Student Organization Symposium

May 17, 2014
Norris University Center
## Agenda

<table>
<thead>
<tr>
<th>Topic</th>
<th>Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction &amp; Wildcat Connection</td>
<td>10 minutes</td>
</tr>
<tr>
<td>Event Planning</td>
<td>30 minutes</td>
</tr>
<tr>
<td>Budgeting/ Fundraising</td>
<td>30 minutes</td>
</tr>
<tr>
<td>Contracts</td>
<td>30 minutes</td>
</tr>
<tr>
<td>SOFO</td>
<td>30 minutes</td>
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<tr>
<td>Marketing &amp; PR</td>
<td>30 minutes</td>
</tr>
<tr>
<td>Wrap-Up</td>
<td>10 minutes</td>
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</tbody>
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*There will be a 5 minute break between each topic*

View today’s documents online at: http://tinyurl.com/jwy4334
The purpose of the Student Organization Symposium is to provide you [student leaders] with an opportunity to learn about requirements, responsibilities, and resources available to your organizations.

Objectives:

• Deliver need-to-know operational information for your organization

• Provide resources for event planning, budgeting, contracts, SOFO, and marketing

• Facilitate accessible and responsive processes for the functioning of your organization

• Further the exchange of ideas through student leader interaction and collaboration
Registered Student Organization

Benefits

RSOs have the ability to:

• Plan events at Norris
• Be eligible for space allocation in Norris
• Reserve community service vehicles
• Reserve space via the Registrar’s Office
• Obtain/Maintain Northwestern Events Calendar account (formally Plan-it Purple)
• Access SOFO account
• Reserve a table for the Fall/Winter Activities Fair
• Publicize events on campus sidewalks, via banners, and painting the Rock
• Access CSI funding
• Apply for ASG funding
• Apply for McCormick funding
Located on the 3rd floor of Norris, the Resource Center or the “SOURCE” is YOUR space to conduct meetings, print materials (with SOFO code), and advertise events.
Wildcat Connection
Features for Organizations and Programs

Designated audience for all content
- Organization only, Campus, or Public access

Organization Management & Archival Capabilities
- Membership Roster (customize administrative access)
- E-mail & text messaging
- Document storage
- Online forms
- Service hour records
- Elections & polls

Event & Publicity Tools
- Event calendar, invitations, & attendance tracking
- News articles & blogging with comments feature for users
- Photo Gallery
Reasons to Use Wildcat Connection

Increase your event attendance & set yourself up for success:
• Check the calendar when planning to avoid date conflicts
• Put in your events as soon as you know the date
• Upload a flyer and provide details later

Recruit new members:
• Attract new students to your organization before they step foot on campus
• Make sure your pages look sharp and reflect what your organization is about

Create institutional memory & archives for officers:
• Use the events, documents, and forms feature to make turnover more seamless and ensure your records aren’t lost

Check out the Wildcat Connection Student Leader Guide online!
Re-Registration

Register your organization by June 30th by following the below steps:

1. Log into Wildcat Connection using your NetID and password. If it is your first time accessing Wildcat Connection, the system will prompt you to make a profile. The president or primary contact is the only person that needs to re-register the organization.
2. On the home page, find the organization tab at the top of the page and click on it. If you are re-registering an organization, use one of the search options on the left sidebar to locate the organization.
3. In the corner of the left side of the page, you’ll see a button to click "Register a New Organization." If you are re-registering, click the "Register this Organization" button below its name after it has been located.
4. Read instructions and complete required steps: updated Advisor Acknowledgement form and Constitution required
5. Continue registration at any time by resuming it in My Involvement
6. Receive approval (ongoing)
Budgeting/ Fundraising
When preparing an organization budget, it helps to know the organization’s priorities, objectives, and goals. As you begin, ask yourself the following questions:

- What is the time period with which you are working, i.e., quarter or year?
- What does your group most want to accomplish?
- How will you accomplish this?
- How much will it cost?
- Where will you get the money to pay for this?
Preparing Your Budget

- Review previous year’s activities and expenditures for insight.
- Prepare an outline of the organization’s planned activities.
- Determine and record available funds (previous balance, allocated funds, etc.).
- Estimate and record expected income and when it will be available (dues, sales, fundraisers, etc.).
- Define and record expenses (supplies, duplicating, phone charges).
- If possible, have a little extra money reserved for unexpected incidentals.
- Review, revise, and prepare the final budget.
- Have members approve the final budget.
Managing the Budget

- Set and maintain a minimum balance.
- Develop general financial policies and procedures (allow only approved expenditures, etc.).
- Keep accurate written records of all financial transactions including income and expenditures. Organizations are highly encouraged to use a receipt book.
- Periodically compare the budget to actual expenditures.
- Regularly report the financial status to the organization.
## Co-Sponsorships

**Benefits**
- Produce more effective programming
- Decrease the stress of event planning

**Tips**
- Look for co-sponsorships early to “sell” the program or idea to potential co-sponsors
- Define (in writing) what is expect from each co-sponsor to reduce confusion and help keep the experience positive

## Sodexo/ Athletics

**Benefits**
- Receive a percentage of net food and beverage sales at Big Ten games

**Options**
- Work concessions at home football and basketball games
- Prep the football stadium prior to the first game OR help close the stadium (flat rate)
- Attend an information session prior to the football season OR mid-September
- Contact andrew.depablo@sodexo.com OR Roseanne Ballard at 708-670-2457
## On Campus Fundraising Options

<table>
<thead>
<tr>
<th>Alumni</th>
<th>CSI Grants</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Thank-a-Thon</strong>&lt;br&gt;• Held quarterly, groups write 200 thank you cards to earn up to $500.</td>
<td><strong>Be the Change</strong>&lt;br&gt;• Provide funds to improve the campus experience in exciting/innovative ways.</td>
</tr>
<tr>
<td><strong>Request Alumni Lists</strong>&lt;br&gt;• Send request to Chris De Kok (takes 2 weeks).</td>
<td><strong>NUNite</strong>&lt;br&gt;• Provide funds to develop an educational, entertaining, and/or artistic event in collaboration with another organization.</td>
</tr>
<tr>
<td><strong>NAA/SAA The Student Alumni Partnership</strong>&lt;br&gt;• Funds at least one organization that align with the mission of connecting students and alumni each quarter (max $500/group).</td>
<td><strong>Dorothy R. Brooks Morgan Theatre Memorial Grant</strong>&lt;br&gt;• Provide funds to one student theatre or performing arts group.</td>
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</tbody>
</table>

Refer to the Alumni handout for further information and opportunities

Find more information here: http://tinyurl.com/ma87era
Off Campus Fundraising Options

Off-Campus Fundraising Event Policy Overview

- Follow the contract timeline outlined in the Student Group Event Contract packet
- Understand that off campus publicity of the event is prohibited. All on campus advertising must emphasize the fundraising purpose of the event and not be labeled "Bar Night."
- Note that organizers are prohibited from consuming alcoholic beverages prior to or during the event.

<table>
<thead>
<tr>
<th>Corporate Sponsorships</th>
<th>Canning</th>
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</table>
| • Email jr-cummings@northwestern.edu before contacting a company representative for your organization’s project, program, event, speaking engagement, sponsorship, etc. | • Submit a solicitation agreement to n-furlett@northwestern.edu.  
• Note that canister solicitation varies by location. Please email andrea-bell@northwestern.edu. |
### Activity/ Discussion

#### Estimated Budget (Essential costs only)

<table>
<thead>
<tr>
<th>Item</th>
<th>Unit Cost ($)</th>
<th>Quantity</th>
<th>Total Cost ($)</th>
<th>Description of Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Event Coordination Costs</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Forks</td>
<td>3</td>
<td>14</td>
<td>42</td>
<td>$3 for a package of 50</td>
</tr>
<tr>
<td>Paper plates</td>
<td>1.75</td>
<td>30</td>
<td>52.5</td>
<td>$1.75 for a package of 24</td>
</tr>
<tr>
<td>Trash bags (obtain from Sustain NU)</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Napkins</td>
<td>1.75</td>
<td>16</td>
<td>28</td>
<td>$1.75 for 24; accounted for extra in case we run out of plates</td>
</tr>
<tr>
<td>Norris sound system</td>
<td>160</td>
<td>1</td>
<td>160</td>
<td>Music for performances and a sound system for announcements</td>
</tr>
<tr>
<td>Tables</td>
<td>8.75</td>
<td>30</td>
<td>262.5</td>
<td>Each table rental cost $8.75, $20 a day (for 2 days) plus $0.99 a mile + the cost of re-filling the tank</td>
</tr>
<tr>
<td>U/Haul</td>
<td>20</td>
<td>1</td>
<td>60</td>
<td></td>
</tr>
<tr>
<td>Catering Kits (Sodexo may subsidize)</td>
<td>13</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td></td>
<td></td>
<td>605</td>
<td></td>
</tr>
<tr>
<td><strong>Public/Cultural Relations Costs</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Subsidy for Cultural Groups represented</td>
<td>$70 per group</td>
<td>-40</td>
<td>-2800</td>
<td>To cover the cost of food, games, music performances + material costs that the Cultural Groups represented will face on the day of the event. This is our most important cost!</td>
</tr>
<tr>
<td>Prizes</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>Prizes for best food/presentation/public (hoping to get donations)</td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td></td>
<td></td>
<td>2800</td>
<td></td>
</tr>
<tr>
<td><strong>Marketing Costs</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Flyering</td>
<td>0.1</td>
<td>200</td>
<td>20</td>
<td>Cost associated with printing flyers; flyers will be spread around campus to advertise during run-up to event</td>
</tr>
<tr>
<td>Information Packet Printing</td>
<td>??</td>
<td>600</td>
<td>400</td>
<td>Booklet/info packet/passport distributed to every attendee at the event</td>
</tr>
<tr>
<td>Banners</td>
<td>25</td>
<td>2</td>
<td>50</td>
<td>Advertising on campus</td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td></td>
<td></td>
<td>470</td>
<td></td>
</tr>
<tr>
<td><strong>Grand Total</strong></td>
<td></td>
<td></td>
<td>3875</td>
<td></td>
</tr>
</tbody>
</table>
SAFC has reviewed your budget proposal and has decided to fund your organization $2,000. What are some potential fundraising options to come up with the remainder of the funds?

Knowing that you need to raise $1875 to secure your total proposed budget, what organizations/offices would you approach to cosponsor your event? Brainstorm a proposal presentation for those you plan to approach.

SAFC has reviewed your budget proposal and has decided to fund your organization the total $3,875. You planned to rent the UHaul for 2 days but did not realize your event falls over a holiday. Because of this, you will need to reserve the UHaul for an additional day or come up with an alternative. Brainstorm some potential alternatives. What can you edit in your budget to accommodate this added expense?
Marketing/ PR
What is PR?

How does the public view your organization?
Why is it important?

What are benefits of a strong reputation on campus?

What are some best practices of building good PR?
Integrated Marketing Communications (IMC) is intentionally-themed, well-coordinated campaigns that utilize multiple mediums (touch points) to reinforce the desired message.

IMC Planning Process
• Target Audience(s)
• Objectives
• Strategies & Tactics
• Budget
• Evaluation
Who’s your audience?

- Campus Administrators
- Faculty & Faculty Advisors
- Alumni/Alumnae
- Organization members
- Other Student Orgs
- Potential New Members
- Parents
- Community Leaders
- Local Businesses
- Vendors
- Campus & Local Media
- Surrounding Community
- Law Enforcement
- Campus Security
### Effective Marketing

**What are your objectives?**

- Do you understand your objectives?
- How will you share that with your audience?
- Are you there to…
  - Entertain?
  - Make Change?
  - Introduce others to talent at Northwestern?
  - Introduce others to Chicago?

**How much is your budget?**

- Do you have funding for advertising?
- Is that funding limited to a specific type?
- Do you have organization funds?

**Collaborate with other organizations**

- What are your pre-existing resources?
- What do you already own?

**Understand your human resources?**

- Do you have crafty, techy, artsy members?
- What’s your membership size?
### Effective Marketing

<table>
<thead>
<tr>
<th><strong>What is your strategy?</strong></th>
<th><strong>What are some distribution tips?</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>• Knowing your objectives and budget, how will you share that information?</td>
<td>• Refer back your target population</td>
</tr>
<tr>
<td>– What’s your voice?</td>
<td>• Grab audience attention without losing them with obscure jargon</td>
</tr>
<tr>
<td>– How would you be convinced?</td>
<td>• Assign and delegate</td>
</tr>
<tr>
<td>– How does your objectives impact how information is shared?</td>
<td>• Be timely</td>
</tr>
<tr>
<td></td>
<td>• Remember to consider printing times and reservations</td>
</tr>
<tr>
<td></td>
<td>• Use multiple tools and platforms</td>
</tr>
<tr>
<td></td>
<td>• Always include contact information!</td>
</tr>
</tbody>
</table>
Check out the ASG PR Guide, which includes an array of marketing options available to student organizations.

Includes information on:
- Flyering
- Room Reservations
- Advertising
- Multimedia
- Printing

*Click on the guide to view it online
Resources

• **Campus Loop**
• Student Activities Resources Committee
• ASG as a resource/soundboard for different student groups
• PR committee as a facilitator for student group/coalition PR campaigns
  – Last year: Free Your Mind, #PurpleFriday were both collaborative
  – Looking to do more
• Each other! Work with other groups to reduce overprogramming and noise and more effectively market your event
Please **pick one** of the following questions to answer. Try to choose questions that address areas of marketing your organization needs to improve. If you finish your one question, please feel free to move on and answer other questions.

- Who are your target audiences? *Be specific other than just “students.” Do you have primary and secondary audiences?*
- Assess the market. *What actions do you want your target market to take? What outside factors affect your operations? Who are your competitors?*
- Create a SWOT Analysis. *(Strengths, Weaknesses, Opportunities, Threats)*
- Post-strategy Analysis. *What evaluations do you have in place?*
How can I avoid spending my own money?

• **Payments**: Let SOFO pay that invoice!

• **Check Advances**: Take money out of your account in advance and spend it!

• Frank Zambrano’s **ProCard**: We’ll use our credit card to pay, so you don’t have to!

• Reimbursements should be considered a last resort.
What are common mistakes group make in regard to SOFO?

Common Questions

- What should I use a check advance for?
- What requires a contract?

SOFO Advice

- Don’t wait till the last minute!
- Communicate with your advisor and fellow officers!
What are the most important timelines to remember?

- You have **85 days** to submit a receipt for reimbursement.

- You have **30 days** to reconcile an outstanding check advance.

- You must balance your account at the end of **every quarter** (including summer).

- You should allow **2-3 weeks** to obtain Natalie Furlett’s signature on all contractual payments.
What do I need to know about taxes and contracts?

- SOFO cannot reimburse for IL state sales tax.

- In order to avoid paying tax, come to our office before a purchase and obtain a Tax Exempt Form!

- Contracts are required anytime you are paying a company or an individual for a service.

- We can NEVER reimburse you if you pay for services with your own money! Don’t do it!

- W-9 forms are required for all payments to individuals.
How can I get extra help with SOFO related questions?

• Reach out to the Student Supervisors! sofostudentsupervisor@gmail.com

• Google Hangouts!

• Contact the office: 847-491-2328; sofo@northwestern.edu
Discussion/ Activity

- What are your strategies for managing your groups?
- What are your own methods for SOFO success?
- What have your biggest challenges been as officers?
- How can we be a better resource for your organizations?
Event Planning
Event Planning Timeline

Pre-Event Planning
6-8 Weeks

Step 1
Define Objectives

Step 2
Develop Strategic Plan

Step 3
Plan Logistics

Step 4
Finalize Logistics

Step 5
Day of the Event Checklist

Step 6
Post-Event Assessment
Pre-Event Planning

**Step 1**
**Define Objectives**
6-8 Weeks Prior to Event

Determine the goals/objectives of the event/program:
*What do you want your audience to walk away with?*
- To Inform
- To Educate
- Bring Awareness
- Call to Action
- To Entertain

**Step 2**
**Develop Strategy**
6 Weeks Prior to Event

Develop a strategic plan that addresses:
- What? *Define the event in less than 3 sentences*
- Who? *Act/ Speaker, Audience, Roles & Responsibilities*
- When? *Availability of speaker & venue*
- Where? *Venue*
- How? *Budget (ASG, Greek Council, Departments, Member Dues, Fundraising, etc.)*

**Step 3**
**Plan Logistics**
4-5 Weeks Prior to Event

Determine all necessary activities:
- Review and finalize contracts with Advisor & CSI
- Review plan of action with Advisor
- Order equipment & technology
- Make travel arrangements
- Develop marketing plan

**Step 4**
**Finalize Logistics**
3-4 Weeks Prior to Event

Execute final logistics:
- Schedule pre-production meeting
- Submit SOFO forms
- Review plan with members & advisor
- Delegate day of duties to members
- Operationalize media plan
- Finalize food
- Create day of checklist
### Pre-Event Planning

<table>
<thead>
<tr>
<th><strong>Step 1</strong></th>
<th><strong>Define Objectives</strong></th>
<th>6-8 Weeks Prior to Event</th>
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</thead>
<tbody>
<tr>
<td>Determine the goals/ objectives of the event/ program:</td>
<td></td>
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</tr>
<tr>
<td><em>What do you want your audience to walk away with?</em></td>
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<tr>
<td>• To Inform</td>
<td></td>
<td></td>
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<tr>
<td>• To Educate</td>
<td></td>
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<tr>
<td>• Bring Awareness</td>
<td></td>
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<tr>
<td>• Call to Action</td>
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<td></td>
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<tr>
<td>• To Entertain</td>
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<table>
<thead>
<tr>
<th><strong>Step 2</strong></th>
<th><strong>Develop Strategy</strong></th>
<th>6 Weeks Prior to Event</th>
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</thead>
<tbody>
<tr>
<td>Develop a strategic plan that addresses:</td>
<td></td>
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<tr>
<td>• What? <em>Define the event in less than 3 sentences</em></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Who? <em>Act/ Speaker, Audience, Roles &amp; Responsibilities</em></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• When? <em>Availability of speaker &amp; venue</em></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Where? <em>Venue</em></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• How? <em>Budget (ASG, Greek Council, Departments, Member Dues, Fundraising, etc.)</em></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Step 3</strong></th>
<th><strong>Plan Logistics</strong></th>
<th>4-5 Weeks Prior to Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>Determine all necessary activities:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Review and finalize contracts with Advisor &amp; CSI</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Review plan of action with Advisor</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Order equipment &amp; technology</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Make travel arrangements</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Develop marketing plan</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Step 4</strong></th>
<th><strong>Finalize Logistics</strong></th>
<th>3-4 Weeks Prior to Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>Execute final logistics:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Schedule pre-production meeting</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Submit SOFO forms</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Review plan with members &amp; advisor</td>
<td></td>
<td></td>
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<tr>
<td>• Delegate day of duties to members</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Operationalize media plan</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Finalize food</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Create day of checklist</td>
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</tr>
</tbody>
</table>

* Secure venue and budget before signing any contracts
### Step 1: Define Objectives
6-8 Weeks Prior to Event

Determine the goals/objectives of the event/program: *What do you want your audience to walk away with?*
- To Inform
- To Educate
- Bring Awareness
- Call to Action
- To Entertain

### Step 2: Develop Strategy
6 Weeks Prior to Event

Develop a strategic plan that addresses:
- **What?** Define the event in less than 3 sentences
- **Who?** *Act/Speaker, Audience, Roles & Responsibilities*
- **When?** Availability of speaker & venue
- **Where?** *Venue*
- **How?** *Budget (ASG, Greek Council, Departments, Member Dues, Fundraising, etc.)*

### Step 3: Plan Logistics
4-5 Weeks Prior to Event

Determine all necessary activities after venue is secured and budget in SOFO:
- Finalize contracts for Advisor review to be signed by CSI
- Review plan of action with Advisor
- Order equipment & technology
- Make travel arrangements
- Develop marketing plan*

*You cannot advertise until the speaker/performance contract is signed*

### Step 4: Finalize Logistics
3-4 Weeks Prior to Event

Execute final logistics:
- Schedule pre-production meeting
- Submit SOFO forms
- Review plan with members & advisor
- Delegate day of duties to members
- Operationalize media plan
- Finalize food
- Create day of checklist
Pre-Event Planning

**Step 1 Define Objectives**
6-8 Weeks Prior to Event

Determine the goals/objectives of the event/program:
*What do you want your audience to walk away with?*

- To Inform
- To Educate
- Bring Awareness
- Call to Action
- To Entertain

**Step 2 Develop Strategy**
6 Weeks Prior to Event

Develop a strategic plan that addresses:

- What? *Define the event in less than 3 sentences*
- Who? *Act/ Speaker, Audience, Roles & Responsibilities*
- When? *Availability of speaker & venue*
- Where? *Venue*
- How? *Budget (ASG, Greek Council, Departments, Member Dues, Fundraising, etc.)*

**Step 3 Plan Logistics**
4-5 Weeks Prior to Event

Determine all necessary activities:

- Review and finalize contracts with Advisor & CSI
- Review plan of action with Advisor
- Order equipment & technology
- Make travel arrangements
- Develop marketing plan

**Step 4 Finalize Logistics**
3-4 Weeks Prior to Event

Execute final logistics:

- Schedule pre-production meeting
- Submit SOFO forms: Request cash bag if you handling money to make change
- Review plan with members & advisor
- Delegate day of duties to members
- Operationalize media plan
- Finalize food (if any)
- Create day of checklist
Day of Event

**Step 5**
Day of Event Checklist

- Setup venue at least 1-3 hours before start time
- Check that all volunteers and members are doing assigned tasks
- Too often 1-2 people are doing 99% of the work
- Complete technology setup 1 hour before start time
- Setup check-in table or ticket collection
- Communicate with the “act” to begin on time
- Execute your program,
- Acknowledge (publicly) funders and co-sponsors

*Don’t forget to breathe when it’s all over*

**Step 6**
Post-Event Assessment

- Email post event survey to audience
- Write up Assessment
  - Collect audience attendance number
  - Determine if you achieved objectives/goals of event
  - Review post event survey: How did the audience rate your event?
  - Complete self evaluation: How well was the event executed? What could have gone better? What was out of your control?, etc.
  - Reconcile your finances: SOFO Account, Process reimbursements, ASG, etc.
- Send thank you notes to presenters, funders, co-sponsors
Step 5
Day of Event Checklist

- Setup venue at least 1-3 hours before start time
- Check that all volunteers and members are doing assigned tasks
- Too often 1-2 people are doing 99% of the work
- Complete technology setup 1 hour before start time
- Setup check-in table or ticket collection
- Communicate with the “act” to begin on time
- Execute your program,
- Acknowledge (publicly) funders and co-sponsors

Don’t forget to breathe when its all over

Step 6
Post-Event Assessment

- Email post event survey to audience
- Write up Assessment
  - Collect audience attendance number
  - Determine if you achieved objectives/goals of event
  - Review post event survey: How did the audience rate your event?
  - Complete self evaluation: How well was the event executed? What could have gone better? What was out of your control?, etc.
  - Reconcile your finances: SOFO Account, Process reimbursements, ASG, etc.
  - Send thank you notes to presenters, funders, co-sponsors
Discussion/ Activity
Contracts
Activity/ Discussion
Wrap Up
Thank you for participating in the Student Organization Symposium. Your feedback is highly appreciated and will help us to improve future trainings. Please take 5 minutes to complete this evaluation. Additionally, this will be used to track your attendance.

https://www.surveymonkey.com/s/P9KMFH3
Thank You!

Please join us in The Gathering Place (next to Food Court) where you’ll have an opportunity to meet with your AE/GE’s (if applicable) and Staff.