

# Engagement & Events Training

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# The 5 W's + H of Event Proposals

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## *Who*

Who is this for? Who should be involved? Who is responsible for its success?

## *What*

What is going to happen at the event? What are the specific details? What is required?

## *When*

When will the event happen? When is best for students? When do you need to set up? When are supplies needed? When will necessary items happen?

## *Where*

Where will the event be held? Where will your decor be set up? Where will your staff be?

## *Why*

Why do we need extra supplies? Why do we need extra staff? Why did we select this venue?

Why this date?

## *How*

How will we set up? How will we promote this event? How will the event run?

# Who are our students?

Centennial has a diverse population of students, keep this in mind when planning for your programs!

Domestic students, international students, First Generation students, mature students, straight from highschool, and so on!

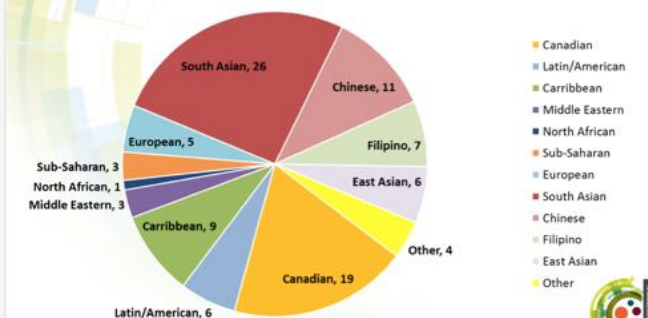
## Student Demographic Highlights for 2016-17

- ESL students – 49% → 20% higher than the provincial average
- Mature students – 29% over age 26 → 8% higher than the provincial average
- Previous HS diploma – 54% → 14% lower than the provincial average
- Previous university degree – 30% → 14% higher than provincial average
- First Generation students – 41% → 8% higher than provincial average
- Born outside of Canada<sup>1</sup> – 65%
- OSAP participation – 89.0% → 20.2% higher than provincial average (2015-16)

<sup>1</sup>province comparable data is not available



## Our Students Culture, Heritage and/or Ethnic Background (%)



Source: 2016-17 KPI Student Satisfaction Survey



# Event Proposal

All CCSAI events must be proposed by a board member and approved by the Programming Committee

## *Event Proposal Deadlines*



The 15<sup>th</sup> of the month prior to the event.

EX. All July events must be proposed by June 15, 2019.

All proposals must be complete. Allow up to 5 business days for event approval.

## *Event Proposal*

Try your own!

# Event Planning Tips!



- Start Early
- Stick to a budget
- Ask for help
- Share Ideas
- Be specific
- Set attainable goals
- Minimize last minute changes & addons
- Be ready and open to change
- Seek feedback
- Be creative!

# Recommended Spaces

## Progress

- Main Event Hall
- Lower Lounge
- Arcade
- Bridge
- AWC
- Fireside Gallery
- Classrooms
- Alumni Courtyard
- CCSAI Patio

## Morningside

- CCSAI Lounge
- Commons
- Cafeteria Patio
- Second floor entrance
- Fitness Centre

## Story Arts Centre

- CCSAI Lounge
- Foyer
- CCSAI Lounge Hallway
- Classroom
- Courtyard
- Fitness Centre

## Ashtonbee

- CCSAI Lounge
- CCSAI Patio
- CCSAI Lounge Hallway
- Cafeteria
- Athletics & Fitness Centre

## Off Campus

# Event Impact and Purpose

- Why are we holding this event?
- What impact will this event leave on our students?
- Are we being inclusive?
- How will this event make students feel?

# Event Staffing

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## *Board Member Roles*

- Will perform common event duties
- Responsible for planning and promoting events
- Request volunteers

## *Full-Time Staff*

- Needed to monitor and ensure the event is going smoothly
- Needed for any event involving money
- Support board members at events
- Handle confidential information

## *Operations Staff*

- Run and maintain bar & kitchen
- Responsible for maintaining facility requirements
- Support CCSAI Events
- Assist with facility related needs



# Working at CCSAI Events

- o Working at CCSAI events can be fun & rewarding
- o The top priority is to serve the students.
- o You will be expected to complete any of the common event duties, or others as assigned
- o Opportunity to engage directly with students

## Common Event Duties

- Selling tickets
- Sign students in
- Coat check
- Greeter
- Stage Manager
- Swag Distribution
- Set up/Takedown
- Line Walker
- Other duties, based on the event



# Volunteers and their role

Remember that our volunteers are students, just like you, and they're giving their time and service to help with our events

- Volunteers are meant to perform general duties for the event
- Students can be part of the volunteer database by completing the volunteer form online
- Be specific with requirements for volunteers - how many? how long? what will they be doing?



# Safety & Security

## *You may require security when....*



- Expected attendance is over 100 in confined spaces
- Event is in a parking lot, or crossing area
- Students may be intoxicated the your event
- Your event is during the evenings or on a weekend
- You are checking bags
- Alcohol is being served
- Physical activity is involved
- It is recommended by Full Time CCSAI Staff, Security or College Health & Safety

Security or paid duty police could be required at your event.

Security is an addition budget cost. All events are subject to review by Life, Safety & Security.

# Safety & Security

## *Important Security Contacts*

Ashtonbee, Room B1-46

- 416-289-5000, Ext. 5040

Story Arts Centre, Room 100

- 416-289-5000, Ext. 5140

Progress, Room C1-04

- 416-289-5000, Ext. 5240

Morningside, Room 234

- 416-289-5000, Ext. 5340

Downsview, Room 140

- 416-289-5000, Ext. 5090

**In All Emergencies Dial 2020 or 416-439-4357 (HELP)**

# Event Risks

## *Potential risks your event may pose...*

- Potential physical, mental or emotional harm on participants
- Emotional triggering of participants
- Financial risks on the organization
- Reputation risks for CCSAI and/or Centennial College
- Potential backlash online
- Facility damage
- CCSAI & personal liability for injury or damage of property

Security is an addition budget cost. All events are subject to review by Life, Safety & Security.

# Ticket Policy

## STUDENTS

- Present physical MyCard to purchase tickets
- Present physical MyCard to enter events
- Provide valid photo ID if they are using a digital MyCard
  - Canadian Drivers License, Ontario Photo ID Card, Physical Passport. Health Cards, or images of passports are not valid.

## GUESTS

- Be signed in by a student
- Provide valid photo ID
  - Canadian Drivers License, Ontario Photo ID Card, Physical Passport. Health Cards, or images of passports are not valid.

## TICKET POLICY

- No refunds or ticket transfers
- Name on the ticket must match the name on the ID presented
- We are not responsible for lost, stolen or damaged tickets

# Promotion

What was the last big event, movie  
or venue you went to?

- ❑ Allow at least 7 business days following the approval of your event for posters
- ❑ Be specific & detailed in your event blurb
- ❑ Use attractive and enticing language
- ❑ Find other unique ways to promote your event
- ❑ BE CREATIVE!

# Student Engagement and YOU!

As board members, you play a vital role in the level of student engagement our programming has.

Ways you engage with students:

- Orientation
- Ask booths
- Class visits
- CCSAI events
- In the office
- EVERYWHERE!



# CCSAI Event Proposal

<http://ccsai.ca/ccsai-event-proposal/>

# Defining Success

How do we want to determine if an event was successful or not?

<http://ccsai.ca/ccsai-event-debrief/>



## CCSAI Clubs

- ❑ CCSAI Clubs are meant to build community, provide supports, and engage our students
- ❑ All Board Members must be an ex-officio member of a CCSAI Club
- ❑ Any club inquiries or concerns must be directed to the Clubs Liaison

# Club Process

## Club Idea

Any full-time, activity fee paying student can start a club.

Club mandates must abide by the CCSAI Clubs Policy

## Complete Club Application

Clubs must complete the club application online

## Attend Club Training

After submitting the club application, clubs will be required to attend a club training.

Club trainings are mandatory for all clubs.

## Ratification

All clubs must be ratified before they can perform as a full-fledged CCSAI club

Ratifications take place at a Full Board Meeting/Annual General Meeting (AGM)

## Maintain Status

Clubs must complete the requirements of each semester in order to maintain their active status for the following semester. They do not need to resubmit the application

Clubs with incomplete requirements will be put on probation.



THANK YOU!

