

# 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 attendees 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:

## ADVANCING INTELLECTUAL GROWTH

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

## EXPLORING CHARACTER

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 to 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

## PROMOTING WELL-BEING

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

## PURSUING CAREERS & LIVES OF PURPOSE

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

## CONNECTING:

Your service, program, or event connects to the **Intellectual Growth** dimension when students are given the opportunity to:

- Pursue their curiosity
- Create and innovate
- Engage with real-world challenges and big questions
- Navigate ambiguity

Your service, program, or event connects to the **Exploring Character** dimension when students are given the opportunity to:

- Embrace empathy
- Challenge & reframe assumptions
- Develop & remain true to their values
- Practice resilience
- Lead with authenticity

Your service, program, or event connects to the **Promoting Well-being** dimension when students are given the opportunity to:

- Give themselves grace
- Embrace healthy behaviors
- Nurture their spirit
- Cultivate positive relationships and engage with mentors

Your service, program, or event connects to the **Career and Life of Purpose** dimension when students are given the opportunity to:

- Connect the dots
- Set and chart goals
- Apply skills & talents for the public good
- Remain open to continuous learning