ASSOCIATED STUDENTS, INC.
California State University, Los Angeles

2020 Fall Semester ASI Program Proposal

Academic Semester and Submission Date:
Spring 2020

Event Coordinator(s):
ASI VPAG, ASI Academic Senators

Event Collaborator (Dept. Faculty, Staff):
N/A

Program Title:
ASI Scavenger Hunt and Giveaway Contest

Day/Date(s) of Program:
February 15, 2020 through February 25, 2020

Zoom Meeting ID:

Alt. Day/Date(s) of Program:
March 1st through March 11th

> **Commented [RM1]:** Provide an alternative day/dates, in the case that your proposed day/dates are unavailable.

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:

At the end of the Giveaway Contest, students will be able to identify areas in which they may receive additional resources or help. Students will be able to identify where they may report concerns.

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.

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:

This event will maintain consistent with ASI Strategic Goals through improving communication, increasing involvement, and promoting Cal State LA Spirit. This event will allow the University to share relevant resources and information with the student population that students may not be away of. Through a fun scavenger hunt, this will expand student involvement by promoting ways students can get involved at Cal State LA, such as ASI. Lastly, this event promotes student spirit and pride by showing the student population the various ways to stay connected at Cal State LA and the various ways the school supports its students.

Anticipated attendance:

Student participants	50
Other (faculty, community, etc.)	

Program Agenda

- 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.

Program Graphics

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):

Join the Golden Eagle Hunt! Join our scavenger hunt to find new resources, uncover the latest information, and get involved! Complete a list of challenges and questions for a chance to win a $20 Gift Card.

*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.

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

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Where will you post all the publicity requested?

> We will use all relevant social media platforms and use our ASI email mailing address to inform students about this activity. I would also like to request a QR code for our event evaluation.

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

> Senators, the VPAG, and college representatives will be able to share the event in their classes and with their fellow peers.

Estimated Budget

Items	Cost	Notes & Descriptions
Gift cards	$300	Gift cards to amazon or Grubhub (food) 15 cards * $20 = $300
TOTAL EXPENSE	$300	

Commented [MR2]: 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 [MR3]: 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

Commented [MR4]: 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.

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

> We will follow up with our participants within 2 weeks to ask if they have utilized any of the resources that were promoted on the scavenger hunt. We will also ask if they learned about any resources from the scavenger hunt that they were not previously aware of.

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

> A survey will be distributed at the end of the contest.

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