

FCSC 297b: Event Planning and Leadership

Course Syllabus

(2 credits/graded)

Fridays, 10am-11:50am

Instructors:

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Office hours by appointment

Course Overview:

The Event Planning and Leadership Course is designed to train students involved as an executive board and as committee chairs and in leadership positions with the University Activities Board (UAB). This course will prepare those on the general board with working with teams, marketing strategies, budget management, collaboration, vision, and program planning.

Course Objectives:

The Event Planning and Leadership Course offers students an opportunity to apply, build upon, improve and reflect on their personal leadership skills and styles. The course is designed to help students learn the art of program planning while serving on the University Activities Board.

Specific Learning Objectives:

- Students will learn to articulate values, mission, and vision as it applies to program planning
- Students will understand the structural aspects of program planning including design, operations, and staffing patterns (recruitment and retention)
- Students will learn about budget management and the financial process of program planning including sponsorships, revenue generation, and working with fundraising boards
- Student will understand a variety of marketing strategies including publicity and promotions
- Students will have the opportunity to maximize and reflect on group work experience
- Students will develop an expanded awareness of diversity as it applies to large-scale planning including aspects of needs assessments intentional program planning, and ethical decision making
- Students will enhance their leadership and organizational skills through working with others and through the overall program planning process
- Students will enhance their written and oral communication skills through reflective writing, out-of-class assignments, and class presentations.

Required Course Materials:

1. TEXTBOOK: The Programmer's Handbook. NACA Publication.

Provided

2. 1 inch 3 ring binder for class materials

Additional reading assignments will be posted on e reserves

Course Format:

This course is very interactive and will require students to take concepts and ideas around elements of program planning and apply them to their respective committees and executive positions.

Course Policies:***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. **All absences will result in an automatic loss of points from the student's overall grade unless excused by instructors.** Tardiness will also be monitored and consistent tardiness will be addressed individually with students whom are having difficulty with this requirement and will result in deduction of participation points.

The following guidelines also apply:

- Attendance in this course is required and worth ten (10) points for each class period the student attends in its entirety. In the case of absences, the following guidelines apply: the first absence, ten (10) points will be lost; the second absence ten (10) points will be lost; and fifteen (15) points will be subtracted for the third absence, and twenty (20) points each for any absence that follows.
- Students who are absent are expected to be 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.

Special Needs

Students needing special accommodations or special services should contact the Disability Resource Center (<http://drc.arizona.edu>) and/or the SALT Center (<http://www.salt.arizona.edu>). Students with disabilities who require reasonable accommodations to fully participate in course activities or meet course requirements must register with the Disability Resource Center (DRC). If you qualify for services through DRC, please bring your letter of accommodation to either Ginger or Chrissy as soon as possible.

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 beginning of class. **No late assignments will be accepted.**

Executive Reports (10 points each)

Several times throughout the semester, each student is required to turn in an executive report to reflect both a culmination of goals, events, actions, and strategies for that time period as well as an element of reflection in regard to working with groups and personal development through project management. Each report is to be 2-3 pages in length and typed and should include the following information.

- Committee goals set for this time period and a discussion of progress toward these goals
- Personal goals set for this time period and a discussion of progress toward these goals
- Action items completed
- Meeting summaries with committee, advisor, or outside organizations including a personal reflection of the meeting with any questions or follow-up needed
 - Please provide a self-assessment on your facilitation of the meeting (if you facilitated), anything you would change about your facilitation or the process of the meeting, conflict that arose and how you handled it, and anything you would like to change for your next meeting.
- Goals for the next two weeks and actions you plan to take toward achieving your goals
- Examples of how you have fulfilled your role as a leader within the committee/organization
- Challenges you are having/assistance you need

Facilitation Observation Analysis (20 points)

You are to attend a meeting (Union administrative meeting) of your choice to assess the meeting in terms of effective meeting facilitation. Please provide a thorough account describing and evaluating facilitation components such as meeting environment/space, facilitation preparation, organization, inclusivity and empowerment of members, ability to address arising conflict, engaging the disengaged, shared vision, community development, meeting closure, and other observations you may have had. You will need to write a 3-4 page paper discussing the meeting experience and analyzing the meeting facilitation in regard to the above concepts (described further in class).

Vision Statement (20 points)

Each student will create a vision statement based on the goals of either his/her position or his/her committee for UAB. This vision should complement the overall UAB vision but be specific to what the short-term and long-term vision of the position or committee is. You will need to incorporate effective visioning techniques and strategies as learned in class to your vision.

Strategic Plan (30 points)

Each student will create a strategic plan for his/her position or committee. The strategic plan should be typed and presented in a professional format on the due date. Each student will present his or her plan to the committee on the due date and will have 3-5 minutes to do so. The strategic plan needs to address the following areas.

- Brief overview of vision
- Purpose your position or committee serves within UAB
- 5 goals for your position/committee

- For each goal, list at least 3 action-oriented initiatives you or your committee will need to do to accomplish that goal
- Timeline for goal completion
- Strategies for effectively and efficiently completing your plan
- Outline of committee/position budget in accordance with goals, initiatives, and strategies

Case Study Analysis (20 points)

You will be given a case study in class about an issue that may arise regarding program planning. This may be related to the program planning process or the Union administration. You are to analyze it and determine the best way to handle the situation based on what we covered in class. This analysis should be in the form of a 3-4-page paper discussing what the problem(s) are, what the potential solutions are, and how you would go about implementing a solution with a discussion on the risks or disadvantages involved with your solution. Finally, discuss why you approached the situation as you did. Please cite references to literature used, laws, policies, and other information assisting you with this case study.

Fund Management (30 points)

Based on either the vision of UAB in general or based on the vision of you're position or committee, determine needs that could be fulfilled by a sponsorship initiative. This could include any type of fundraising activity, soliciting donations of either money or goods, or other creative means of generating revenue. For your project, you are to write a 3-5-page proposal that discusses the need you are trying to find sponsorship for as well as a thorough description of your idea. You should research and find out what steps you would need to take to actually perform this initiative. This includes any university policies specific to your proposal, understanding how your target organization allocates money, and anything specific that is required of your plan.

In addition to writing the proposal, you are to create a 10-minute presentation to the class and Arizona Student Unions Senior Management whom may chose to adopt your idea as an initiative to raise money for UAB. Each student is to receive a copy of your proposal for the presentations. Sign-ups for presentation and project due date will be done in class prior to the due dates.

Reflection Report (20 points)

Your semester report should be a culmination of all projects and endeavors you and your committee have taken on and accomplished this semester. You should include a 3-5 page typed write-up of the following information.

- Overview of semester goals and a progress report for each goal
- Strategies used and successes and drawbacks of your strategies
- Future projects and timeline for project completion
- Personal reflection on areas of strengths and weaknesses in program coordination/organization, ability to serve on a team, facilitation skills, follow-through with project completion, and innovation/creativity

Point Distribution and Grading Standards

Assignments & Point Values (Total=320 points)

Class Participation/Attendance	130 points
Executive Reports	10 points each (5 reports)=50 points
Facilitation Observation Analysis	20 points
Vision Statement	20 points
Strategic Plan	20 points, 10 points for presentation
Case Study Analysis	20 points
Fund Management Project	20 points for project, 10 points for presentation
Reflection Report	20 points

Grade Scale

A	=	288-320
B	=	256-287
C	=	224-255
D	=	192-223
E	=	< 192

Program Planning

Unit 1: An Introduction to Self and Team Leadership

Week	Date	In-Class	Due
1	August 26	Introduction to Course Pre-Test Effective meetings Recruitment and Retention Five Languages	
2	September 2	Working with Groups Hazing Understanding conflict Empowerment and delegation <i>Operations and PSU at 11:15 followed by lunch</i> Group development/facilitation Energizers/icebreaker demo	NACA Chapter 1 Kouzes & Posner Wheatley

Unit 2: Elements of Program Planning-The Structure

3	September 9	Event Planning Overview Event planning models Understanding the target audience Checklists Inclusive programming	NACA Chapters 3 & 5 Summary report #1
4	September 16	Budgeting Policies and procedures of budgets Cost-benefit analyses <i>Mattson, Waters and Shiba</i>	NACA Chapters 2 & 4
5	September 23	Vision Relational Leadership Model Setting goals and objectives Formulating a large-scale vision	NACA Chapter 7 Fink
5	September 30	Developing the Structure Creating a strategic plan Formulating a timeline	Read assigned portion of Union Strategic plan Case Study Due Summary Report #2

Unit 3: Elements of Program Planning-Behind the Scenes

7	October 7	Operations Facilities, vehicles, access Strategic Plan presentations UA policy <i>Leith & DeStefanis</i>	NACA Chapter 11 Vision Due
8	October 14	College Unions History/Scrapbooks Purpose Programming Board Role <i>Adams, Shiba, Adams-Riester</i>	NACA Chapter 8 Read Commuter Survey
9	October 21	Fund Management Forms Contracting Fundraising and Sponsorships	NACA Chapter 9 Summary Report #3 Strategic Plan due
10	October 28	Marketing Publicity and promotions <i>Harrison</i>	NACA Chapter 10
11	November 4	Risk Management Safety and liability Contingency planning FERPA and other policies/laws <i>Wagner</i>	FERPA excerpt UA policy Facilitation Observation Due Summary Report #4

Unit 4: Program Planning-Reflection			
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12	November 11	NO CLASS –Veterans Day	
13	November 18	Assessment, Reflection & Renewal Designing Assessment- <i>Gasser</i> Acknowledgements	NACA Chapter 12
14	November 25	NO CLASS- THANKSGIVING	
15	December 2	Fundraising Presentations	Reflection Report Due
16	December 9	Fundraising Presentations	Summary Report #5