ASSOCIATED STUDENTS, INC.
California State University, Los Angeles

2018 Fall Semester ASI Program Proposal

Academic Semester and Submission Date:

Event Coordinator(s):

Event Collaborator (Dept. Faculty, Staff):

Program Title:

Day/Date(s) of Program:

Proposed Location:

Alt. Day/Date(s) of Program:

Alt. Proposed Location:

Setup Time: **Start Time:** **End Time:** **Breakdown:**

Program Description

Learning Outcomes (Indicators of Success) should be expressed in terms of observable behavior because they facilitate the assessment of learning. In the space below, clearly state what the student is *expected* to experience (learning outcome). Also, how will the student and/or campus benefit from participating in the event/service?
Example: At the end of XYZ Program, students will _____.

Use <u>measurable</u> action verbs such as these:

analyze	appreciate	compute	classify	collaborate	compare	contrast	
define	demonstrate	direct	derive	designate	discuss	display	
evaluate	know	identify	infer	integrate	interpret	justify	
list	understand	organize	grasp	report	respond	solicit	
state	synthesize						

Learning Outcomes:

Achieving ASI Strategic Goals:

In an effort to ensure all of our programming efforts are in alignment with our strategic goals please ensure this event satisfies at least three (3) of our Strategic Goals:

Communication: Does this event maintain consistent and transparent communication with Cal State LA students, faculty, staff, or administrators?

Involvement: Does this event enhance or appeal to the diverse population of Cal State LA students? How will it expand involvement or volunteer opportunities?

Once you complete this form, please return this sheet, along with any attachments, to the ASI Director of Government Affairs & Leadership Programs or the ASI Senior Coordinator of Student Engagement & Outreach, accordingly. Please check your Cal State LA email for any and all responses to your proposal. Feel free to contact the ASI Director of Government Affairs & Leadership Programs or the ASI Senior Coordinator of Student Engagement & Outreach for further clarification.

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Advocacy: Does this event assist ASI in advocating as the official voice of students to the University community?

Pride: Does this event promote Cal State LA Spirit and Pride?

Excellence: Does this event promote academic excellence and/or provide quality programs/services to Cal State LA students?

Briefly explain how this event meets our goals:

Anticipated attendance:

| Student participants | |
| Other (faculty, community, etc.) | |

Equipment Reservation Needs: (If event is in the U-SU, fill out REQUEST FORM)

Item	Qty	Item	Qty
Tables (regular/thin/round)		Mic (wireless?)	
Chairs		Mic Stands	
Linen		AV Tech	
Table Covers		Canopy	
Stages		Elect. Cord w/ Power Strip	
PA w/ IPod adapter		Projector	
Mixer		TV w/ DVD or VHS	
Monitors		Cotton Candy Machine	

What follows are additional checklist guidelines and important information that will assist with your program planning and execution. Please submit all requested items (Program Agenda, Evaluation Plan and Graphics Ideas) to your direct report and a full-time staff member (ASI Director of Government Affairs & Leadership Programs or the ASI Senior Coordinator of Student Engagement & Outreach).

<u>**Program Agenda**</u>

- Attach the load in/load out times and full schedule of the program by expanding on the volunteer sheet provided (last page).
- Please provide a floor plan and ambiance description.
- Finally, complete an agenda for your program/event and submit it with your proposal.
- Remember, you need to be flexible with your agenda in case your event has to change last minute.

<u>**Program Graphics**</u>

Develop an appropriate blurb and incorporate a dynamic image. Make any print publicity visually engaging so that it draws people in and presents the information in a concise manner. People should gain a clear picture of what your program is all about and should feel encouraged to attend.

Text/blurb (Please include 3 to 4 sentences about your event):

*Note: If you have any preferences and/or ideas for promotion, please attach them for reference.

Attach event image (i.e. hard media, jpg, or online link). Otherwise, it will be the Graphic Designer's call on all colors and designs unless otherwise requested or specified.

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Publicity Quantity:

5½" x 8" Flyers (standard)	
11" x 17" Poster (standard)	
1½' x 6' Event vinyl banner	

Graphics Deadlines:

Fall	
Spring	
Summer	

Outreach, Promotion and Distribution Plan

Where will you post all the publicity requested?

> Posting with occur through general ASI distribution across campus and Housing. Online community event pages will also be created on the ASI website and Facebook. The program will also be listed on the Cal State LA online calendar and included on the U-SU lobby flat screen image rotation.

What methods do you plan to use to effectively promote this event (please be specific):

> In addition to the planned distribution process, there will be efforts to table and reach out to the students.

Estimated Budget

Items	Cost	Notes & Descriptions
Supplies		
Facility/Supply Rental		
Decorations		
Performance Speakers		
Parking Permits (note load-in or overnight)		
Food/Refreshments		
Security (i.e. Campus Police)		
Labor (other than volunteers)		
Miscellaneous (include description)		
TOTAL EXPENSE		

> **Commented [MR4]:** This section is useful in that it helps you start thinking about all of your supply needs and whether they have costs associated or not. What will you need to ensure you have a solid floor plan? What it will take to develop your setup instructions?

The amount/services/items contributed by your collaborators:

> **Commented [MR5]:** Make sure that you have communicated clear expectations with your event collaborators. Is there an understanding about roles, responsibilities, funding, and promotion?

Program Evaluation Plan

How will you asses these indicators of success reflected in your programming process, event execution and participant feedback?

> **Commented [MR6]:** This is one of the most important parts of the programming process. It is required that you write a brief synopsis of the event, including participant and planner comments, attendance, suggestions for future events, and final costs.
>
> This not only completes the experience of programming planning and execution, but also serves as a valuable tool when assessing the importance or validity of a program. This impacts future programming. It is our fiscal responsibility to review all student funded programs.

ASI Senior Coordinator of Student Engagement & Outreach, accordingly. Please check your Cal State LA email for any and all responses to your proposal. Feel free to contact the ASI Director of Government Affairs & Leadership Programs or the ASI Senior Coordinator of Student Engagement & Outreach for further clarification.

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Type of Event Evaluation (survey, questionnaire, feedback):

Post-Event Evaluation Meeting (Date/Time):

Volunteer & Participant Signup Information

Include a copy of the Student Participant Signup Sheet complete with registration location and the Volunteer Schedule with time slots and work location. See the template below.

Contracts, Offer Letters, Contact List

Include relevant email/mail correspondence and dated copies of faxes/letters/contracts sent out, signed and returned. Please create a contact sheet that includes all performers/agents, co-sponsors, faculty/staff, volunteers, etc.

Prize Winners & Consent Forms

Include a Lucky Prize Winner template form printed out on ASI letterhead and a list of the prizes for the event. Attach a W-9 sheet to each Lucky Prize Winner form. If the student participant is engaging in a physical activity of any kind, they must fill out the ASI Consent & Release Form.

_____   _____
Event Coordinator 1 Signature   Date

_____   _____
ASI President/VPA/VPEAA Signature   Date

_____   _____
Full-Time Staff Signature   Date

_____   _____
Executive Director Signature   Date

Commented [MR7]: These people are crucial to the success of your event. Remember, you'll have to delegate some responsibility to your support personnel. Think about the role that these individuals will be playing in the 1) planning process, 2) event execution, and 3) in the evaluation process (as each are sure to have a unique perspective on the outcome of the event).

Once your event starts, you want to be able to take lead without being tied down. You should be available to greet important guests and may be needed for guidance elsewhere, so don't be committed to one location. Still, remain reachable via walkie or cell.

This is where you ensure your advocacy efforts are being recognized. Be a leader. Direct the flow of the program and make sure that your outcomes are being met.

Commented [MR8]: Remember, you must incorporate any volunteers that you need for the event in your planning process. Make sure that you empower your assistants and provide them a voice while developing your program. Use the talents of those ready to help and bring them in early.

YOUR EVENT TITLE GOES HERE

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Wednesday, October 2 at noon
UNIVERSITY-STUDENT UNION PLAZA

FALL SEMESTER

Guidelines and procedures to assist your efforts:

TIME: 11:00AM – 12:00PM (SET UP)

Name	Phone Number

TIME: 12:00PM –1:00PM

Name	Phone Number

TIME: 1:00PM – 2:00PM

Name	Phone Number

TIME: 2:00PM – 3:00PM

Name	Phone Number

TIME: 3:00PM – 4:00PM

Name	Phone Number

TIME: 4:00PM – 5:00PM

Name	Phone Number

SET UP DUTIES include: Pickup and transport needed tabling items. Once on site, setup canopies, tables, linens and chairs. Organize tables with promotional flyers, SWAG, raffle/drawing supply, surveys and voter registration materials.

EQUIPMENT/SUPPLIES include:
- Canopies, Tables, Linens, and Chairs
- Raffle Tickets w/ Drawing Bin
- Flyer Bin w/ SWAG
- Snacks & Drinks
- Voter Registration Materials

ON-SITE DUTIES include: Keeping an organized line of people; distributing ASI event flyers and promotional items; assisting with daily raffle/drawing; handing out/collecting surveys and volunteer interest signups; and offering voter registration opportunities.

CLEAN UP DUTIES include: Neatly packing up left over promotional flyers, SWAG, raffle/drawing supply, surveys and voter registration materials.
Please fold the table linens. Also, survey the tabling area and pick up any accumulated trash. Breakdown and return the utilized equipment back to ASI and ready for the next tabling crew.

Thank you for your time and effort in making our ASI Tabling Initiative a success.

Questions/Comments? Please contact xxxxxxx, ASI xxxxxxxx or xxxxxxxx, xxxxxxxxxx at cell number (xxx) xxx-xxxx.

Commented [MR10]: Be specific about the expectations of each shift and the duties assigned.

Commented [MR9]: Please make sure you allow as many volunteer spaces as you think you'll need for each shift.

Commented [MR11]: Make sure you have direct contact numbers available for each shift leader.

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