

Program Evaluation

Title of Program _____

Description of Program _____

Agency/Agent _____ Phone _____ Email _____

Comments on Interaction with Agent: _____

in Attendance _____

Description of Audience and Reaction: _____

Assessment:	Poor	Fair	Good	Very Good	Excellent
Quality of Presentation	1	2	3	4	5
Cooperation of Performer	1	2	3	4	5
Publicity	1	2	3	4	5
Facilities	1	2	3	4	5
Audience Reaction	1	2	3	4	5
Planning Process	1	2	3	4	5
Overall Evaluation	1	2	3	4	5

Extraneous Factors (weather, other events on campus, etc.): _____

List Successes/Positive Feedback: _____

Specific Problems, Frustrations, Concerns: _____

Should this program be repeated? (explain): _____

Recommendations/Additional Comments: _____

Bradley University Student Activities Office Program Planner

Title of Program _____

Day & Date _____ Time _____ Location _____

Total Projected Expenses _____ Total Actual Expenses _____

Total Projected Income _____ Total Actual Income _____

Projected Net/Deficit _____ Actual Net/Deficit _____

The following are recommended steps in order to completely plan your program:

1. Brainstorm

With your organization, brainstorm a list of programs you would like to provide to the campus community. Remember that no idea is too stupid or outrageous when brainstorming.

2. Choose an Idea

Review your brainstorm list and discuss the feasibility of each idea. Then choose the program you want to work on as a committee.

3. Develop Program Goals

Who is (are) your target audience(s)?

1 _____ 2 _____

Program Goal(s):

1

2

3

4

4. Delegate Responsibilities

This empowers all volunteers and gives them a sense of ownership in the program.

5. Contact Agency/Performer

Date Available _____

Performance Fee _____

Technical Needs (stage size, # of mics, lighting, etc.) _____

Other Needs (hotel, transportation, etc.) _____

6. Establish a Budget

Establishing a budget will assist you in determining if you need to seek additional funding. Remember to keep in mind that not all organizations and funding boards meet on a weekly basis and there may be forms that must be completed in order to obtain funding.

Expenses	<i>Projected</i>	<i>Actual</i>	Income (projected)
Honorarium	_____	_____	Tickets (<i>Students</i>) \$ _____ x (#) _____ = _____
Lodging	_____	_____	Tickets (<i>Faculty/Staff</i>) \$ _____ x (#) _____ = _____
Transportation	_____	_____	Tickets (<i>Public</i>) \$ _____ x (#) _____ = _____
Catering	_____	_____	Merchandise Sales _____
Tech	_____	_____	Co-sponsor 1 _____ amount _____
Ticket Printing	_____	_____	Co-sponsor 2 _____ amount _____
Decorations	_____	_____	Co-sponsor 3 _____ amount _____
Security	_____	_____	Co-sponsor 4 _____ amount _____
Programs	_____	_____	Co-sponsor 5 _____ amount _____
Supplies	_____	_____	Total Projected Income \$ _____
Advertising	_____	_____	
Posters	_____	_____	Income (Actual)
Flyers	_____	_____	Student Tickets \$ _____
Scout Ad	_____	_____	Faculty/Staff Tickets \$ _____
PJ Star Ad	_____	_____	Public Tickets \$ _____
Table Tents	_____	_____	Co-sponsors \$ _____
Mailbox Stuffers	_____	_____	Total Actual Income \$ _____
Banner Paper	_____	_____	
Radio Ads	_____	_____	Projected Net/Deficit \$ _____
Other	_____	_____	Actual Net/Deficit \$ _____
Total Expenses	_____	_____	

7. Reserve Program Location

Determine which size room will complement this program. All rooms in the Michel Student Center and any academic building on campus must be reserved by completing a Campus Facilities Request Form with the Scheduling Office located in the lower level of the Michel Student Center. The Garrett Center, Haussler Hall and Dingeldine Music Center all handle their own reservations. The Field House can be reserved through the Director of Student Activities.

8. Contract Performer(s)

All contracts are to be signed by the Director of Student Activities if the event is to be held on campus. Proof of available funds and program location must be given before the contract will be signed.

9. Hotel Reservations

Bradley has special rates with a few hotels in town, including the Radisson, Pere Marquette, and Holiday Inn City. If your program is funded by SABRC, hotel reservations will be made by the Student Activities Office.

10. Establish Admission Price

In order to defray expenses and decrease the number of co-sponsors needed, you may want to charge admission for your program. If you want to sell tickets in advance, you can reserve table space in the Michel Student Center Foyer and outside Bradley Hall. Remember to set up a cash box in order to make change.

11. Determine Room Set-up

Room set-ups will vary based on the program. If you will be using the Michel Student Center Ballroom, you will need to complete a Student Center Set-up Proposal Form and return it to the Student Center Operations Office located on the lower level at least 2 weeks prior to the event.

12. Establish a Marketing Plan

All publicity should be designed and produced at least two weeks prior to the event. It is in your best interest to have these materials prepared four weeks prior, in order to have them available as needed. Remember to have your posters and flyers stamped by the SAO prior to duplicating.

13. Catering Arrangements

All catering must be ordered through Food Service at least three weeks prior to the event. To place an order, contact the Scheduling Office (x3056), located on the lower level of the Student Center. If you want to serve food which has been donated to your program, you must receive permission from the Director of Food Service (x3210), whose office is located in the basement of Williams Hall.

14. Place Technical Request

The Bradley Tech Crew is available to assist student organizations with their programs at a minimal charge. A Technical Request Form must be completed and turned in at least three weeks prior to the event. Forms are available in the Student Activities Office. If your program is a lecture, please contact the ITPS Department at x3632 to make arrangements.

15. Purchase Decorations & Supplies

Some programs may require decorations or special supplies. If the program is funded by SABRC, you may obtain a purchase order from the Student Activities Office. A request for a purchase order must be placed at least one week prior to when you plan on buying your items.

16. Confirm Arrangements

Room set-ups, technical requirements, catering and performer arrival should be confirmed at least one week prior to the event. If there is a need to make any changes, this is the best time to do so.

17. Performance

Your organization is responsible for picking up the performer at the airport and transporting him/her between the airport, hotel and Bradley. Make sure you have organization members available to sell tickets, distribute programs, greet audience members, etc.

18. Participant Evaluations

Organization members should be available immediately following the program to solicit feedback from audience members. This may be accomplished through a formal survey or by informally asking those leaving what they thought.

19. Thank You's

Thank you notes should be sent to the performer(s) and agents as well as anyone who you feel was helpful when planning this event.

20. Planner Evaluation

The Program Evaluation Form on the back of this folder should be completed immediately following the event. If the program is funded by SABRC, please make a copy and turn it in to the Student Activities Office.

21. Complete Program Planner and Keep on File

Place all program information, such as publicity, letters, forms, etc. in this folder and retain for your records. It will assist your organization in determining whether to host this program in the future and make it easier for future planners.

Programming Timeline

Task	Timeline	Deadline	Date Completed	Person Responsible	Comments
Develop Program Goals	10 wks prior				
Delegate Responsibilities	10 wks prior				
Contact Agency/Performer	8 wks prior				
Develop Budget	8 wks prior				
Obtain Funds	8 wks prior				
Reserve Room	8 wks prior				
Contract Performer	6 wks prior				
Hotel Reservation	6 wks prior				
Establish Admission Price	6 wks prior				
Establish Marketing Plan	6 wks prior				
Purchase Supplies	4 wks prior				
Place Catering Order	3 wks prior				
Place Tech Request	3 wks prior				
Determine Room Set-up	2 wks prior				
Distribute Posters	2 wks prior				
Confirm Arrangements	1 wk prior				
Meet Performer	day of				
Participant Evaluation	during				
Thank You's	3 days after				
Planner Evaluation	1 wk after				
Complete Program Planner	1 wk after				

