

Event & Services Planning Guiding Qs:

WHO

- Who is your primary audience?
- How and when will you market this offering to your audience?
- Will you be contracting with any external partners or vendors? When will contracts be confirmed?
- Will outside attendees/vendors need anything during the time they're on campus?
- Who from your group is volunteering to set up/clean up/host?
- How will this offering be inclusive and accessible?
- Who can you collaborate with for this offering?

WHAT

- Will you be handing anything out? Give-aways, printed materials, etc?
- Will these items (or any portion of them like wrapping) end up in the trash after one use?
- When will branded giveaways be designed/ordered/printed/received?
- What decorations/additional materials need to be purchased? When will they be purchased?
- Will you be providing food/beverage?
- Who is your caterer? Will they be serving on compostable dishes?
- When will menu be finalized?

WHEN/WHERE

- When/where are you hosting? Will it be virtual/in-person/hybrid?
- Will attendees need special access (door, virtual link, etc)?
- Will you need special items/set up (tables, chairs, A/V, compost bins, etc)? When will those orders be placed?
- What time is your offering available/what time is your event? How much time is needed for set up/clean up?
- Is you're hosting something off-campus/overnight: Who on-campus knows where you will be and who is attending?
- Could this offering be hosted as a late night option?

WHY

- Why is this event/service important? (General description):
- What will participants leave with? (Outcomes/Objectives - by the end of the event attendess will...)
- How will you know if your offering was successful?
- How do you plan to followup with participants?
- How can others find out about/get involved in future offerings?

BUDGETING:

- Marketing Materials - \$_____
- Contracts with Vendors - \$_____
- Vendor Accommodations - \$ _____
- Ticket Sale/Admission Revenue + \$_____

- Giveaway Items - \$_____
- Printed Materials - \$_____
- Program Materials - \$ _____
- Food/Beverage/Catering - \$ _____

- Space Rental - \$_____
- Conversions needs (tables, chairs, compost bins, trash removal, A/V, etc) - \$_____
- Travel - \$ _____

TOTAL BUDGET:

- WHO - \$_____
- WHAT - \$_____
- WHEN/WHERE - \$ _____
- TOTAL:** \$_____

4D Guiding Qs & Tags:



Community Service & Volunteering
Diversity, Inclusion & Equity
Ethics
Identity Development
Leadership

Does your service, program, or event empower your audience to:

- ☐ Listen with understanding and empathy
- ☐ Appreciate diverse viewpoints
- ☐ Think interdependently
- ☐ Develop a clear and unique sense of identity
- ☐ Navigate adversity
- ☐ Practice Resilience
- ☐ Demonstrate the awareness, attitude, knowledge and skills required to equitably engage and include people of different local and global cultures
- ☐ Build and maintain collaborative relationships wot work effectively toward common goals
- ☐ Make decisions through an ethical lens
- ☐ Recognize and capitalize on personal and team strengths to achieve goals and experiences
- ☐ Understand and demonstrate effective work habits
- ☐ Act in the interest of living, learning and working communities



Career Development
Career Exploration
Life Design
Mentoring
Networking

Does your service, program, or event empower your audience to:

- ☐ Embrace a continual practice of reflection on one’s learning and experiences
- ☐ Apply past knowledge to new situations
- ☐ Remain open to continuous learning
- ☐ Proactively develop oneself through continual personal, academic, and professional learning and awareness of one’s strengths & weaknesses
- ☐ Set and revisit educational, career, and/or life goals based upon one’s interests and objectives
- ☐ Establish and activate networks for personal, academic, and professional growth and development

Does your service, program, or event empower your audience to:

- ☐ Think about thinking
- ☐ Think flexibly
- ☐ Question and pose problems
- ☐ Ask “how do I know?”
- ☐ Engage with real-world challenges and big questions, both contemporary and enduring
- ☐ Tackle increasingly complex projects and issues
- ☐ Create, imagine, innovate
- ☐ Navigate ambiguity
- ☐ Identify and respond to needs based on an understanding of situational context and logical analysis of relevant information
- ☐ Clearly and effectively exchange information, ideas, facts, and perspectives
- ☐ Understand and leverage technologies ethically to enhance efficiencies, complete tasks, and accomplish goals



Creativity
Free Expression
Innovation
Perspective Taking
Political/Social/Current Issues
Research

Does your service, program, or event empower your audience to:

- ☐ Embrace healthy behaviors and decisions
- ☐ Contribute to and access a constellation of care or community of support
- ☐ Cultivate positive relationships with self and others
- ☐ Balance responsibilities
- ☐ Find humor
- ☐ Manage impulsivity
- ☐ Persist through challenge
- ☐ Nurture one’s spirit
- ☐ Manage self and community resources through thinking both short and long term
- ☐ Engage in responsible consumption, activity, and rest-driven renewal



Emotional Well-Being
Foundational Well-Being
Physical Well-Being
Relational Well-Being
Spiritual Well-Being