

EDL 281: Event Planning & Leadership

(2 credits)

Mondays, 2pm-3:50pm

CSIL Conference Room, Student Union Memorial Center 412

Instructor:

Course Overview:

The Event Planning and Leadership Course is designed to educate students on the variety of aspects involved in large-scale event planning including creating a strategic plan and vision for the event, understanding various marketing strategies, budget management, networking, conference design, public speaking, and assessment. This course will prepare students to work effectively with teams through shared power and motivation and expose them to a greater understanding of both the structural and interpersonal aspects of leadership through event planning.

Course Objectives:

The Event Planning and Leadership Course offers students an opportunity to apply their leadership skills and styles through the art of large-scale event planning while preparing for the annual National Collegiate Leadership Conference.

Specific Learning Objectives:

- Students will learn to articulate organizational values, mission, and vision as it applies to event planning.
- Students will understand the structural aspects of event planning including design, operations, and staffing patterns.
- Students will learn about organizational budget management and the financial process of conference planning including sponsorships, revenue generation, and working with fundraising boards.
- Student will understand a variety of marketing strategies including publicity and promotions.
- Students will develop an expanded understanding of diversity as it applies to large-scale planning including aspects of needs assessments, intentional and inclusive program planning, and accessibility.
- Students will enhance their written and oral communication skills through critical and analytical writing, out-of-class assignments, and class presentations.

Required Course Materials:

- All readings will be available on OrgSync.

Using OrgSync (If you already have an OrgSync account, skip to step 7):

1. Go to www.orgsync.com
2. Click on "Register" at the top of the page
3. Choose University of Arizona Leadership Programs by clicking the "register" button to the right
4. Fill out the registration form and all the required fields on both pages and click Submit
5. Find the listing for "University of Arizona Leadership Programs"
6. Click on "Register." To the right
7. Fill out the registration form and all the required fields on both pages and click Submit
8. Then go to "Leadership Courses for Credit" and click "Join"
9. The password is: XXXXXXXXXX
10. Once you have joined and the instructor has associated you with the course (could take up to 24 hours), you can use OrgSync to get to the readings.
11. Login into to your OrgSync account.
12. Scroll over "Organizations" on the top toolbar and go down and click on "Courses."
13. Click on "Files" on the left toolbar.
14. This will bring you to the courses page in which you will need to click on EDL 281.

15. Scroll down through the course readings-they are listed alphabetically by author. Click on the reading from this page. Note: The readings may extend to the next page.

Course Policies:

General Course Policies

- Students are expected to turn off their cell phones and iPods during class. Texting during class or having your cell phone ring or vibrate during class may result in a loss of attendance points for the class session and being asked to leave class for that session.
- Laptops may only be used with permission of the instructor at times that warrant laptop use (ex. activity researching information online or to take notes for the group). Laptops must be off and closed during class discussions, presentations from students, and activities not needing a laptop. Failure to follow this policy may result in a loss of attendance points for the class session and being asked to leave class for that session.
- Information contained in the course syllabus, other than the grade and absence policies, may be subject to change with reasonable advance notice, as deemed appropriate by the instructor.

Attendance

A key learning tool for this class is weekly participation in discussions and exercises. It is important that students attend class, and actively participate in all class discussions, exercises and special outside activities.

- Students are permitted 2 absences for the semester. Each absence beyond two, regardless of the reason, will result in the student's final grade being lowered by 5%.
- Students who are late to class or leave early will accumulate partial absences that will be counted towards the total absences.
- Students who are absent are responsible for materials covered during their absence, and are required to complete and submit course assignments either in person or via e-mail on or before the class time on their due date.
- Students who have class on a religious holiday and need to miss class to observe this holiday may do so if they notify the instructor at least 2 weeks in advance of the absence.
- Absences pre-approved by the UA Dean of Students (or Dean's designee) will be honored.
- To be fair to every student, these policies will be adhered to strictly without exception.

Special Needs

If you anticipate issues related to the format or requirements of this course, please meet with me. I would like us to discuss ways to ensure your full participation in the course. If you determine that formal, disability-related accommodations are necessary, it is very important that you be registered with Disability Resources (621-3268; drc.arizona.edu) and that you notify me of your eligibility for reasonable accommodations. We can then plan how best to coordinate your accommodations.

Academic Dishonesty

The University of Arizona observes a Code of Academic Integrity, which demands that all material submitted by a student is the student's own work. This also pertains to a student doing his/her own work on all tests and quizzes. Failure to comply with this code will result in disciplinary sanctions. A complete copy of this code is available from the Office of the Dean of Students or the Committee on Academic Integrity.

Threatening Behavior

Threatening Behavior is prohibited. "Threatening behavior" means any statement, communication, conduct or gesture, including those in written form, directed toward any member of the University community that causes a reasonable apprehension of physical harm to a person or property. A student can be guilty of threatening behavior even if the person who is the object of the threat does not observe or receive it, so long as a reasonable person would interpret the maker's statement, communication, conduct or gesture as a serious expression of intent to physically harm.

Assignments

Assignments are due on the date listed on the syllabus and are due at the start of the class session. Assignments submitted after the start of class will be considered late. Late assignments will be accepted with a 10% reduction for each day the assignment is late. By definition, this means that late work is not accepted after it is 10 days late. For the purposes of this policy, "one day" begins at 2:00 pm (the start time of class) and ends at 1:59 pm the following day.

Reflection Questions (100 points)

Throughout the course, you will be required to complete various readings related to large scale event planning and leadership. At the start of each class in which there is a reading due, you will be given 10 minutes to respond to a reflection question related to the readings for the day to help you make connections between the readings and the process of coordinating a large scale event. These will be at the beginning of class and cannot be made up. There will be 13 reflection questions, each worth 10 points; however, reflection questions will only be graded out of 100 points. Therefore, it is possible to accumulate up to 30 extra credit points by doing all 13 reflection questions; on the other hand, it is possible to miss three of them without impacting your final grade.

Event Critique (30 points)

For this assignment, you will need to attend an event of your choice. Your assignment is to analyze the event from both a participant's perspective and an event planner's perspective. What are the observations you have about this event based on both perspectives? What are some strategies that seem effective from an event planner's point of view? How would you assess the success of this event from a participant point of view? Consider observing aspects such as organization, flow, facilitation/speaking, timing, cost, atmosphere/setting, logistics, and purpose. You will need to write a 3-4 page paper discussing the experience and analyzing the event in regard to the above concepts. Due: September 19.

One Minute Commercial (30 points)

You will be given a worksheet to help you develop your One Minute Commercial. You will be responsible for completing the worksheet, typing a script of your One Minute Commercial, and delivering your commercial in class on the due date. Due: September 26.

Strategic Plan (50 points)

For your Strategic Plan, you will focus solely on your individual position within the conference planning committee. Your strategic plan should be typed and presented in a professional format on the due date. In addition, you will have 3 minutes in class on the day of the due date to present your strategic plan to the class. Due: October 3. Your Strategic Plan should include all of the following components:

- Executive Summary
- Description of your position and how it relates to the overall organization
- Mission and Vision Statements for your position
- At least 3 goals for your position. Each goal should be written to be SMART and should be accompanied by:
 - At least 3 action-oriented initiatives that will be needed to accomplish the goal
 - A timeline for goal completion
 - Potential barriers to goal completion
 - A strategy for goal completion, including how barriers will be mitigated
- A summary of how the budget for your position will be utilized appropriately to achieve your goals
- A plan to assess your progress

Letter of Interest (20 points)

You will write a Letter of Interest in response to a press release announcing available grant money. Your Letter of Interest should adhere to all of the guidelines listed in the press release and must convince the grant making board that your need is worth requesting a full proposal. Due: October 17.

Grant Proposal and Presentation (80 points)

After getting your Letter of Interest approved, you are to write a proposal according to the grant guidelines. In addition, you will prepare a presentation to the funding board. You will have exactly 2 minutes to set up, 7 minutes to present your proposal, and 3 minutes for questions from the fundraising board. You should bring enough copies of your proposal and any additional handouts for the entire class as well as the funding board. Due: November 7.

Evaluation Design (40 points)

Based on information given in class, you are to design an evaluation for some aspect of your positional responsibilities. You will need to determine first what needs to be measured and why, giving a case statement as to why you chose to measure this area. Then, you will need to select a type of evaluation that would be most appropriate to measure what you selected to assess. Finally, you are to design the evaluation itself-survey questions, interview questions, statistics to gather, etc. and how you plan to implement the evaluation. Due December 5.

Final Exam (200 points)

There are two parts to the final. First, you will have a fill in the blank and short essay question portion addressing all the components covered in event planning. You will be responsible for all the information covered in class and through class readings. The second portion of the final will be a longer written portion. For this, you may bring your laptop to class to type your response.

Held December 9 3:30-5:30pm.

Please note: This is the official exam period for this class as determined by the university and will be the only time this exam is offered. Students are expected to make end of the semester study and travel arrangements based on their exams.

Point Distribution and Grading Standards

Assignments & Point Values (Total=550 points)

Reflection Question Responses	100 points
Event Critique	30 points
One Minute Commercial	30 points
Strategic Plan	50 points
Letter of Inquiry	20 points
Grant Proposal and Presentation	80 points
Evaluation Design	40 points
Final Exam	200 points

Aside from the possible 30 points of extra credit for reflection questions, there will be no opportunities for extra credit.

Grade Scale

A = 495-550

B = 440-494.99

C = 385-439.99

D = 330-384.99

E = < 330

Event Planning & Leadership

Readings should be completed before the class that they are listed under.

Week 1 August 22 Introduction to Course

Week 2 August 29 Theoretical Foundations in Leadership

Council for the Advancement of Standards in Higher Education (CAS). (2001). CAS standards for student leadership development. CAS standards and guidelines for student services/development programs. Washington, DC: Council for the Advancement of Standards in Higher Education.
Eich, D. (2005). Developing a quality leadership retreat or conference. College Park, MD: National Clearinghouse for Leadership Programs, pp. 6-25.

Week 3 September 5 Labor Day – No Class

Week 4 September 12 Needs Assessment & Conference Planning

Armstrong, J. (2001). Understanding the four phases of event planning. Planning special events (pp. 9-11). San Francisco, CA: Jossey-Bass, Inc.
Eich, D. (2005). Developing a quality leadership retreat or conference. College Park, MD: National Clearinghouse for Leadership Programs, pp. 61-69.

Week 5 September 19 Strategic Planning for Large Scale Events

Armstrong, J. (2001). Planning and managing to achieve your goals. Planning special events (pp. 37-44). San Francisco, CA: Jossey-Bass, Inc.
Dodson, D. (1992). The purpose: How to develop realistic objectives. How to put on a great conference: A straightforward, friendly, and practical guide (pp. 17-23). Santa Fe, NM: Adolfo Street Publications.
Kouzes, J. & Posner, R. (2003). Commitment number 3: Envision an uplifting and ennobling future. The leadership challenge (3rd ed.) (pp. 112-119). San Francisco, CA: Jossey-Bass, Inc.

Event Critique due

Week 6 September 26 Professionalism and Public Speaking

Koch, A. (2003). Delivering your speech. Speaking with a purpose (6th ed.). Boston, MA: Allyn & Bacon.
Orman, M. (2002). How to conquer public speaking fear. Retrieved June 14, 2006 from <http://www.stresscure.com/jobstress/speak.html>

One Minute Commercial Worksheet and Script due A/V Requests for Strategic Plan Presentations due

Week 7 October 3 Cost-Benefit Analysis and Event Budgeting

Dodson, D. (1992). The money: How to set registration fees. How to put on a great conference: A straightforward, friendly, and practical guide (pp. 72-78). Santa Fe, NM: Adolfo Street Publications.

Strategic Plan due

Week 8 October 10 Resource Development

Dodson, D. (1992). The resources: How to get what you need. How to put on a great conference: A straightforward, friendly, and practical guide (pp. 111-117). Santa Fe, NM: Adolfo Street Publications.
Schaff, T. & Schaff, D. (1999). The fundraising planner: A working model for raising the dollars you need. San Francisco, CA: Jossey-Bass, Inc. Adapted from and retrieved August 7, 2008 from <http://philanthropy.com/bookshelf/fundraising/schaff.htm>

Week 9 October 17 Negotiating & Contracting

Concert Ideas, Inc. (2000). The power of the red pen.
Dodson, D. (1992). The star: How to find great speakers. How to put on a great conference: A straightforward, friendly, and practical guide (pp. 54-61). Santa Fe, NM: Adolfo Street Publications.
National Association for Campus Activities. (n.d.). Purchasing and contracting entertainment. Programmer's Handbook (pp. 68-72). Columbia, SC: National Association for Campus Activities.

Thompson, L. (2008). The truth about negotiations (Introduction and Truths 3, 6, 9-14, 16, 34-37, 47, and 50). Upper Saddle River, NJ: Pearson Education, Inc. Note: This reading is in two parts on OrgSync.

Letter of Interest due

Week 10 October 24 Publicity, Promotions, and Marketing Design

Armstrong, J. (2001). Creating compelling promotional materials. Planning special events (pp. 115-125). San Francisco, CA: Jossey-Bass, Inc.

Washko, T. (2003). The definition of marketing. Retrieved July 9, 2004 from <http://www.webpronews.com>

Week 11 October 31 Operations

Dodson, D. (1992). The registration: How to sign up your participants. How to put on a great conference: A straightforward, friendly, and practical guide (pp. 86-92). Santa Fe, NM: Adolfo Street Publications.

Dodson, D. (1992). The room: How to find good facilities. How to put on a great conference: A straightforward, friendly, and practical guide (pp. 34-47). Santa Fe, NM: Adolfo Street Publications.

Dodson, D. (1992). The set up: How to arrange your meeting rooms. How to put on a great conference: A straightforward, friendly, and practical guide (pp. 48-53). Santa Fe, NM: Adolfo Street Publications.

Week 12 November 7 Grant Proposal Presentations

NOTE: This class session will be held in the Presidio Room. The room will be equipped with a laptop and projector.

Grant Proposal and Presentation due

Week 13 November 14 Universal Design and Sustainability

Story, M. F. (2001). Principles of universal design. In E. Ostroff (Ed.), Universal design handbook. New York, NY: McGraw-Hill.

Week 14 November 21 Risk Management, Liability, and the Law

Armstrong, J. (2001). Handling surprises and contingencies. Planning special events (pp. 151-155). San Francisco, CA: Jossey-Bass, Inc.

Week 15 November 28 Program Evaluation

Dodson, D. (1992). The applause: How to get useful and honest feedback. How to put on a great conference: A straightforward, friendly, and practical guide (pp. 101-110). Santa Fe, NM: Adolfo Street Publications.

Eich, D. (2005). Developing a quality leadership retreat or conference. College Park, MD: National Clearinghouse for Leadership Programs, pp. 55-56.

Week 16 December 5 Wrapping Up and Planning for the Future

Armstrong, J. (2001). Thanking, acknowledging, and reporting. Planning special events (pp. 157-169). San Francisco, CA: Jossey-Bass, Inc.

Evaluation Design due

Week 17 December 9 Final Exam

3:30-5:30pm In-class final

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