS website by clicking the question mark in the upper right-hand corner.

**NOTE:** It is important to remember that, while you *can* reserve a space as late as a few days to two weeks in advance of your event date, waiting this late will likely sabotage your event. That small of a window of time will make it difficult to find a space, making it almost impossible to market sufficiently for your event. You should never distribute marketing materials until you have received a reservation confirmation for your space.

## Reserving Classrooms

To request or reserve a classroom space, the [Room Request Form](#) must be submitted online to the Office of the Registrar. This form may only be submitted by faculty or staff, so you will have to work closely with your advisor in order to procure a classroom space.

## Budgeting

In order 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 be required to propose 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), Campus Police, food, decorations, and renting or reserving space and equipment. In order 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. In order 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.

**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, and don't forget to add tax!

## 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 have efficacy.
- Fundraising – Your organization can plan a fundraiser to fund a larger event on campus. For information, policies, and procedures on fundraisers, please review the UNCP [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 sells. By selling tickets to an event, it replenishes your budget in order 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 the Student Organization Roundtables can help you connect with other groups with similar interests.
- Registered Student Organization Program Grants – Student organizations recognized by UNCP and CEL can apply for programming grants on a yearly basis. For complete details on this grant process, refer to the UNCP [Student Organization Handbook](#). Questions may be directed to CEL.
- Student Government Association 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 grant process, refer to the UNCP [Student Organization Handbook](#). Questions may be directed to SGA.

## 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 nametags? 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 to not explicitly outline 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 (s)he 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 the UC Annex. 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 is able to stop micromanaging and trust their volunteers to be capable and efficient workers.

## Managing Risk

CEL 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 Campus Police 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 Campus Police, and keep their number on hand or saved in your phone. Planning a program means always being prepared for the unexpected.

The University requires that events identified as high risk are discussed early and often with Campus Police. 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 CEL.



## 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 have to market early and often! This section will include UNCP 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.

### University Style Guide

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

You can find [the style guide](#) on UNCP's University Communications and Marketing website. This manual serves as a brand guide to help us create a more powerful, consistent presence for UNCP.

### 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.

#### Brave Connect

Brave Connect is a great way to share your upcoming organization events and meetings with the campus community. Every Monday and Thursday, CEL sends a link of the Brave Connect upcoming events to the student listserv. To learn more about creating events on Brave Connect, please visit the [Brave Connect \(Campus Labs\) Support Site](#) to watch the "How Do I Create an Event?" video.

#### E-announcements

This is the official method to send announcements to the student listserv. CEL sends E-announcements to the student listserv once weekly at 9 a.m. on Monday. Submissions must be submitted by end of day Thursday to be sent out the following Monday. Plan your submissions accordingly to be as timely as possible. Submissions may be made online by visiting the [CEL website](#). Please contact CEL for additional questions.

#### Campus Events Listserv

Looking for faculty and staff support at your events? Registered Student Organizations may advertise approved on campus events through the campus events listserv by sending the event name, date, time, and location to the listserv manager. This listserv is sent to UNCP faculty and staff.

### University Center Lawn Marquee

Registered Student Organizations may advertise approved on-campus events on the marquee by sending the event name, date, time, and location to the marquee manager.

### University Center Information Station and Bulletin Boards

Located just inside the James B. Chavis University Center, the Information Station is open daily to assist students, faculty, staff, and visitors. The Information Station provides information on University services, policies, and regulations as well as access to post marketing materials in the UC BRAVE bulletin boards (pending approval). For a full list of services and details, please visit the [Information Station's website](#).

### Pine Needle

Want to support a fellow student organization while marketing your program? Contact the Pine Needle for rates and other advertising information. The Pine Needle offices are in Old Main, Room 253. Please visit the [Pine Needle website](#) for additional information and staff contact information.

### 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 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 to contact your attendees to send the evaluation forms.

One way to track attendance is by utilizing the card swiping system within Brave Connect. Students would need to provide their BravesCard or Bravemail to be quickly and accurately recorded as an attendee of the event. CEL has card swipe readers available for check out by student organizations and on-campus offices. Data can then be uploaded and stored within Brave Connect. To do this, just follow these 10 easy steps:

1. Log into BraveConnect.
2. Go to your organization page.
3. Select the Event tab.
4. Select the correct event. This should take you to the event page.
5. Scroll down to Manage Events at the bottom of the event information (typically under the Google map) and select Track Attendance.
6. Select Add Attendance, and click to the Text Entry tab.
7. Under Identifier Type...
  - a. Select Card ID Number if you used the card swipe system.
  - b. Select E-mail Address if you collected Bravemails.
  - c. **NOTE:** *Banner ID Numbers are NOT the same as Card ID Numbers. If an attendee has forgotten their BravesCard, please ask for their Bravemail. Failure to do so will result in unrecognized entries on BraveConnect.*
8. Copy and paste the column of IDs collected into the Attendees field (one per line, as noted). Be sure to read the instructions. You can copy up to 500 swipes from excel per update.
9. Make sure you have selected the correct option under the Status drop down menu (i.e. Attended, Absent, Excused, NA).
10. Select Add.

If you are interested in pursuing this option or have additional questions about how to best use the card swiping system, please contact CEL.

## 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 up and aren’t environmentally friendly. Another option is to utilize BraveConnect and/or 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 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?

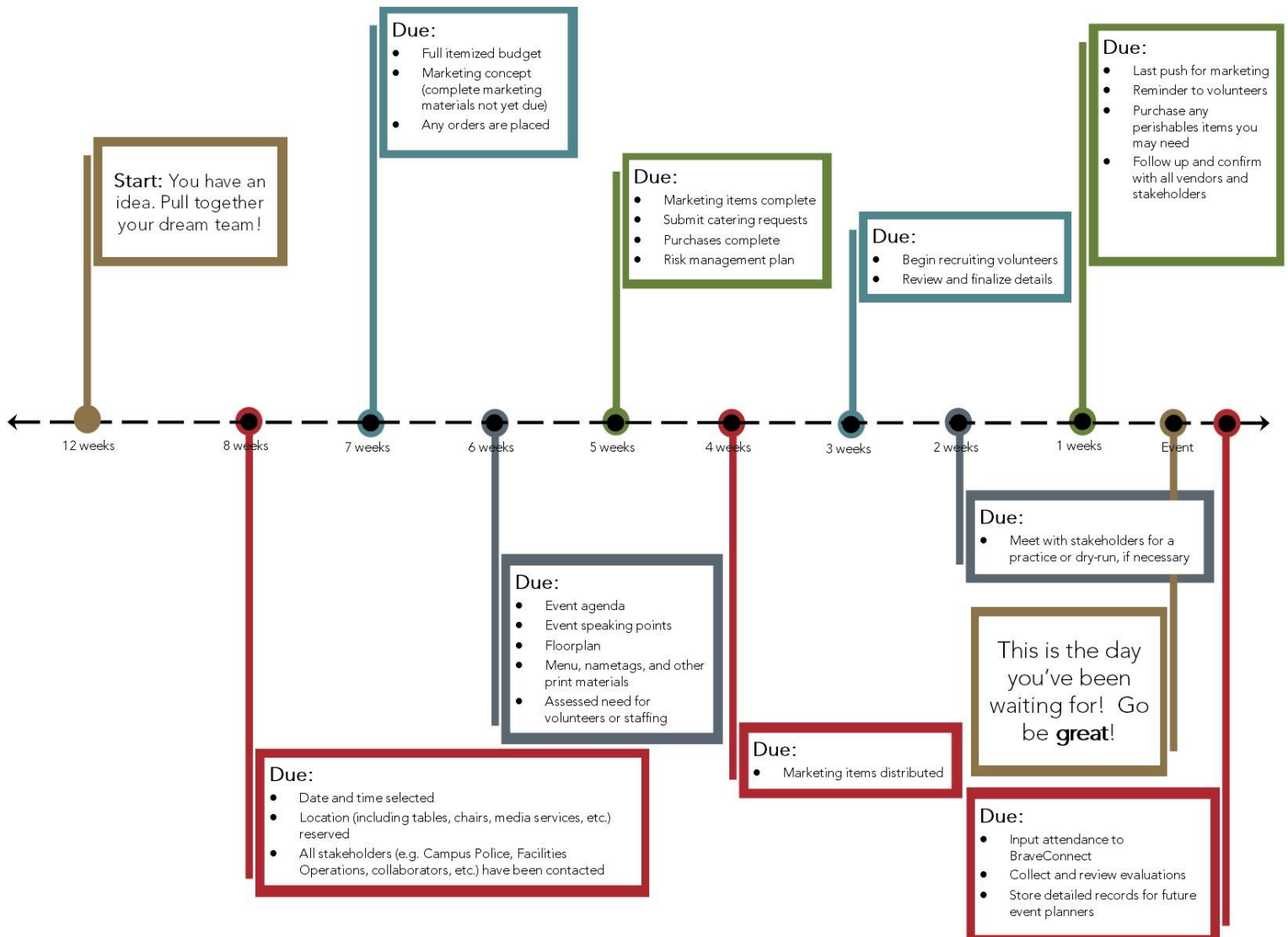
## Keeping All the Plates Spinning

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.



## Delegate Tasks

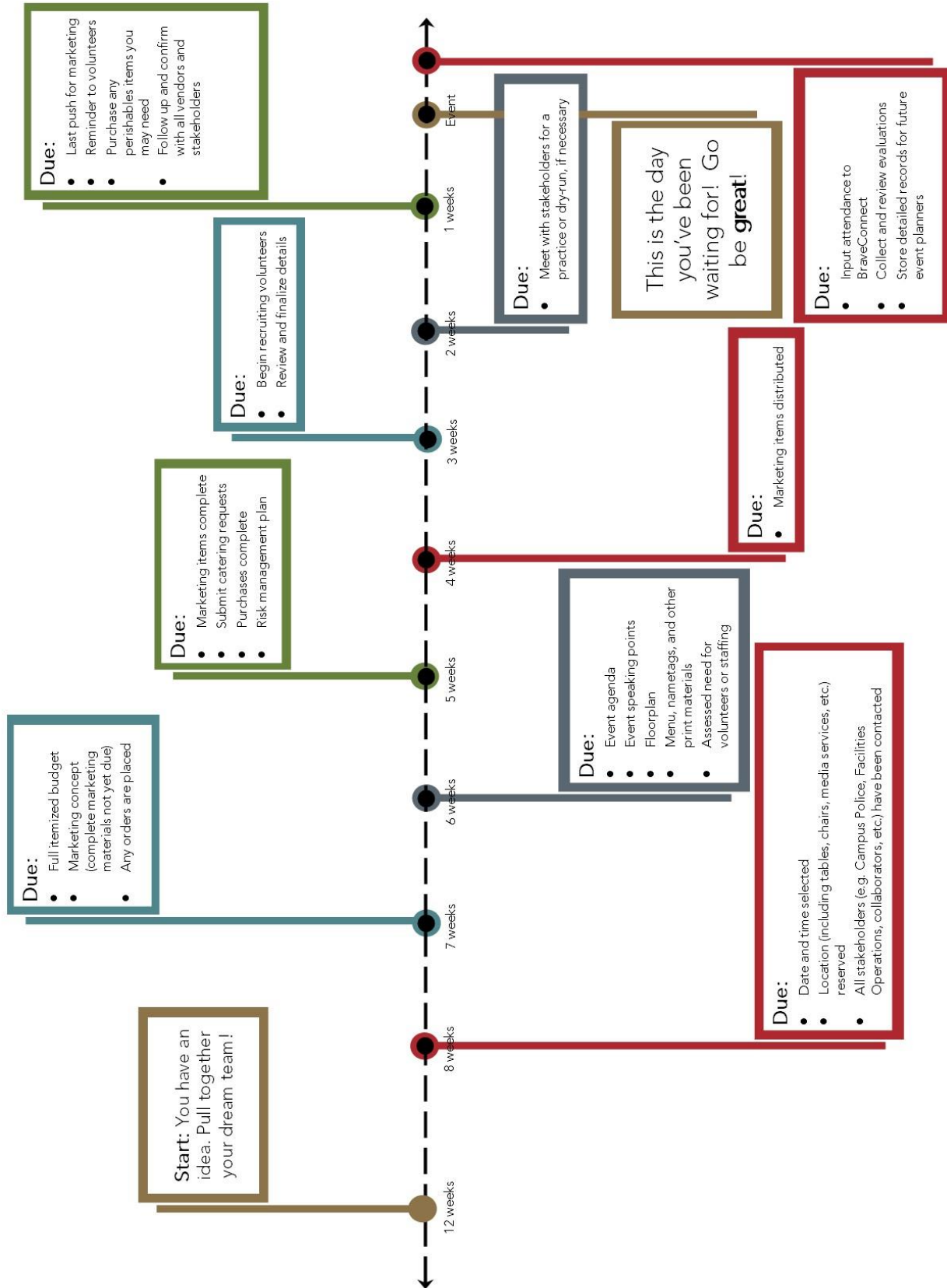
No program is a one-person show! Enlisting the help of others within your organization is critical to its success. By sharing the workload with others, you will take some of the responsibility off your own plate. Identify the tasks associated your event, and assign them to others on your team. You will 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.

## CEL Resources

Remember that CEL 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 CEL staff, and we can point you in the right direction. We also have a group of peer leadership educators—LEAD Fellows—who can come to your organization's meeting and do a workshop on anything from time management to the various aspects of event planning. By utilizing all the resources available to you, your event is sure to be a success!

# Appendix

# Appendix A: Programming Timeline





## Appendix B: Key Contact List

### Student Organization Support

Kyle Levine  
Campus Engagement and Leadership  
UC 243  
(910) 521-6482  
[kyle.levine@uncp.edu](mailto:kyle.levine@uncp.edu)

### Facility Manager for the University Center

Penny Oxendine  
University Center & Programs  
UC 210  
(910) 521-6584  
[penny.oxendine@uncp.edu](mailto:penny.oxendine@uncp.edu)

### Facility Manger for Academic Spaces

Jennifer Brooks  
Office of the Registrar  
Lumbee Hall 133  
(910) 521-6874  
[jennifer.brooks@uncp.edu](mailto:jennifer.brooks@uncp.edu)

### Facility Manager for Moore Hall

Cindy Campbell  
Music Department  
Moore Hall 140  
(910) 521-6230  
[cindy.campbell@uncp.edu](mailto:cindy.campbell@uncp.edu)

### UC Lawn Marquee Manager

Aubrey Swett  
University Center & Programs  
UC 210  
(910) 521-6584  
[aubrey.swett@uncp.edu](mailto:aubrey.swett@uncp.edu)

### FRS Trainer

Teresa Bryant  
Office of the Chancellor  
Lumbee Hall 435  
(910) 521-4616  
[teresa.bryant@uncp.edu](mailto:teresa.bryant@uncp.edu)

### Appendix C: Event Checklist

Event Name								
Event Goal(s)	1				Expected Attendance			
	2							
	3							
Date			Time			Event Contact		
Location	Primary				Reservation Number (FRS)			
	Rain							
Budget	\$			Sodexo Order Number				
Key Contacts <i>Include role in event (speaker, security, collaborative partner, etc.), name, and contact information.</i>	1							
	2							
	3							
To-Do	<input type="checkbox"/> Create floor plan <input type="checkbox"/> Draft a shopping list <input type="checkbox"/> Draft agenda and speaking points (if necessary) <input type="checkbox"/> Draft volunteer sign-up sheet (including list of responsibilities) <input type="checkbox"/> Create a risk management plan <input type="checkbox"/> Create an assessment plan <input type="checkbox"/> Other: _____ <input type="checkbox"/> Other: _____ <input type="checkbox"/> Other: _____							
Marketing <i>Check the box of methods you intend to use. Write the date completed or other notes on the blank line.</i>	<input type="checkbox"/> BraveConnect _____ <input type="checkbox"/> E-announcements _____ <input type="checkbox"/> Campus Events Listserv _____ <input type="checkbox"/> University Center Lawn Marquee _____ <input type="checkbox"/> University Center Bulletin Boards _____ <input type="checkbox"/> Braves Boards _____ <input type="checkbox"/> Pine Needle _____ <input type="checkbox"/> Social Media _____ <input type="checkbox"/> Face-to-face _____							
Additional Notes								

## Appendix D: 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?

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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?)

---

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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?)

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## 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.

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## Appendix F: Template and Sample Floorplans and Layouts

Image 1: Template floorplan for an event in the UC Lounge

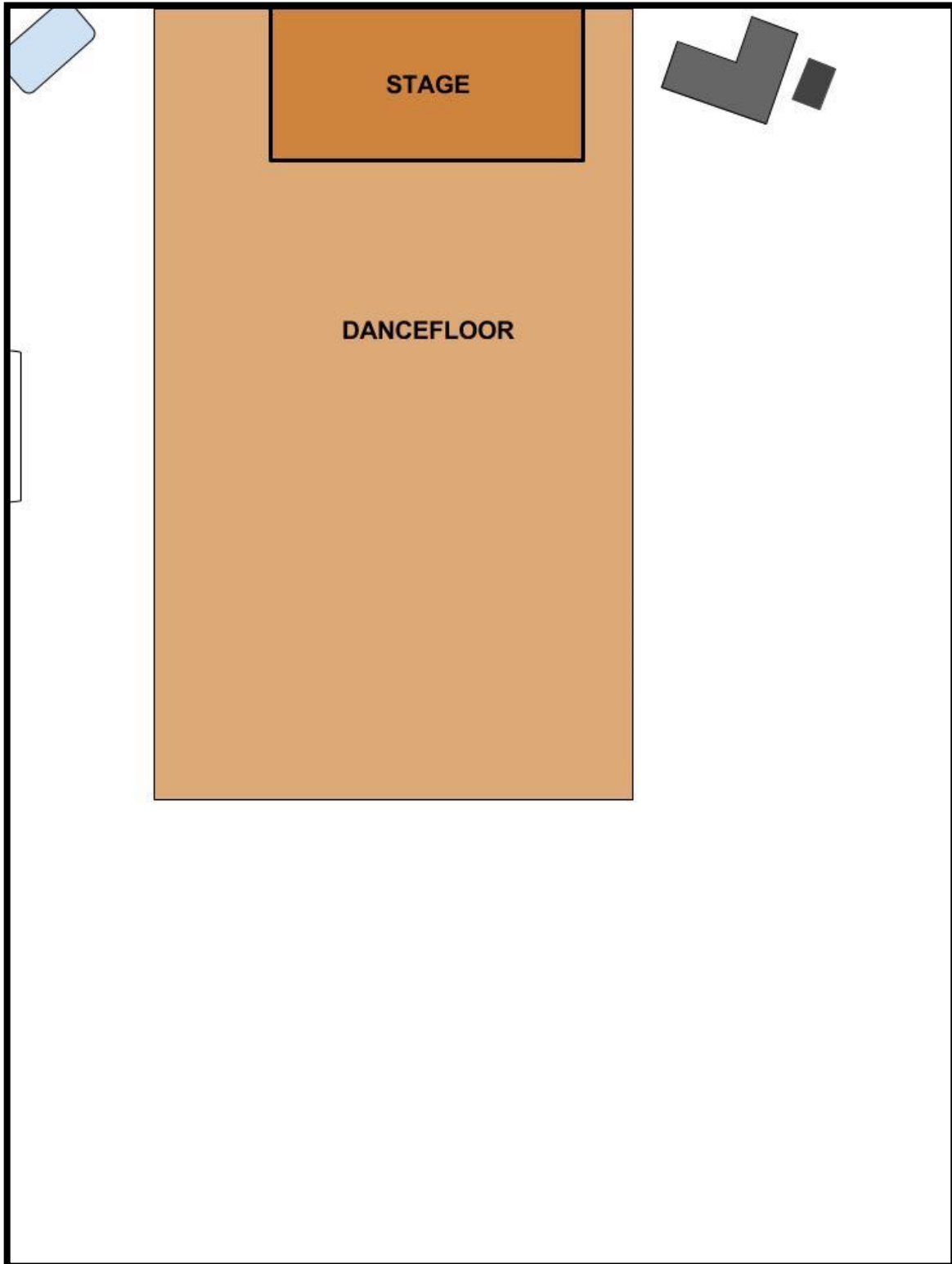


Image 2: Template floorplan for an even in the UC Annex

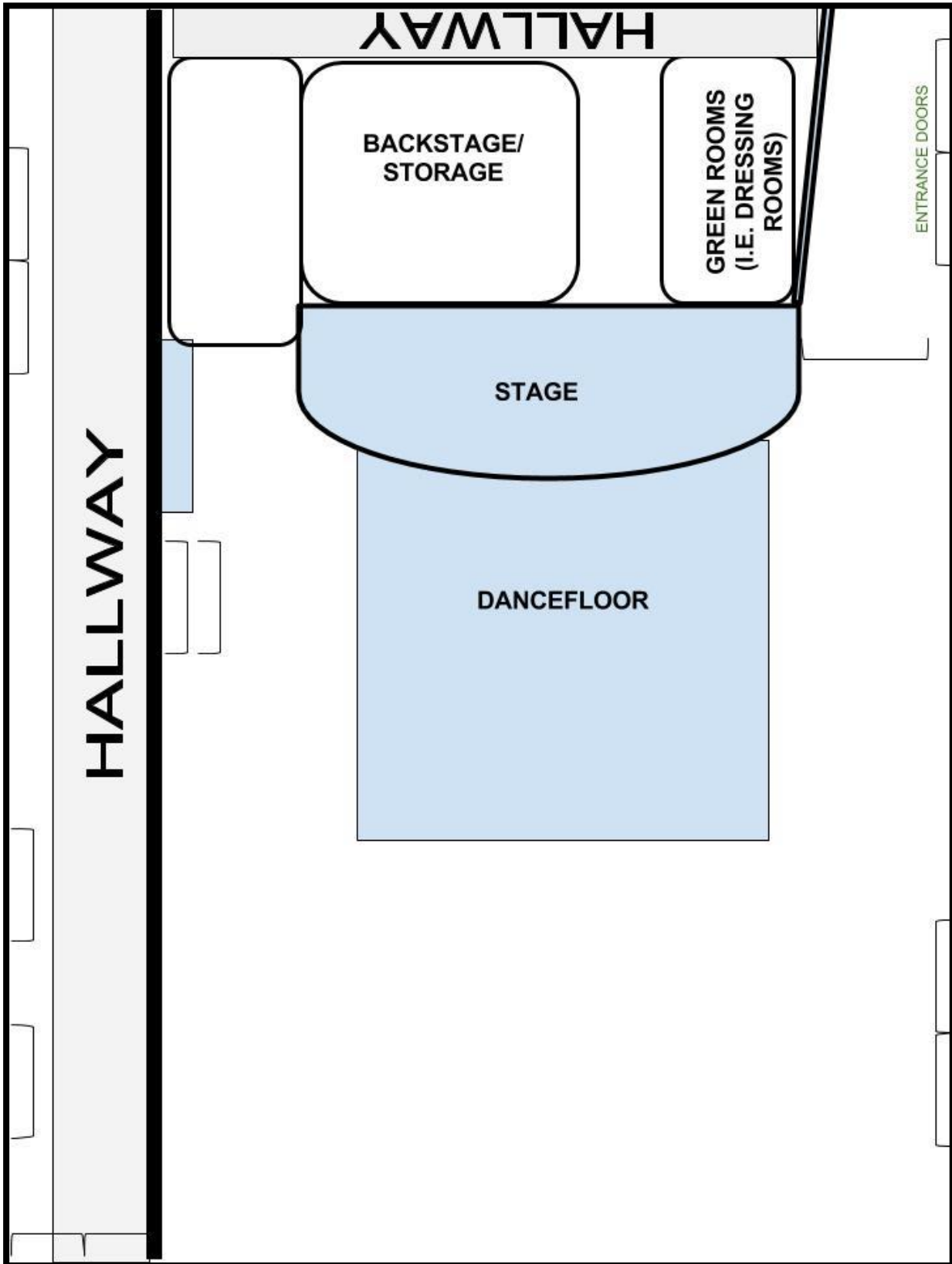


Image 3: Example floorplan for an event in the UC Lounge

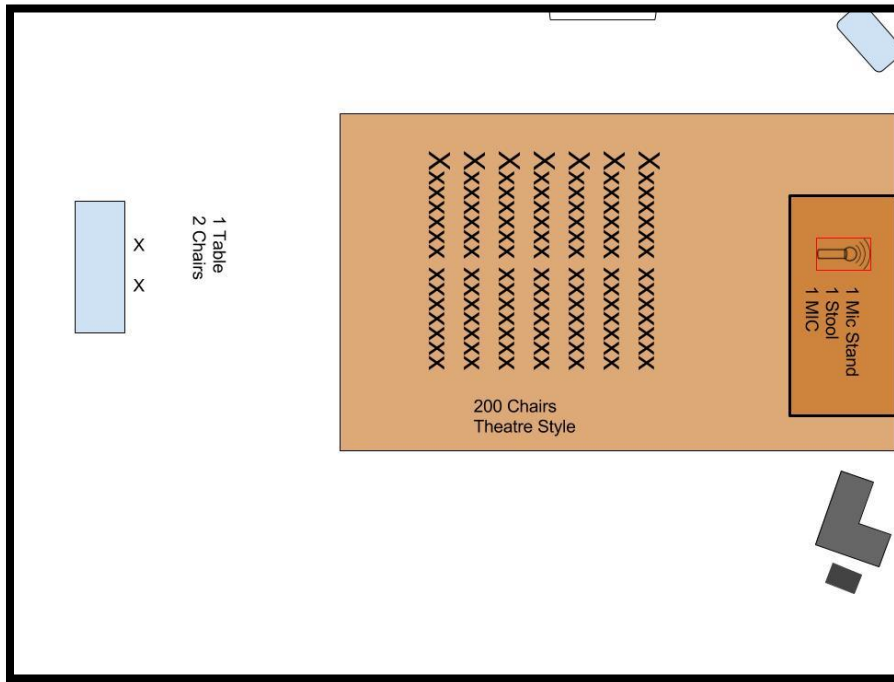


Image 4: Example floorplan for an event in the UC Annex

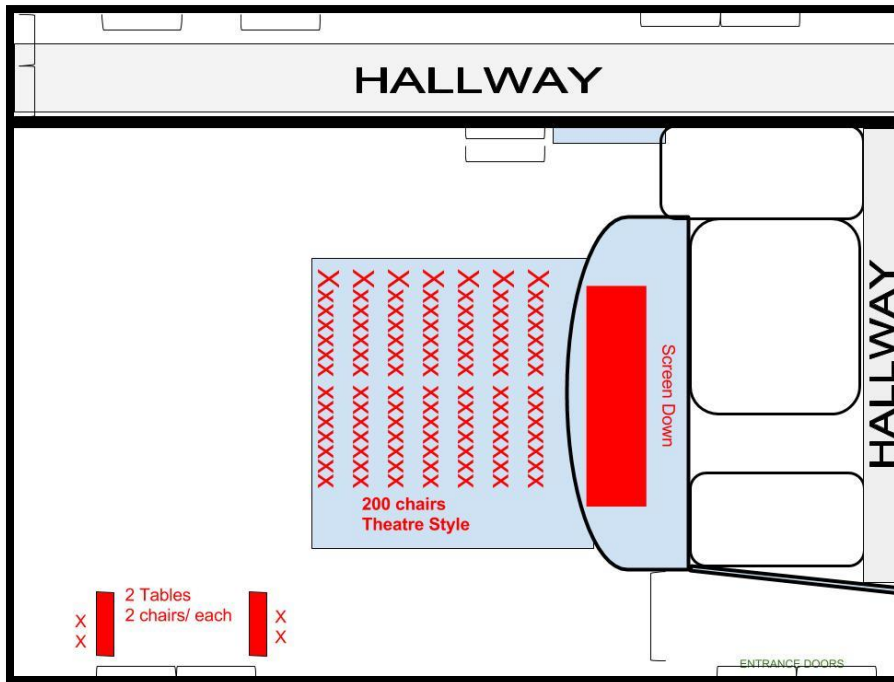
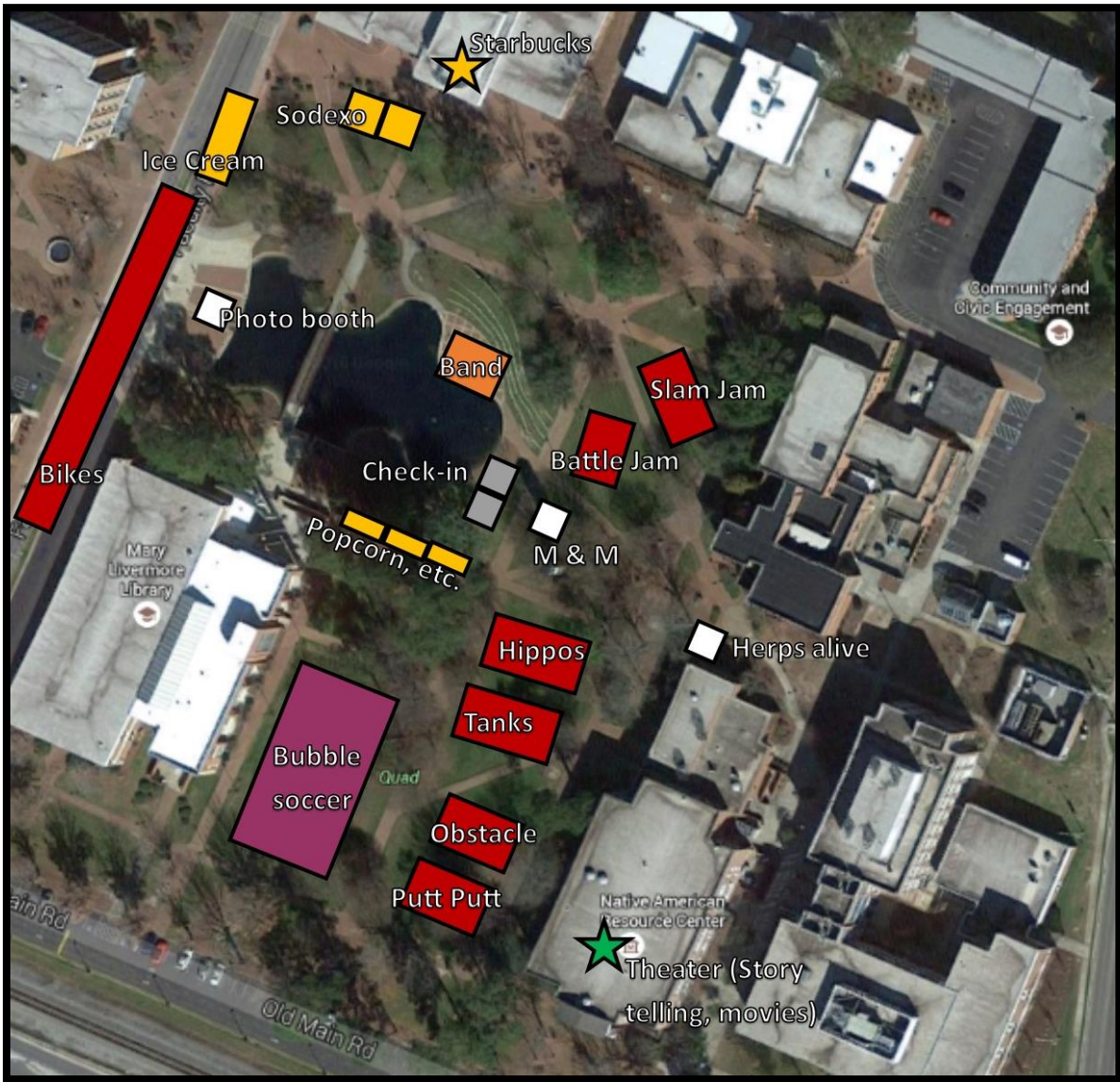




Image 5: Example layout for an event on the Quad  
(Tip: For outdoor events, use a screen grab from Google Earth to create your layout.)





## Appendix H: 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

- |   |  |
|---|--|
| <input type="checkbox"/> Receiving an electronic version of the agenda/program in advance | <input type="checkbox"/> Nametags for participants       |
| <input type="checkbox"/> Printed agenda   | <input type="checkbox"/> Business cards for networking   |
| <input type="checkbox"/> Printed program detailing sessions                               | <input type="checkbox"/> Printed list of upcoming events |
| <input type="checkbox"/> Group meeting & snack time                                       |  |
| <input type="checkbox"/> Networking dinner  |  |

