Student Organization
Program Planning Checklist

PRE-PLANNING

___ Identify a purpose and determine content/format of your event.
___ Ensure there is adequate time to plan and implement your program.
___ Discuss potential risk management concerns with your advisor(s).
___ Develop a budget for your event and determine if you will need to seek additional funding. If extra funding is needed, consider reaching out to other clubs or departments who might be interested in collaborating with your club. Your organization can also complete a Supplemental Budget Request with Student Senate. See advisor(s) for details.
___ Determine an ideal date/time/location for your program and alternate dates/locations. Check R-25 Event Calendar to see if space is available. Also, be sure to check whether your program will conflict with any other major events.
___ Refer to the Student Organization Manual for detailed information about applicable policies.
___ Speak with all of your advisor(s) about the proposed event early in the planning process.
___ Remember to utilize the staff and supplies in the Student Development Resource Room while planning your event!

PLANNING CHECKLIST

___ Reserve space for your event by completing a Request for the Use of College Facilities Form. Include diagram of the desired room layout and specify audio/visual needs. You will receive a confirmation from Event Services in your club mailbox or from your advisor once the request is confirmed.
___ Follow up with Production Services regarding specific technical needs.
___ If event is ticketed, arrange for tickets to be sold from Campus Center Information Desk by completing online form.
___ Complete Guest Speaker Contract for any non-Stockton speaker. This requires the speaker’s name, mailing address, email address, event date/time/location, presentation topic, amount paid (if applicable), and completed W-9 Form if speaker is being paid. An invoice should also be requested if payment is involved.
___ Complete Standard Services Contract. This requires vendor quote/contract and rider (if applicable), event date/time/location, amount paid, W-9 form, and completed Business Registration Form (if vendor is not yet registered. An invoice should also be requested if payment is involved.
___ Submit Fire Permit if grills are being used at event.
___ Contact catering@stockton.edu to request food contract. Your Student Development advisor will sign off on the final order.
___ Request quotes from vendors for promotional items.
___ Submit Check Request Forms at least two weeks before your event for any items, materials, or prizes needed. Please attach quote from vendor, if applicable.
___ Complete ULTRA form if applicable.
___ Coordinate volunteers for day of event.

All forms available at www.stockton.edu/studentdevelopment or in the Office of Student Development Resource Room (CC-212Q)
MARKETING CHECKLIST

___ Provide flyers to your Student Development advisor to be posted around campus by Event Services.
___ Complete TV/LED Request.
___ Contact *The ARGO*, SSTV and WLFR with event information .
___ Create Facebook Event.
___ Post ad on Stockton Student Development Facebook page, Stockton College Facebook page, club Facebook page, and the personal profiles of members.
___ Tweet @StocktonStuDev, @Stockton_edu, and @RSCCampusCenter.
___ Announce at Student Senate meeting and other club meetings.
___ Reserve Gallery Table to promote your event.
___ Place flyers in club mailboxes.
___ Lastly, remember the importance of word of mouth!

DAY-BEFORE/ DAY-OF CHECKLIST

___ Confirm details with speaker/presenter/bands.
___ Check with your Student Development advisor to ensure all contracts have been fully executed.
___ Review room confirmation details.
___ Post a Facebook reminder and complete any other last minute publicity for your event.
___ Arrive early for set-up.
___ Pick up food from Chartwells (if applicable).
___ Begin your program on time.
___ Collect attendance numbers. Utilize ULTRA Attendance Sheet, if applicable.
___ Introduce speaker/presenter.
___ Collect Prize Receipt Form(s) (if applicable).
___ Collect evaluations and feedback from participants.
___ Clean Up.

FOLLOW UP

___ Turn in Prize Receipt Form(s), along with a copy of event flyer to Office of Student Development.
___ Submit ULTRA Attendance Sheet to the Office of Student Development, if applicable.
___ If revenue is generated at event, return money to the Office of Student Development with completed deposit slip the next business day.
___ Return any borrowed equipment.
___ Review feedback from participants and planning committee.
___ Send thank you to presenters and planning committee.
___ Submit attendance numbers and event assessment to your advisor(s).

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