

GENERAL PROGRAM PLANNING CHECKLIST FOR ADVISORS

Over the course of time, your student organization will most likely plan a program of some kind. Programs can range from social to educational, for a cause or simply for fun. When planning a program, there are many factors to consider:

The who, what, when, where, why, and how factors:

WHY?

What is the purpose of our program? What are our goals? Why are we doing this? How does this program support the vision and scope of our group?

WHO IS INVOLVED?

Who will be involved with planning and implementing the program (President, Vice President, Social Chair, etc.)? Are committees appropriate and who will be on them? Who needs to approve the program?

WHAT -- DESCRIPTION OF THE PROGRAM

What will the program accomplish? Is it necessary? What is your target population (immediate community, local community, city, etc.)? How many people do you estimate attending?

WHAT ARE THE COSTS INVOLVED WITH THE PROGRAM?

Consider food, supplies, advertising, tickets, prizes, transportation off campus, etc. Should the program be cosponsored with another group?

WHEN WILL THE PROGRAM HAPPEN?

Does the date conflict with major exams, holidays, or other important events around campus?

WHERE WILL THE PROGRAM BE HELD?

Locations include Student Center, outdoor spaces such as Lynn Eusan Park, Butler Plaza, off-campus sites, etc.

HOW WILL PEOPLE KNOW ABOUT THE PROGRAM?

What needs to be done to advertise the program— posters, e-mail, personal contact? When does the advertising need to go out? Who will be in charge of coordinating the marketing?

HAVE YOU CONSIDERED THE FOLLOWING?

Gender bias and gender-neutral language; religious backgrounds, rituals and traditions; diverse racial and/or ethnic populations; needs of students with disabilities; economic limitations faced by some residents; heterosexual bias and diverse sexual orientations.