

**Ventura College – Office of Student Activities**

**Event Planning Basics**

Student-driven events are pivotal to the success of Student Activities at Ventura College. Below are a few tips to help guide you through the process of planning for an event.

* Why, What, Who, When, Where, and How??????

Asking yourself these questions will provide you with a great jumping off point for planning your event.

* + WHY are you planning this event? Is it something fun? Informational? Both?! This is important to do FIRST.
	+ WHAT type of activity you are looking to have? (A fair, a speaker, a concert?) Brainstorm to figure out what your ideal event would be. (What would it look like if it were wildly successful?)
	+ WHO the event is for? (Freshmen, night students, all students, etc.)
	+ WHEN would you like to have your activity? Is it something that is date specific? (Constitution Day, Valentine’s Day, Etc.) Or is the date of the actual event more flexible? What else is going on when you are looking to have your event? (Holidays, finals, other events?)
	+ WHERE do you envision the event taking place?
	+ HOW are you going to make all this happen??? Do you have the money for it? What are the important action steps that need to be taken? (Who is going to do what and by when?)
* Establish a Timeline

When you have an idea of what date you would like to have your event, establish an outline that will allow you to meet any necessary deadlines. Below are the key steps that are required for planning an event on campus.

2 weeks out:

* + Requisitions – The District says that it can take up to two weeks to process the spending of money from College accounts
	+ Facility Reservations – This is the minimum amount of time you will want to allow to reserve rooms & outdoor space on campus, although if you know the space you want to use you should definitely reserve it sooner. Facility reservations are first come, first serve.
	+ Travel Forms – If you are planning travel, you (and your advisor) should have the appropriate travel forms ready to be approved by Administration.
	+ Publicity – At this point, you should really be hitting your final push. Be sure to utilize the campus kiosks, email, and social media.

4 weeks out:

* + ASVC funding approval – For ASVC approval, you will need to contact the ASVC President to get on the agenda at a Tuesday meeting by the Thursday prior to that meeting. Then present the details of your event as well as the costs to the ASVC Board. After that meeting, your proposal will be referred to the ASVC Finance & Budget Committee to determine if it is fiscally responsible for ASVC to contribute. At the following Tuesday meeting the F&B Committee will make its recommendation and the ASVC Board will vote on the approval of the funding.
	+ Publicity – Create flyers that you can post on the kiosks around campus. You will need to have all original flyers approved by the Student Activities Office prior to posting. You should also draft an email that you can send to students in other clubs & organizations in order to get the word out about your event. Social media (Facebook, Twitter, etc.) can be extremely helpful in getting information about your event out to a large number of students.

6 weeks out & beyond:

* + Brainstorm – Meet with other students & staff to talk about ideas for your events. This will help you to get feedback about your own ideas as well as add input from others to make your event better.
	+ Administrative approval – Some larger events (especially those that have not been done before) may require approval from College Administration. It is important that you get this approval prior to advertising the event or spending any money. While the administration at Ventura College is very open to new events, they want to be sure that the events are safe and conducive to an educational environment. Please speak with the Student Activities Specialist for guidance as to how (and if it is necessary) to seek Administrative approval.
* Supplies & Personnel
	+ Walk through the event in your mind and try to see all the details. What supplies will you need during your event? What kind of assistance will you need as far as staffing the event is concerned? Make sure that you have all your bases covered so that everything runs smoothly on the day of your event.

If you have any questions about planning your event, please contact the Student Activities Specialist, Rick Trevino, at (805) 654-6487 or by email, rtrevino@vcccd.edu.