**HEAL 279:Event Planning and Leadership**

Course Syllabus

Fall 2010

CRN 12101

(3 credits/graded)

Mon/ Wed, 3:30pm-4:50pm

Instructors:

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Student Life Center

(719) 587-8191

Office hours by appointment

**Course Overview**:

The Event Planning and Leadership course is designed to train students involved in leadership positions and event planning with Adams State College (ASC). This course will prepare those responsible for planning and implementing events to begin 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. This course integrates practical/ experiential work with academic work. The course is designed to help students learn the art of program planning while serving in positions responsible for events on campus.

**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**:

TEXTBOOK:

Allen, J. (2009). *Event Planning: The Ultimate Guide To Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives and Other Special Events*. Wiley; 2 edition 978-0470155745

The Programmer’s Handbook. NACA Publication. (e-book provided for free)

1 inch 3 ring binder for class materials

Add'l Resources

<http://www.svcc.edu/UserMenu/current/studentactivities/leadership/event-plan.html>

<http://www.recreationprogramming.com/edition5/ProgramDevelopment.pdf>

Additional reading assignments will be posted on WebCT:

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 five (5) points for each class period the student attends in its entirety. In the case of absences, the following guidelines apply: the first absence, five (5) 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 Disability Services (<http://www.adams.edu/ada/> ). Students with disabilities who require reasonable accommodations to fully participate in course activities or meet course requirements must register with the Disability Services. If you qualify for services through Disability Services, please bring your letter of accommodation to your instructor as soon as possible.

### Academic Dishonesty:

The Adams State College Student Handbook prohibits all forms of academic dishonesty.   These include cheating, plagiarism, forgery, furnishing false information, and alteration or misuse of documents, records, or identification.   If a student engages in course-related academic dishonesty, he or she will receive a failing grade for the assignment in question or for the class based on the seriousness of the infraction.

### ADA Statement:

If you have a disability, including a learning disability, for which you request an accommodation, please contact The Office of Student Affairs, so that the appropriate arrangements may be made. In accordance with federal law, a student requesting accommodation must provide documentation of his/her disability to the Disability Support Services counselor. For more information, call or visit:

The Office of Equal Opportunity

329 SUB

Adams State College

208 Edgemont

Alamosa, CO 81102

719-587-8226

**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 College 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)**

For each unit of instruction, 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 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 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. This vision should complement the overall Adams State College 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.

**Event Critique (20 points)**

You will attend an event that you did not help to plan or execute, either at Adams State, or in the community. You are to analyze it and determine the factors that increased or limited the event’s success based on what we covered in class. This analysis should be in the form of a 3-4-page paper discussing what the successful aspects of the program are, 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.

**Strategic Plan (30 points)**

Each student will create a strategic plan for AIDS Awareness Week, or 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 during midterms. The strategic plan needs to address the following areas.

* Brief overview of vision
* Purpose your position or committee serves
* 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

**Fund Management (30 points)**

Based on either the vision of AIDS Awareness Week or based on the vision of your 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 College 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. 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

In addition to writing the proposal, you are to create a 10-minute presentation to the class. 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.

Point Distribution and Grading Standards

**Assignments & Point Values**

Class Participation/Attendance 130 points

Executive Reports 10 points each (4 reports)=40 points

Facilitation Observation Analysis 20 points

Vision Statement 20 points

Event Critique 30 points

Strategic Plan 20 points

Fund Management Project 20 points

Midterm Presentation 20 points

Reflection Report 20 points

(Total=320 points)

Grade Scale

A = 288-320

B = 256-287

C = 224-255

D = 192-223

F = < 192

**Event Planning and Leadership**

**Unit 1: An Introduction to Committee and Team Leadership**

Week 1 August 22 **Introduction to Course**

Personal Leadership Styles

*Kouzes, J. & Posner, B. Commitment Number 1: Five Practices*

Week 2 August 29 **Effective Strategies for Working with Groups**

*Kouzes, J. & Posner, B. Commitment Number 5: Foster Collaboration*

NACA *Programmer’s Handbook Ch. 1*

Facilitation Observation Analysis

**Unit 2: Elements of Event Planning-Narrowing the Vision**

Week 3 September 5 **Event Planning and Leadership**

*Kouzes, J. & Posner, B. Commitment Number 2: Clarify Values*

Week 4 September 12 **Mission, Vision and the Why**

*Allen, J. (2009). Event planning, Chapter 1 (p. 1-40)*

*Kouzes, J. & Posner, B. Commitment Number 3: Envision*

Vision Statement

Week 5 September 19 **Strategic Planning & Goal Setting**

*Allen, J. (2009). Event planning, Chapter 1 (p. 40-47)*

*NACA Programmer’s Handbook Ch. 4-6*

Week 6 September 26 **Cost-Benefit Analyses and the Art of Budgeting**

*NACA Programmer’s Handbook Ch. 2*

Event Critique

**Unit 3: Elements of Event Planning-Building the Program**

Week 7 October 3 **Operations and Critical Path**

*Allen, J. (2009). Event planning, Chapter 2*

*NACA Programmer’s Handbook, Ch. 11*

Week 8 October 10 **Contracts and Negotiation- Purchasing**

*NACA Programmer’s Handbook, Ch. 9*

*Allen, J. (2009). Event planning, Chapter 9*

Strategic Plan- AIDS Awareness Week

Week 9 October 17 **Who, When, and Where- Logistics**

*NACA Programmer’s Handbook, Ch. 11*

*Allen, J. (2009). Event planning, Chapter 6*

Week 10 October 24 **Food and Beverage- Catering**

*Allen, J. (2009). Event planning, Chapter 8*

Funding Proposal

Week 11 October 31 **Midterm (Presentations- Strategic Plan and Funding)**

Week 12 November 7 **Publicity, Promotions, and Marketing Design**

*NACA Programmer’s Handbook, Ch. 10*

*Allen, J. (2009). Event planning, Chapter 7*

**Unit 4: Event Planning-Reflection**

Week 13 November 14 **Designing, Administering, and Interpreting Assessment**

*McNamara, C., “Basic Guide to Program Evaluation”*

*NACA Programmer’s Handbook, Ch. 12*

*Kouzes, J. & Posner, B. Commitment Number 11: Recognize Contributions*

Week 14 THANKSGIVING BREAK

Week 15 November 28 **AIDS Awareness Week /Reflection and Renewal**

*Allen, J. (2009). Event planning, Conclusion*

*Kouzes, J. & Posner, B. Commitment Number 12: Celebrate*

Week 16 December 5 **Final Presentations**