NUTS AND BOLTS OF PROGRAMMING

I. ASSESS NEEDS AND INTERESTS
   A. Interest survey
   B. Informal group discussions
   C. Questionnaire
   D. Suggestion box
   E. Bulletin board/bathroom wall suggestions

II. DEVELOP A PURPOSE
   A. Identify objective and formulate rationale for program
   B. What do you hope to accomplish?
   C. What needs will be satisfied?

III. DEVELOP PROGRAM IDEAS
   A. Brainstorm possibilities
   B. Expand your thoughts and ideas
   C. Sort through ideas and evaluate
   D. Decide

IV. SCHEDULING/TIMING
   A. Check for availability of facilities
   B. Check to see what other programs are going on to avoid conflicts
   C. Good time of year/week/day?

V. FUNDING
   A. Develop preliminary budget
      1. price items
      2. hidden costs (napkins, tips, set up fee, rentals, hospitality)
   B. Request funds from outside sources
   C. Identify who will be responsible for spending/paperwork/accountability

VI. PUBLICITY
   A. Identify who is responsible
   B. Identify your target audience
   C. Determine types of community and campus resources available
   D. Determine types of publicity

VII. LOGISTICS
   A. Determine special needs
      1. Equipment
      2. Set up
      3. Entertainment (technical, hospitality)
      4. Food
      5. Decorations
B. Confirm any outside presenters/resources/technical needs
   1. Confirm in writing
   2. Confirm in timely manner
   3. Arrange to meet them/give them directions
   4. Hotel reservations
C. At the Event
   1. Set up facilities
   2. Pick up equipment
   3. Decorations
D. After the Event
   1. Clean up
   2. Return equipment
   3. Send thank you notes
   4. Appreciate the hard work!

VIII. EVALUATION
   What went right? What didn’t? What would you do differently? Complete a program report for next year’s group

**Well-rounded programs have:**
1. Appropriate facilities       6. Understanding consistency
   – who
2. Commitment                    7. Resources (human, material, physical)
   who your audience is.
3. Effective scheduling
4. Effective budgeting
5. Effective advertising
6. Enthusiasm