

PROGRAMMING

So, you're ready to start programming, but don't know where to begin? No problem, this section will walk you through the basics of planning, promoting and running an event. If you need help or have questions, don't ever hesitate to ask the Assistant Director! You'll also learn a little about what makes a good program and the philosophy of why we do what we do.

PROGRAMMING CHARACTERISTICS

In planning individual committee program offerings, and in evaluating the total scope of the activities being selected, the following characteristics of a program should be considered.

Quality

This should be considered in selection and in the manner in which the program is produced.

Accessibility

The time, location and date are selected with the public we serve in mind. The responsibility to be multi-dimensional is also important. Other things to consider include parking, night classes and facilities. **You must make a facilities use request via the online facilities Events Calendar at <http://apbrems.apsu.edu>! The earlier you do this, the better!**

Accountability

We are accountable to the public we serve for the decisions we make. We are financially accountable for handling funds ear-marked for specific ventures. We survey and evaluate to determine our level of accountability.

Balanced

Variety of acts, variety of formats, variety of locations. Consider the needs of the entire APSU Community!

Educational

Compliment the educational mission of APSU. Coordinate the educational mission with other educational departments/organizations and schools.

Entertainment

Programs are provided for leisure activity.

Cost Effective

Sound budgeting occurs and is evaluated on the basis of the total subsidy. Is the cost per person reasonable? Is the GPC getting its money's worth?

Improve the Environment

Enhance the quality of life of the APSU community.

Create Social Consciousness

Particular issues that are hot buttons at APSU, in Clarksville, the country and the world. Support social needs in these communities.

Innovative and Creative

Continually look for new and different ideas!

Multi-cultural

Responsive to the various cultures (i.e., African-American, GLBT, disabled, etc.) that make up the campus community.

Responsive to Change

Be aware that changes in population make up current interests.

Interdisciplinary or Collaborative

Work and co-sponsor with other groups and departments! Don't be afraid to ask for help!

Responsive to Community Interests

When the population offers input regarding programming, make an effort to take this into account and provide such activities.

Evaluate Programs

This helps us decide what works and what does not. It makes GPC more efficient in the long run.

PROGRAM PLANNING

1. Decide on what you will do. What kind of event will you hold? A movie? A performance? A lecture? A concert? A forum? Figure out how much it will cost. How much will the performer cost (this includes talent fee, travel and lodging)? Will you have food at your event? How much will that cost? How will you promote your event? Where will it be held? When you can answer all of these questions, you are ready to make a proposal to the GPC.
2. Make sure to plan ahead. Early planning means you'll be more likely to find a venue. Check the Facilities Events Calendar at <http://apbrems.apsu.edu> to see if the space you want is available. Always plan events *at least* a month in advance. This is especially important if your event includes paying talent. It takes about a month for a contract to be processed by APSU so that the performer gets paid on time. If it's closer than a month away, we might not be able to have a performer at the event.
3. Fill out a program proposal and submit it at a GPC meeting. If your proposal passes, we'll begin work.

4. Reserve your venue on the Facilities Events Calendar at <http://apbrems.apsu.edu>. There's a lot of info to enter here, but the Assistant Director can help you figure it all out.
5. Reserve anything you'll need from the Office of Student Life & Leadership (i.e., games, coolers, karaoke machine) with the SL&L secretary.
6. Give your proposal to the Assistant Director and make sure he/she has all the necessary details for taking care of any performance contracts or things that need to be purchased.
7. Give all of the necessary promotional information for your event to the Vice President of Public Relations. This includes the time, date, and location of your event, what you'll be doing (i.e., who will be performing, what movie you'll be showing) and any other pertinent info such as if there will be food or an admission fee. The VP of PR will then make your event's flier. This needs to be done early as well. All of our fliers need to be approved by the Office of Public Relations & Marketing (221-7459). It takes them about a week to approve a flier. Make sure you turn in your event information to the VP of PR three weeks in advance. This gives the VP of PR a week to make the flier, the Office of Public Relations and Marketing a week to review the flier, and you a week to promote your event.
8. Once you have your flier, you need to promote your event. Post fliers all over campus (see posting guidelines). Your fliers can also be made into table tents or posters. You need to start promoting your event a week in advance at least. Hype it to your friends and classmates. Don't be afraid to tell people more than once.
9. Make sure you have enough help to run your program. Some programs need only one or two people to run them... others need more. Decide how much help you'll need, and get members of your committee to be at the event. Other GPC execs can help and students from other organizations can help as well. Just ask.
10. If you're confused, worried or lost at any time in this process, never be afraid to ask for help. That's the Assistant Director's job.

RUNNING A PROGRAM

1. Get there early. At least an hour ahead of time. This gives you time to get everything you'll need together. Although facilities staff will take care of setting up audio/visual equipment, tables and chairs, everything else is up to you. Also, wear your GPC shirt, so everyone knows who's in charge.
2. If someone needs to get paid for your event (like paying a musician or paying for pizza delivery) make sure you've gotten the check or purchase order from the Assistant Director. You are responsible for returning a signed check stub or invoice as proof of payment to Student Life & Leadership. Give the performer the check when he/she arrives. Get your stub signed.
3. On the day of the event, make sure you have everything you'll need. If you need anything from the Office of Student Life & Leadership (i.e., games, coolers, karaoke machine), make sure to pick them up, or let an Office professional know that you'll need them so they can let you get them when you need them.

4. When your help arrives (tell them to arrive an hour to half an hour before the event begins) give them jobs to do. Does someone need to give out raffle tickets? Does someone need to help with the food?
5. Now your program will begin. Stay in the area to make sure everyone has what they need, but also enjoy the show. Above all, have a good time. This should be as fun for you as everyone else.
6. After the event, make sure you ask attendees to fill out surveys. These will help you figure out how well everything went. Alert a facilities building attendant that the program is over, so they can put up the equipment and lock the building. If there is a mess, like paper plates or cups, pick them up. Return anything that belongs to the Office of Student Life & Leadership (call the Assistant Director if you need someone to let you in). If there was a performer, ask them if they need any help getting packed up. **CONGRATULATIONS!** The event happened!
7. **IN CASE OF AN EMERGENCY!** What if something unforeseen happens at your event, like someone getting hurt or sick, or someone having a fight? Don't panic! Simply get on the closest phone and call Public Safety at 221-7786 (it's a smart idea to store this number in your cell phone). They will send a police officer out ASAP to handle the problem. If an ambulance needs to be called, they'll do it. Next, call the Assistant Director. It doesn't matter what time it is. If he/she needs to come out to campus, they'll do it.

THE DAY AFTER THE PROGRAM

1. Make sure you turn in any invoices or check stubs to the Assistant Director or the Student Life & Leadership secretary.
2. Turn your event evaluation and any other paperwork in to the Assistant Director.
3. Make sure any loose ends are tied up, and anything you've used from the office is returned and in its correct location.
4. If you were rendered a free service by anyone for your event, it's a good idea to write him or her a thank you note.
5. Feel good about a job well done!