# ASG/Clubs Event Planning Guide (EPG) - *Optional*

This form is meant to be a guide for ASG (Associated Student Government) officers, club members, and club advisors to organize your planning. Each section may be adjusted to reflect the specific needs of the event.

Once you have the general details of the event outlined, please submit the [Event Approval Form](https://federation.ngwebsolutions.com/sp/startSSO.ping?PartnerIdpId=https://sts.windows.net/ee57f555-1d70-4a8b-8eda-c0f4071a4458/&SpSessionAuthnAdapterId=cccdDF2&TargetResource=https%3a%2f%2fdynamicforms.ngwebsolutions.com%2fSubmit%2fStart%2f71aaebe1-7d0e-4050-8e37-3c9e15938700) for ASG and student life approval at least **6 weeks** prior to the event. With less lead time, it is not guaranteed that your event will be approved and/or feasible.

Once your event is approved, Student Life staff will share some of your next steps (sample action items outlined in “to do list” on the [Clubs webpage](https://www.coastline.edu/student-life/clubs-and-organizations/index.php)).

Email Student Life with any questions regarding the event planning process.

## Event Information

|  |
| --- |
| Event name:  |
| Date/time of event:  | Location:  |
| Equity check: *Who can attend during that time? Who cannot? For example, is this time reasonable for single parents, non-traditional age students, etc.?* |
| Budget amount/account:  | Date ASG approved:  |
| Equity check: *Are students of all socioeconomic backgrounds able to participate? If you cannot offer free or low-cost programming, consider scholarships for students in need.* |
| Collaborators/partners (if any):  |
| General description |
|  |
| Goals/objectives |
|  |
| Equity check |
| *Whose perspectives, experiences, viewpoints, and/or voices are included?** *Are there multiple perspectives included or just one point of view?*
* *Are the inclusions valued or token?*
* *Do the students see themselves reflected in material/activities?*

*Whose contributions are excluded? Is anyone being left out?**Are all learning styles supported?**Is the language inclusive?* |

## Location

### *In-Person/Hybrid Event*

| Facility Information |
| --- |
| Location: |
| Room number/area: | Seating capacity needed (crowd size): |
| Set-up time: | Event start time: |
| Event end time: | Go home time: |
| Tables needed (rectangle, round, bar top): | Chairs needed: |
| Parking:  | Security needed:  |
| Detailed explanation of event set-up (include pictures, as necessary): |
|  |

| IT/AV (include number needed) |
| --- |
| Microphone(s):  | Projector:  | Screen:  | Speaker(s):  |
| DVD player:  | Laptop:  | Cables:  | Space heaters (NBC only):  |
| Other:  |

### *Virtual/Zoom Event*

| Zoom Information |
| --- |
| Zoom link: | Zoom meeting ID:  |
| Zoom capacity: (300 max) | Set-up time: |
| Event start time: | Event end time: |
| Zoom features needed (polls, recording, live caption):  |
| Detailed explanation of event needs (include pictures, as necessary): |
|  |

## Budget

| Item | Projected Cost | Actual Cost |
| --- | --- | --- |
| Ex: marketing materials (flyers, directional signs, etc.) |  |  |
| Ex: catering (OCC $75 delivery fee, + approx 8% charge etc) |  |  |
| Ex: drinks |  |  |
| Ex: decorations |  |  |
| Ex: food |  |  |
| Ex: opportunity drawing items |  |  |
| Ex: movie cost |  |  |
| Ex: plates and silverware |  |  |
| Ex: DJ |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

## Purchasing

### *Catering*

| Item | Due Date | Date Complete |
| --- | --- | --- |
| Vendor name: |  |  |
| Determine menu: (amounts, food type)  |  |  |
| Equity check: *Are individuals with dietary restrictions included? Participants may be vegetarian, vegan, gluten-intolerant, lactose-intolerant, etc. Others may have diets guided by their religious views (ex: halal or kosher food) or be fasting.* |

### *Vendors (Non-Food)*

| Company | Contact name | Service | Email | Telephone |
| --- | --- | --- | --- | --- |
|  ex: DJ |  |  |  |  |

### *Other*

|  |
| --- |
| Shopping list |
|  |
| Packing list |
|  |

## Event Timeline

| Time | Task | Person Assigned |
| --- | --- | --- |
|  | Arrive & set-up |  |
|  | IT/AV & technology set-up |  |
|  | Decorating  |  |
|  | Parking (signage)  |  |
|  | Food delivered |  |
|  | Check-in table staffed |  |
|  | Event starts |  |
|  | Event ends |  |
|  | Clean-up |  |
|  | Go home |  |

## Accessibility Check

Is the content accessible to all abilities, language proficiencies, and learning styles? Is the space accessible for individuals of all abilities? Ways to make programs more accessible include, but are not limited to:

* [Enabling captioning on Zoom](https://support.zoom.us/hc/en-us/articles/8158289360141-Enabling-automated-captions#:~:text=Sign%20in%20to%20the%20Zoom%20web%20portal.,to%20enable%20or%20disable%20it.) prior to the meeting
* Using films with closed captioning
* Providing multiple ways to access information, such as visuals and audio
* Checking for accessibility to elevators, restrooms, and handicapped parking
* Including “if you require special accommodations, please inform us in a reasonable time” to advertisements to offer options to adapt content as necessary

## Marketing

| Considerations | Questions |
| --- | --- |
| Audience | Who is the target audience of your promotions (ex: current students, new students, all Coastline community, etc.)? |
| Content | What key text and graphics would you like to share about the event? How can you help students get excited to attend the event? |
| Accessibility | If you are creating promotional materials yourself? If so, ensure materials are accessible by following guidance from the [Coastline College Accessibility Guide](https://cccd0.sharepoint.com/%3Ab%3A/s/ClubAdvisors/EcCe2i3EPZRCmYoC-MLMHPgByc3tF1zRWMh6RAqvBUBffQ?e=ZalrMQ) and emailing materials to Dean Aeron Zentner for approval (please CC Student Life). |
| Promotional strategies | How do you want to promote the event?* Sandbox (student newsletter)
* Email to students
* Event page on Coastline website
* Inclusion on Coastline homepage masthead
* President’s monthly update (email to Coastline employees)
* Social media
* Event registration page
* Text message to students
* Coastline mobile app push notification
* Student Services Newsletter: weekly update to Student Services departments such as EOPS, Student Life, Admissions & Records, etc.
* Message to National Society of Leadership & Success (NSLS) members
 |