CREATIVE COLLABORATION: HOW TO SHARE THE BURDEN OF PROGRAMMING

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Developing a Program

Write-Up, Budget, Pitch

Student Activities

Academics

Network of Departments

Case Examples
Developing a Program

First Steps

1) Who are you bringing to campus?
2) What is your lead time to program?
3) Review school calendar (avoid breaks and other high profile events).
4) Identify initial cost, lead department
5) Develop an assessment
6) Review lessons from past programming
7) Identify core leadership group
Developing a Program
First Steps

1) Who are you bringing to campus?
   - Collect contact information such as phone, website, email, promotional video
   - Match program to departmental goals
   - Obtain three reviews from other schools
First Steps

2) What is your lead time to program?
   - Ideally six months for planning
   - Develop a outline for goals
   - Create a checklist
   - Identify co-sponsors
   - Create buy-in with students
First Steps

3) Review school calendar (avoid breaks and other high profile events).

• When is the speaker available?
• Are there slow times?
• School calendar availability?
• What rooms are available?
• Obtain 3 possible dates
Developing a Program

First Steps

4) Identify initial cost, lead department
   - Obtain a quote
   - Barter, look for other school’s to cost share
   - What department will lead?
   - Obtain commitment
   - What’s the contract process?
First Steps

5) Develop a pre/post assessment
There are two types of people in this world:

Those who can extrapolate from incomplete data
Developing a Program

1. Define the Question
2. Develop Plan
3. Create Measures
4. Gather Data
5. Evaluate Data
6. Create Report
7. Re-assess Question
First Steps

6) Review lessons from past programming

• After completing your research. Look at the data you collected

• Consider new questions / clarifications for existing questions to improve efficacy
First Steps

6) Review lessons from past programming
   • Add these questions to your existing survey – or re-survey as the need exists
   • Listen for feedback from your audience to improve any/all aspects of your design
   • Make sure to seek feedback from all stakeholders to ensure buy-in (this includes the staff assisting with the survey)
First Steps

7) Identify core leadership group

- Who is best suited? Who can follow through?
- Think extrovert, introvert, detail orientated
- Who’s committed to the process?
- Has the skills needed?
- Has the time and energy?
Write-Up, Budget, Pitch

Write-Up

• Develop a single page prospectus
• Date, time, location
• Cost and process to commit
• Tie in to department mission
• Identify potential co-sponsors
• Highlight positives and
• Create sponsorship levels
• Develop learning goals
Budget

- Create an excel sheet for budget
- Cost of speaker fee
- Advertising costs (newspaper, PSA)
- Travel costs (airport, taxi, hotel, food)
- Fees associated with location
- Staffing costs (police)
- Clean up costs
Pitch

- Create a brief pitch for other departments to co-sponsor
- Use students to make the argument
- Brainstorm contacts
- Create a video, handouts, brochure, table-tent..
Court Student Activates

- They have the money
- They have programming needs
- They have advertising “machine”
- Make and educational argument (5%)
- Collaborate with them on other projects, ‘quid pro quo’
Day 33
They still suspect nothing
EllRyy, ifunny.mobi
Academics

- They have the students
- Try to get into the syllabus
- Pitch to core classes (university experience, professors who are overworked, 101 courses)
- Extra credit as incentives
- Develop learning goals
Key Departments

- Psychology, Sociology
- Women’s Study
- General Education
- Film, Media
- Honors College
- Public speaking/English
Network of Departments

Counseling

• Tie into outreach goals for department
• Advertising for new clients
• Push for more developmental and less pathological outreach
Network of Departments

Health and Wellness

- Often have outreach goals around wellness (eating, HIV, substance, nutrition, stress, exercise)
- Exam room advertising
- Supported by student fee
Athletics

- They have money
- Look at ways this programing can meet the specific needs for athletes such as substance abuse, stress, study habits...
Network of Departments

Greek

- They often have high numbers
- They have access to dues and funds
- They have a required amount of programs to attend
- Think substance abuse
  ...Study habits
  ...Stress management
  ....healthy dating
Police / Campus Safety

- Often have fund for programming on sexual assault, substance abuse, anger management, violence
- Rarely asked or tapped to co-sponsor
- Helpful to be proactive
Network of Departments

Housing

• They funding and all RA’s have requirements to offer programming for their floors

• Great opportunity to pair up and share the workload

• Helpful with advertising
Office of Diversity Programming

- They are almost exclusively focused on programming and outreach
- Opportunity to co-sponsor programs
- Consider pairing on dating relationships, tolerance, handling stress, study skills
Network of Departments

Orientation

• They have access to money
• Programming needs that start in the summer, but often extend all year long
• Access to high-energy staff and students
• Advertising experience
Network of Departments

Career Services

- They have access to programming
- Experience with connection and advertising to students
- Often have a series of programs running with existing advertising
Network of Departments

Alumni

Newspaper

VPSA

Student clubs and organizations

Bookstore

Parents Council

Dean’s Office

President

Community Business
WHATEVER YOU DO ALWAYS GIVE 100 %

UNLESS YOU'RE DONATING BLOOD
Jean Kilbourne

- High cost for WKU
- Counseling took lead and secured help from Women’s Studies, Psychology, Housing, Police, CAB, Health Services
- Extra credit was offered and we had over 400 in attendance
CAB-OOM

- Spring Carnival co-sponsored between CAB and Counseling. Counseling offered drinks
Case Examples

CUT

• Counseling sponsored with housing and CAB
• Offered extra credit to community
• Paired with film studies to show movie followed by Q&A