SEA EVENT PLANNING WORKSHOP

STUDENT ENGAGEMENT & ACTIVITIES

DISCOVER. ENGAGE. LEAD

stonybrook.edu/studentengagement

facebook.com/ @SBEngaged
AGENDA

★ Brief overview of SEA Program Planning Process
  ○ Event Levels
★ Who, What, Where, When, Why
  ○ Defining Orgs Programming Purpose
★ Using Event Checklists
★ Importance of Marketing your Program
★ Using Assessment for Programming
★ Open Programing Conversation
  ○ What has gone well, what hasn’t
★ Virtual Programming
  ○ How do we adjust?
★ Assessment
★ Q&A
Club Program Planning

★ Know the proper process to plan an event on campus
  ○ Submit a Space Request on 25 Live/ Event Form & wait for approval
    ■ Submitting a space on 25 live, does NOT mean event approval. By submitting a 25 live request, you are requesting a space on campus for your potential event.
  ○ After 25live approval, create an Event on SB Engaged within 48 hours of 25live approval.
    ■ Once your Event on SBEngaged has been approved, your program advisor will reach out to your organization if further planning for the event needs to take place. In some cases, you will also be asked to meet with an additional representative from the location your event is being held in.

★ Please remember, your event is not confirmed until you have a space confirmed, receive approval on SB Engaged, and meet with a Program Advisor!
★ Every organization is assigned a program advisor. Whether your event is large or small, these people are here as a resource. Use them!
★ Summer online events- allowed, but needs to be approved through SBEngaged first
★ For up to date information regarding Block Booking/ Pre-scheduling please visit our website!
# Event Levels

<table>
<thead>
<tr>
<th>Level 1: High Profile</th>
<th>Level 2: Moderate Profile</th>
<th>Level 3: Moderate-Low Profile</th>
<th>Level 4: Low Profile</th>
<th>Off Campus Trip</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Presence of University Police/Community Response team/contracted security is required &lt;br&gt; - Presence of University staff is required &lt;br&gt; - Redirecting traffic/road closures &lt;br&gt; - Presence of non-University attendees where guest attendance for event is not an open policy &lt;br&gt; - Event has the potential to interfere with the orderly conduct of University functions or activities</td>
<td>- Presence of University Police/Community Response team/contracted security may be required &lt;br&gt; - Presence of University staff may be required &lt;br&gt; - Event with minors present &lt;br&gt; - Alcohol being served &lt;br&gt; - Cash exchanged and held on site (over $500)</td>
<td>- Venue capacity management is a concern &lt;br&gt; - Presence of Non-University attendees where guest attendance for event is an open policy &lt;br&gt; - Contracts between University Departments/Organizations and external services are needed &lt;br&gt; - Events with performers/speaker/s/headline(s) that require comped ticket lists and/or performer lists to manage access &lt;br&gt; - Event requiring additional meetings to determine/review run of show, special diagram/venue setup, or logistical discussion to review staffing roles</td>
<td>- No or few potential risk and logistical factors &lt;br&gt; - Capacity is a concern &lt;br&gt; - Presence of University staff is not necessary &lt;br&gt; - Little or no resource/staffing requirements &lt;br&gt; - No concern for the disruption of University functions or activities</td>
<td>- Transportation &lt;br&gt; - Destination &lt;br&gt; - Lanyard Check</td>
</tr>
</tbody>
</table>
What does programming look like within your organization?
Purpose & Process

Date/Time/Location

Audience

Purpose
<table>
<thead>
<tr>
<th>Why/Purpose</th>
<th>Logistics</th>
<th>Execution</th>
<th>Assessment</th>
</tr>
</thead>
</table>
| Brainstorm ideas  
How should attendees feel while attending your program? | Space/Time/Location  
Back up plans  
Program Logistics  
Program timeline  
Program “Chairs” | Take time to enjoy the hard work  
Engage with attendees  
Observe  
Be organized | Attendance  
Send follow up  
Review |
How do you stay organized?
The Event Checklist

Helps with details and organizing:

- Day-of Tasks
- Purchase Lists
- Staffing
- For future years

https://docs.google.com/spreadsheets/d/1ICaZ79549v2qzcc2ob1LJgjOjxn8rUdmXoGt1eWabQ4/edit#gid=371162655
# Example of a Staffing Chart

<table>
<thead>
<tr>
<th>Time</th>
<th>Casino tables arrive</th>
<th>Food Delivered at 6:30</th>
<th>Event Starts</th>
<th>Give out food at 7:30</th>
<th>8:30 PM</th>
<th>8:30 PM</th>
<th>9:00 PM</th>
<th>10:00 PM</th>
</tr>
</thead>
<tbody>
<tr>
<td>5:00 PM</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
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<tr>
<td>6:00 PM</td>
<td></td>
<td></td>
<td>Line Control / Roulette</td>
<td>Line Control / Roulette</td>
<td>Line Control / Roulette</td>
<td>Line Control / Roulette</td>
<td>Clean up</td>
<td></td>
</tr>
<tr>
<td>7:00 PM</td>
<td></td>
<td>Event Ends</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7:00 PM</td>
<td></td>
<td></td>
<td>Line Control / Texas HM</td>
<td>Line Control / Texas HM</td>
<td>Line Control / Texas HM</td>
<td>Line Control / Texas HM</td>
<td>Clean up</td>
<td></td>
</tr>
<tr>
<td>8:00 PM</td>
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<td></td>
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<td></td>
</tr>
<tr>
<td>8:00 PM</td>
<td></td>
<td></td>
<td>Line Control / Black Jack</td>
<td>Line Control / Black Jack</td>
<td>Line Control / Black Jack</td>
<td>Line Control / Black Jack</td>
<td>Clean up</td>
<td></td>
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<tr>
<td>9:00 PM</td>
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</tr>
</tbody>
</table>

- **Alexis**: Set up, Set up, Line Control / Roulette, Line Control / Roulette, Line Control / Roulette, Line Control / Roulette, Clean up
- **Jess**: Set up, Set up, Line Control / Texas HM, Line Control / Texas HM, Line Control / Texas HM, Line Control / Texas HM, Clean up
- **Vanessa**: Set up, Set up, Line Control / Black Jack, Line Control / Black Jack, Line Control / Black Jack, Line Control / Black Jack, Clean up
- **Ivette**: Set up, Set up, Line Control, Food, Food, Food/Clean Up, Clean up
- **Andrea**: Set up, Set up, Check in, Food, Food, Food/Clean Up, Clean up
- **Rian**: Set up, Set up, Check in, Food, Food, Food/Clean Up, Clean up
- **Greg**: Set up, Set up, Round Table #1, Round Table #1, Round Table #1, Round Table #1, Clean up
- **Nicole**: Set up, Set up, Prize Table, Announce Prizes, Announce Prizes, Announce Prizes, Clean up
- **Cat**: Set up, Set up, Float, Float, Float, Float, Clean up
- **Becky**: Set up, Set up, Float, Float, Float, Float, Clean up
- **Darius**: Set up, Photography
Marketing Your Event

★ Create a simple flyer -- canva works well if you don’t have Photoshop
★ On flyer put: Day, time, place, & some details describing what is happening
★ Post flyer on SBEngaged event page, Instagram, Facebook event page, etc
★ If your event relates to majors on campus, ask the department to send an email to all their students
★ You are able to print large flyers from UPS in Melville Library for a fee

Make sure all flyers are accessible & easy to read
Be sure to include contact information for accessibility needs.
Using SBENGAGED

All events for Campus Connect Listserv is pulled directly from SBengaged, so make sure you have a properly sized flyer and detailed event descriptions!

VS.

iCREATE’s Coffee Hour

Join us for playing games, hanging out, and other fun!

Every Wednesday
11-12 pm
Every Friday
1-2 pm

RSVP here:

Online

Online Location Instructions
### Programming Takeaways

<table>
<thead>
<tr>
<th>Work Smarter-Not harder</th>
<th>Beyond Resources</th>
<th>Marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td>So many events, see if your organization can co-sponsor &amp; working with different departments</td>
<td>Breakdown event logistics, things to think about, circle back to the WHY.</td>
<td>Think through how you will get people to the event</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Track Attendance</th>
<th>Day of</th>
<th>Assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Take attendance using SBEngaged to assess and target your future events</td>
<td>Don't forget about day of logistics, have a plan to keep track of tasks!</td>
<td>How are you gauging the success of this event, circle back to the WHY.</td>
</tr>
</tbody>
</table>
What has gone well for your Club/Organization in terms of Programming?
What have been some struggle areas for your Club/Organization in regards to Programming?
Assessing Programs & Event Attendance
Tracking Attendance at Events

Tracking Attendance Virtually

EVENT ATTENDANCE

0 Invites
0 Attended
0 Absent
0 Excused

ACCESS CODE
D9AE58J

ATTENDANCE URL
https://stonybrook.campuslabs.com/engage/event/5709482/

Any Engage user who visits this URL within 72 hours after the event ends will be marked as "Attended" for this event.

OPTION 1: MOBILE CHECK IN
Requires: Event Check In App
1. Download the app: Campus Labs Event Check In
2. Enter Event Access Code from SB Engaged Event Page
   (This code is only available on SBEngaged, not COO)
3. Enter code & tap “Start Session”. Log in with Net ID
4. Tap “Start Scanning”
5. Tap “Check In” to confirm user. Click “OK” to continue scanning
If you come across an attendee without a mobile pass, tap “No Pass?” or select “Detect” from the bottom menu.

OPTION 2: SWIPE ID’S
Requires: Computer, USB Swiper & Attendee ID Card
1. Go to event page in SB Engaged & select “Manage Event”
2. Select “Track Attendance”
4. Enter code & click “Submit”
5. Connect swiper & begin swiping
Swipers are available to borrow from our office in SAC 218 or can be purchased for a reasonable price.

Click here to visit the Swipe URL and enter this code

COPY

COPY

COPY
Post Event Feedback

Post Event Feedback will allow attendees to anonymously rate and answer questions following an event. They will be notified with a link that expires 72 hours after the notification is sent. Event Evaluation Questions are not required and will not be sent within the notifications unless they are added.

Automatically send Post Event Feedback notification after event
When turned off, users with management access to the event can still send the notification manually from the Manage Event page

Event Ratings
All event attendees can anonymously rate the event on a 5 star scale and leave an optional comment.

Event Evaluation Questions
If questions are added, all event attendees will be able to anonymously answer.

Question Instructions
Include a summary or instructions about the questions the respondent is about to answer

Add Summary

There are currently no Custom Questions
Select a Question Type and then select the Add Question button to start

Question Type
Select a question type
Text - Single Line

ADD QUESTION
Virtual Programming - How do we adjust?
Virtual Programming Ideas

Through Social Media
- Instagram Live
- IGTV
- Facebook
- Fundraiser
- Through Zoom
- Discord
- Houseparty
- Scribblio

Social

Tutorials
- Sketch nights
- Arts and Crafts
- via Instagram Live or Zoom

Contests
- Promoted through social media
- Users can use a hashtag to enter the contest and tag your account in their post

Include Online Instructions on the event page on SBEngaged
Use social media to market your event
Resources:

Event Resources:

Managing Clubs / Orgs Virtually:
Questions?