Planning a Program

Checklist: Seven Steps to Program Planning

Program Needs, Assessment, and Ideas:
- Who are we programming for?
- What are that population’s interests and needs?
- How can we come up with new ideas?

Rationale for the Program:
- Why are we doing this program?
- What is its purpose

Organization of Tasks:
- What has to be done in order for this program to take place?

Get Help:
- DELEGATE!

Resources Available and Contacted:
- What are the programming resources available to us?
- Have we contacted appropriate people/officers?

Advertise:
- How will others be informed of our program?
- Have we used unique, creative and effective advertising methods?

Management:
- BEFORE, DURING, AND AFTER THE PROGRAM…
- Has everything been done?
- Evaluate—How did it go? How could we have done it better?

It’s also important to KNOW YOUR RESOURCES. The Office for Campus Life oversees the majority of campus programming, so be sure to stop by or call with any questions you may have about planning an event. We can give you helpful advice, serve as a resource for outside vendors, DJs and entertainment agencies, as well as serve as a liaison to other campus resources.
**Program Planning Tips**

Effective event planning should begin no later than 6 weeks prior to the day of the program. This should provide ample time to develop and promote your event.

One of the roles of the Office for Campus Life is to assist student organizations with the planning and implementation of programs and events for the benefit of organization members and the Tufts community. The OCL does this by facilitating the use of university facilities and services for student organizations and by advising student leaders during the planning stages of programming.

Planning a successful program is a choice and a decision to serve others. Questions to be asked: Who is the program for? What needs are being met? How will the desired result be achieved? To be an effective programmer, one must answer these questions thoughtfully.

**Volunteers:**
Make sure you have enough “people power” to help set up, facilitate the event and clean up. Be sure that volunteers are clear on their responsibilities and expectations. Delegate enough responsibilities so that as the leader, you are free to oversee the event and to solve problems as they arise.

**Cleaning Up:**
Once the event is over, it is your responsibility to ensure that the facility is returned to its original condition. You are responsible for coordinating volunteers to complete clean up. Should you anticipate needing extra support, you may send an IDR to Facilities. *(unless the event is held in Dewick or Hotung, in which case the Event Staff would be used).* For any space, the removal of signs and decorations put up by the hosting student organization is the responsibility of that group.

**Unexpected Occurrences:**
No matter how much you plan, a few unexpected problems may occur. The following may facilitate a quicker resolution:

- Have a telephone list. This should include a list of volunteers, agents, performers, campus police, etc.
- Have volunteers assigned as “runners” to assist in problems that can only be resolved away from the event site.
- Know your resources: Make sure you introduce yourself to the agents, managers, facility or building manager, campus police, etc.