Planning a Successful Program is “Easy as P.I.E.”

What is P.I.E.?

- P is for preparation
- I is for implementation
- E is for evaluation

**Preparation**

Most important part of programming preparation is comprised of the following:

- Needs Assessment
- Relationships
- Planning
- Advertising

**Needs Assessment**

You can either do an informal or a formal needs assessment of your members to find out what types of programming they are interested in doing. This assessment can also be sent to students to see what programs may be successful.

- **Informal Needs Assessment**- observing what members and students talk about, ideas coming during casual conversation
- **Formal Needs Assessment**- hand out a survey to your members or students

**Relationships**

Use your relationships with your members to get them helping out with programs!

Involve members in the planning process- people support what they help create (This is not necessary, but can lead to more success!)

- Delegate: People are flattered when you display confidence in them.
- Coordinate: continual follow up and attention to those you have delegated tasks
- Abdicate: Advise them on how to do it, but don’t do it for them.
- Motivate: Encourage, support, reward, and recognize publicly.

**Planning**

Ask yourself these questions when planning your programs.

- Are facilities available?
- What resources are necessary?
• How much will it cost?
• What are tentative dates? Any conflicts (other campus events? Holidays?)?
• Special equipment?
• Does program comply with university policies?
• Who will attend?
• Is it considered a Late Night Event?

Here’s a checklist for making sure you’ve planned all of the aspects of the program:

☐ Exciting title
☐ Set date
☐ Set location
☐ Delegate responsibilities
☐ Reserve space
  o At least 21 days prior to the event
  o Room reservation contacts and additional information are located in the Student Club and Organizational Manual on page 16 and 21.
☐ Reserve speaker or other special guests
☐ Reserve necessary equipment
☐ Determine budget
☐ Do effective publicity and advertisement
☐ Set time
☐ Review policies (see Organization Manual)
☐ Review program with Adviser
☐ Set deadlines for each delegated task
☐ Determine how many you need to staff the event
☐ Confirm all of the above

**Advertising**

• This is IMPORTANT!

• Advertisements for your program can come in many forms! More details regarding advertisement requirements and restrictions are listed in the Student Organization Manual and on the SRU Student Center Website.

• Check your approval processes for hanging flyers in the Residence Hall.

• Be creative and fun

• Advertise on the television screens in the Robert Smith Student Center (contact Student Center Operations)

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**Late Night Event**: any sponsored event on SRU campus on a Friday or Saturday Night that concludes after normal operational hours of a facility involving one or more combination of the following:

- Is open to non-SRU students
- Admission is charged
- Projected number of attendees is over 50
- Special Services are required

Send facility request to proper facility manager at least 30 day prior to the event. See **Organizational Manual** for more specific details on Late Night Event Planning.
• Buy and advertisement space in the front of Robert Smith Student Center (contact Student Center Operations)

• Advertise in the Suite on their bulletin board.

• Advertise through table tents. They must be approved by the Student Life Administration Office at Student Center. Details and regulations on page 22 of the Student Club and Organization Manual.

• Change your advertisements on the day of the program. Students get used to looking at the same advertisement for the days leading up to the event. Changing them the day of will make them more eye-catching.

• Requests for banner displays must be made at least two weeks in advance. See the Information Desk of the Student Center for more information or call Student Center Operations (724-738-2491). Banners will only be able to be hung for one week at a time. Placement, number of banners, period of display, etc. will be managed by the Student Center Operations.

**Implementation**

*Go over the details of your plan at least 48 hours before the program!* Review these details with members of your organization who are directly helping with the program.

Being prepared is essential for success:

• Did you shop in advance?
• Did you get everything you need?
• Did you fill out any necessary paperwork?

On the day of the program, make sure all of the following are done:

• Confirm speaker, special guests, activity materials
• Go over final checklist again
• Remind members about times to report to program for specific duties
• Make sure room or space is neat and clean
• Confirm refreshments
• Put up a different looking flyer (people notice new ones)
• Make last minute contacts just before you go to program and remind folks again

At the actual program, do the following:

• Introduce speaker or special guest (if you have one)
• Start on time
• Keep things positive
• Check in with members to see how they are doing

**Evaluation**

• Evaluate: either a formal survey or by discussion after the program. Make a point of asking people what they thought.
• Publicly thank speaker and members who help plan. Congratulate and praise.
• Send thank you notes to speaker and those who worked hard in planning the program.
Program Detailed Checklist

- Exciting title
- Set date
- Set location
- Delegate responsibilities
- Reserve space
  - At least 21 days prior to the event
- Reserve speaker or other special guests
- Reserve necessary equipment
- Determine budget
- Do effective publicity and advertisement
- Set time
- Review policies (see Organization Manual)
- Review program with Adviser
- Set deadlines for each delegated task
- Determine how many you need to staff the event
- Confirm all of the above