Program Planning

Strategies to putting on amazing events!
What is Programming?

Programming can be defined as creating, planning, implementing, and evaluating a variety of activities in order to provide social, educational, and developmental interaction and enrichment. Programming is an intentional way of providing a supportive learning environment in which students can grow in many areas of their lives. Programming is one of the major vehicles available to help students connect to each other, be a part of the educational experience of college, and to develop a sense of belonging and tie to the university.
Types of Programming

• **Active:**
  – An event in the a large community space where people come and participate

• **Passive:**
  – Something that people can read/interact with on their own time (e.g., a bulletin board, pamphlet, newsletter)

• **Educational:**
  – Can be active or passive but the intent is to educate

• **Social:**
  – Can be active or passive but the intent is to make community connections

• **Facilitated:**
  – Events where you are bringing New Students to an already planned event

• **Organized:**
  – Events where you are coordinating the program

• **Planned:**
  – Events that are planned days/weeks in advance
Preliminary Factors

Putting on a successful program is all about knowing your audience and customizing it to their specific needs and wants. It’s important to establish goals for the program and take into account several major questions…
Preliminary Factors

Setting Objectives
• Who will be involved in the program?
• What will be done in the program?
• What are my expectations for the quality of the program?
• Quantity and quality of participation?
• How will I evaluate the program?

Assessing the Environment
• Does this program relate to the needs of my audience?
• Are facilities available? Is special equipment needed?
• What dates are possible? Have I taken into consideration student academic schedules and holidays when establishing the date?
• What resources (money, people, time, etc.) are needed? Are they available?
• Who needs to approve this program?
• Where can I get funding?
• Who could provide more ideas/information?
• Does this program comply with university policies?
• Does this program reflect an appreciation, understanding and acceptance of individual differences and lifestyles?
Inclusive Programming & Awareness

• Have you considered the needs of students with disabilities?
  – Is the activity location accessible to students with mobility limitations?
  – Does your advertising make it clear that students who need accommodations can request them?
  – If you are passing out handouts, are fonts large enough for individuals with seeing impairments?
  – **Do not assume that all students are (temporarily) able-bodied.**

• Have you considered religious backgrounds, rituals & traditions?
  – **Don’t take for granted that everyone who is born or raised in a particular country shares the majority traditions.**
  – If you have food at your event, will students of diverse religious traditions be restricted from eating it (e.g., some Jewish or Islamic traditions do not eat pork)?
  – Will you have food at an event when certain students are fasting due to religious commitments and beliefs?
  – **Be aware that cultural and religious holidays vary in significance and occur year round.**

• Have you considered diverse racial and/or ethnic populations?
  – Will your event attract people of different races and/or ethnic groups?
  – Will your event culturally affirm or demean people of diverse racial and/or ethnic groups?
  – Does your advertisement indicate, whether in pictures or words, that this event will be appreciated by people of different races or ethnic groups?
  – **Do not make assumptions about your audience and make sure that you are taking multiple perspectives into consideration.**
Inclusive Programming & Awareness

• Have you considered the economic limitations faced by some students?
  – Does it cost money to attend ALL activities?
  – Are scholarships available for students who cannot afford to attend
  – Will your event pose a financial hardship for students?
  – Do not assume that $10 is no big deal.

• Have you considered the heterosexual bias & diverse sexual orientations of students?
  – Does your advertising and dialogue before and at the program assume that all participants are heterosexual?
    For example, at a Valentine’s Day Dance, have you said that same sex couples will be welcome? Does a
dating program exclude those who don’t identify as heterosexual? Does your Safe Sex Bulletin Board
include information on safety for same-sex relationships as well as abstinence?
  – Do not make assumptions about your audience.

• Have you considered gender bias & gender-neutral language?
  – Did you assume that only men in your community will be interested in participating in intramural football?
  – Did you assume that only women will be interested in doing a crafts project?
  – Are you using language in your programming that refers to binary gender groups?
  – Are programming dynamics playing into traditional gender roles?
Need Ideas?

**On Campus**
- Art contest (on dry erase boards)
- Barbecue
- Board games
- Carnival
- Cookie decorating
- Dance
- Dress up party (i.e., Harry Potter, Lord of the Rings, favorite superhero)
- Guest speakers (i.e., budgeting, build your resume, safe sex)
- Ice cream social
- Jeopardy or Bingo spinoffs
- Karaoke
- Murder mystery
- Paint a mural
- Panel of speakers (i.e., diversity, professors, upperclassmen)
- Pie the (student leader / administrator) in the face
- Stress-reducing finger painting
- Talent show
- Tie dye
- Trivia Night

**Other Locations**
- Canoeing in Hilo Bay
- Cooking Hale Kahau Dining Room
- Dodgeball
- Hike
- Improv performance
- Jell-O fight
- Paper airplane throwing contest
- Picnic
- Relay races
- Scavenger hunt
- Sporting event
- Ultimate Frisbee at the beach
- Volleyball at the SLC
- Water balloon fight
- Watermelon seed spitting contest
- Yoga and yogurt
- EdVenture trip
- Snorkeling adventure
- Learn how to paddle board
- Catch a cheap movie at the Kress
- Coffee Plantation Tour
Why Publicity Fails

• **It’s not eye catching enough.**
  – It just doesn’t stand out amongst everything else that’s out there.

• **There’s not enough of it.**
  – Maybe the publicity looked good, but there is so little of it around campus that many will never learn of the event.

• **It’s not out far enough in advance.**
  – Waiting until the week before a major event, or worse yet, a few days in advance, doesn’t always cut it.

• **It’s not creative or informative.**
  – It looks like everything else that’s already out there and/or doesn’t include enough information to inform students about what the event actually is.

• **It’s too cluttered.**
  – There’s so much wording or graphics on the publicity that no one wants to take the time to read it.

• **It’s poorly located.**
  – The publicity is located in places where there is little to no traffic.
Color Choice

One of the most important decisions you will make about publicity involves color. Sound too simple to be true? To get the most bang for your buck, be sure to use positive color combinations:

- Blue on Orange
- Purple on Yellow
- Green on White
- Orange on Blue
- Black on Orange
- White on Red

All publicity can benefit from the use of color. Just remember these simple rules:

- Use basic colors for lettering – they are easier to read
- Avoid the use of red in limited light areas
- Avoid using more than three colors on one poster
- Go with how you feel about what you see
- Color is an important aspect of publicity for signs, posters and banners. However, good publicity goes beyond words and graphics.
Creative Marketing Ideas

Creativity is critical when it comes to getting someone’s attention. Here are a few publicity ideas you may want to consider:

- **Balloons**: Need a last minute reminder about your upcoming event? Write or have your advertising printed on balloons and put them all around campus on the day of or the day before your program.
- **Costumes**: If the upcoming event has a theme, find costumes that go with it and have group members wear them while handing out event information.
- **Lollipop Lingo**: Hand out lollipops with an event message attached.
- **Personal invitation**: Nothing beats word-of-mouth invitations.
- **Sandwich People**: Create colorful sandwich boards for group members to wear to advertise the program. Post sandwich people in high traffic areas at busy times. You may want to have them hand out flyers as well.
- **Teasers**: Choose a graphic or symbol that represents your upcoming event. Put this graphic all over campus with no explanation for a week or two as a teaser. Not only will people notice it but they will also wonder what it means. Be sure that your final publicity includes this symbol or graphic in some way to tie everything together.
- **Unusually-shaped Posters**: Different shapes will draw more attention than the typical square or rectangular poster.
Unique Advertising Ideas

Coke:
http://www.youtube.com/watch?v=qMOuF8oskRU

Pay for a cookie with a smile:
http://www.youtube.com/watch?v=-cRXRxePSKo

Creative Billboard Ideas
http://www.youtube.com/watch?v=DVe1sv1qcaY

Car Insurance Stickers
http://www.youtube.com/watch?v=98U2O7cpcNw&feature=youtu.be
Advertising Do’s and Don’ts

Prioritize Your Information
Make sure to prioritize your program information by making your primary information the most impactful and legible from a distance.

Think Big
Write Big. Pick a large font size. When working on a computer it can be helpful to zoom out and keep the whole page in view as you work so you can see the size of the words relative to other information.
Advertising Do’s and Don’ts

Create a Clear Message
Use colors, fonts and prints that allow your information to be legible and to be easy to read. Helpful color combinations include: Blue on Orange, Orange on Blue, Purple on Yellow, Black on Orange, and Green on White.

Poor Example

Add a Little Extra
Use pictures and embellishments to make you advertising more attractive and eye catching.

Good Example
Advertising Do’s and Don’ts

Choosing a Medium
• Be careful not to use mediums that rub off or smear. And if you are using paint, make sure to let it dry before attempting to hang it up.

Poor Example

Unusually Shaped Advertising
• Be creative and try adding a little spice to your advertising by throwing out the average square poster and trying a different shape. Additionally, switching the average 8.5 x 11 flyer for a 8.5 x 14 or 11 x 17, can draw attention as well.
Advertising Do’s and Don’ts

Proof Read, Proof Read, Proof Read
Spell check and proof read all of your advertising. Also, it is important to plan out the spacing of your words to avoid cramming and hyphenating. If you notice that you have made a mistake, correct it in a way that is not noticeable. Remember that covering the mistake up with a similar colored piece of paper is not an appropriate method.

Poor Example

Choosing a Location
Think about where you would like to place your advertising and keep in mind the challenges of that location. How are you going to secure it? Will it make my advertising hard to read? Will people see it?

Poor Example
Keys to a successful event:

1. What are our goals?
2. What do the students want?
3. Plan ahead
4. Good Marketing
5. Manage the logistics
6. Have an awesome event
7. Celebrate your success
8. Do an evaluation of your event so you can make the next one even better!
Go Program!

I can’t wait to see all of the amazing events and initiatives you will put on this year!