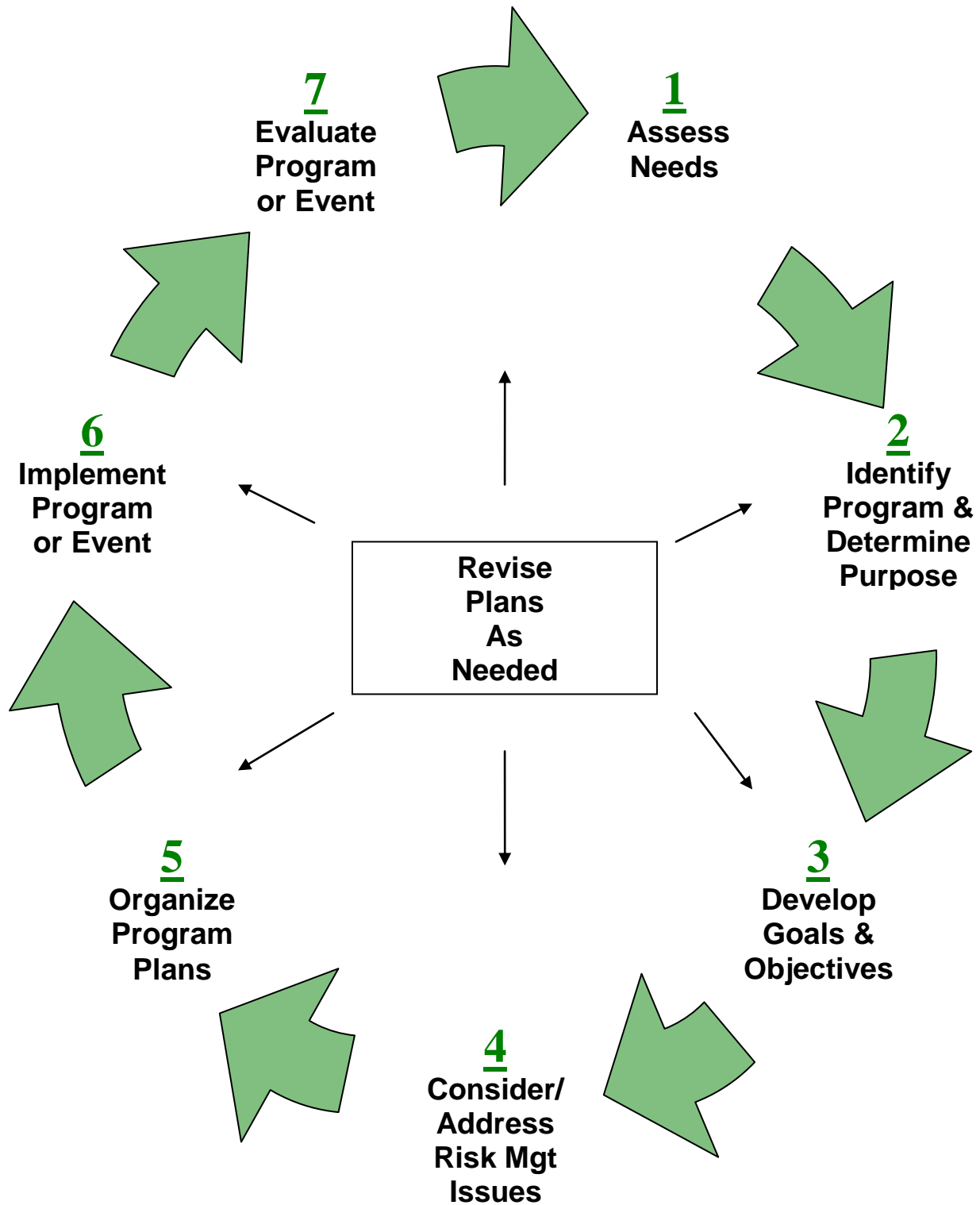


Program Planning Guide

For Student Organizations at the
University of Hawai'i at Mānoa

Program Planning Process



1 Assess Needs & Appropriateness of Action

- What do students, the campus, the community want or need?
- How might your organization assist in meeting the needs of students, the campus and community?

2 Identify Program & Determine Purpose

- What program will your organization be putting on?
 - What will you call the event/program?
 - Who is the program/event meant to serve? Who is the preferred or targeted audience?
 - Will others outside the preferred audience be welcomed?
- Why is your organization putting on this program or event?
 - Are you being reactive to a challenge or problem?
 - Are you being proactive in improving campus life for fellow students and community members?
 - Is there a problem area you are addressing?
 - How do you hope this event/program will contribute to campus life and the student experience?
- Should your organization (based on our role/charter/constitution) be the group to coordinate this program/event?
 - If yes, to what extent should you be involved (the only sponsor, as a co-sponsor, as partially funding, other)?
 - If not, but there is still need for the program, which group or department might be more suitable to coordinate this program or event?
 - Are there other groups your organization can partner with?

3 Develop Goals & Objectives

- What do you hope to accomplish with this program?
- How many student participants do you hope to impact?
- How will the planners grow from the experience?
- How is this program in line with your organization's purpose and mission?
- How does this program fit with the rest of the programs, activities, events & efforts for the year?
- How will you know you were successful? How will you measure this success?

4 Consider/Address Risk Management Issues

- Health and Safety Risks
 - Will you need security to cover the event (1 per every 100 expected participants)? If so, factor in cost of security in your budget.
 - If you are serving food, do you need food permits, etc?
 - Is the venue safe and accessible for all participants?
 - Are there other issues your organization needs to consider around health & safety?
- Reputation Risks
 - Will the program reflect the values of the organization?
 - Will the program threaten the reputation of the organization?
 - What safeguards will be put in place to ensure that the organization's reputation is protected/safeguarded in the execution of this event/program?
- **Liability is a serious issue. You cannot prevent yourselves from being sued but you should take every precaution to reduce risks, reduce chances of legal liability and negligence.**

5 Organize Program Plans

- Create a Planning Calendar and/or Planning Outline
 - Calendar
 - How much time is needed to plan this event?
 - How should time be broken up (months, weeks, days, hours, minutes)?
 - Outline (see attached samples)
- Set the Budget
 - What are the various parts of the program and costs related to each part?
 - Where will funds come from?
 - Can your organization fundraise?
 - Are there available grants?
 - Can you get funding through ASUH or SAPFB?
 - Can you partner with groups to cut down on expenses?
- Select Date & Location
 - What would be the best date, time and location for this event?
 - Are there other events going on at the same time that will distract from your event or program? Does your organization need to consider other dates or times?
 - Is the venue of your choice available?
 - Have you submitted a request for the venue from the appropriate office/department?
 - Is the venue confirmed?
- Submit Necessary Documents
 - What policy-oriented documents are required for this event?
 - venue requests?
 - food serving requests?

- alcohol requests,
 - others?
 - Were all required documents submitted and approved?
- If this event is partially-funded with UH funds through ASUH, SAPFB or a department, what fiscal documents are required for this program or event?
 - Work requests for requisitions?
 - Non-personnel service contracts?
 - Tax forms (WH-1 or W-9)
 - Are there different documents needed for each expense item? If so, what are they?
 - When are these documents due?
 - Were these documents submitted and approved?
- Are there performers that require payment on the day/eve of the program or event?
 - Is that possible at this point?
 - Has it been arranged?
 - If not, are there other options?
- Create an Implementation Task List/Assign Tasks
 - Create a complete task list and assign tasks
 - Task list should include all parts of the program planning design and specific tasks to accomplish in each part, preferably chronologically. It should list who is responsible for completing each of these areas and specific tasks within the areas.
 - Assessing Needs
 - Identifying Program & Determine Purpose
 - Developing Goals & Objectives
 - Consider/Address Risk Management Issues
 - Organizing the Program Plans
 - Create a Planning Calendar
 - Set the Budget
 - Select Date & Location
 - Submit Necessary Documents
 - Create a Task List/Assign Tasks
 - Advertising/Promotion
 - Implementation
 - Evaluation
- Advertising/Promotion
 - How will the event be advertised and promoted?
 - newspaper
 - radio
 - banners
 - flyers
 - table tents
 - etc....
 - What is the time frame for the promotions?
 - plan out a schedule

6 Implement Program/Event

- Final Prep Before the Actual Implementation
 - Diagram the layout of the program, draw a map or flow chart
 - List the major stations and who will be covering each station throughout the program
 - Orient all volunteers or staff to the flow of the program, don't make assumptions that they know what's going on
 - Have a supervisor/chairperson/overall coordinator whose only responsibility during his/her shift is to oversee the flow of things and make sure everything is going smoothly. **THIS PERSON SHOULD NOT BE DOING A BUNCH OF TASKS AT THE PROGRAM.**
 - Have enough volunteers for all aspects of your program
 - set-up crew
 - during the program
 - mc
 - entertainment
 - stations (may need shifts if it's a long program)
 - security
 - clean-up crew
 - Simulation, run through everything at least once if possible, in the facility. If you can't do it physically in the facility, run through it step-by-step in a discussion. Make sure all volunteers understand the big and small picture ("the forest and the trees") of the program.
- It's time to put your program on...
 - Run the program
 - Adjust to unforeseen changes or needs
 - Be flexible but stick to plans as much as possible
 - Make proper acknowledgements at the event (if applicable)
- After your program
 - Send out thank you notes and letters

7 Evaluate the Program/Event

- Review and analyze the program or activity
- Create a file with all your notes for the next time your organizations decides to do a the same or a similar program or event

References:

The Program Planning Cycle, (2008) University of Puget Sound.
http://www2.ups.edu/dsa/studev/manual/PROGRAMMING/prog_planning_cycle.htm

Novak, K. & Goldstein, A. (2008). Beyond Policies and Compliance: Risk Management in Campus Culture and Student Learning. Academic Impressions. www.academicimpressions.com

Planning Notes

1 Assess Needs & Appropriateness of Action

2 Identify Program & Determine Purpose

3 Develop Goals & Objectives

4 Consider/Address Risk Management Issues

5 Organize Program Plans

6 Implement Program/Event

7 Evaluate the Program/Event

SAMPLE OUTLINE

Program Planning Outline

A. Event

1. Name
2. Purpose
3. Goal/Objective of Event

B. Planning Committee

1. List and Contact Info of Committee Members
2. List of Committee Members Assignments

C. Risk Management

1. Security Needs
2. Accessibility Needs
3. Safety Needs
4. Reputation Risks
5. Liability Insurance

D. Planning

1. Place/Venue
2. Date, Time
3. Risk Management
4. Budget/Finances
 - i. Overall Needs
 - ii. Donations
 - iii. Fundraising
 - iv. Fiscal documents to pay for expenses
 - v. Deadlines
5. Task List
6. List of Volunteers
7. Publicity

E. Program Implementation

1. Diagram of Venue
2. Work Stations
3. Volunteers throughout event
 - i. set-up
 - ii. during the event
 - iii. clean-up
4. Simulation Date, Time, Location

F. Evaluation

REMEMBER to send thank you notes to those who assisted and to keep records for the next time.