

2016 Associated Students

AS Productions Special Events

[AS seen by AS Management Council November 2016]

Commented [EJO]: Sam, Gollo, McKenna, and Jen,

These are the draft recommendations I hope to present at the next Management Council. Please read through them carefully to make sure they are what you think are attainable goals. They will also be read by my board assistant, Chrissa, for grammar and inclusivity purposes.

Emma

AS Assessment Process
Draft Recommendations



Introduction:

In conjunction with the office of Assessment, AS Productions Special Events underwent assessment during the trial year of 2016-2017, Fall Quarter. The mission statement for AS Productions is as follows:

The purpose of AS Productions (ASP) is to provide a comprehensive program of student activities and events for Western students and their community'. AS Productions presents film series, concerts, lectures, art gallery exhibitions, theater/dance performances, and other entertainment.

The purpose of Special Events from the ASWWU Program Standards is as follows:

AS Special Events provides events designed to bring the Western Community together for entertainment and community' building. Events include comedy, spoken word, lectures, and various novelty' events that meet the entertainment needs of Western students.

Selected Programs and Services, 2014-2016*

- 5/3/14 - Viking Con
- 9/27/14 - VU Late Night
- 9/6/14 - Last Comic Standing
- 5/31/15 - Lawnstock 2015
- 9/25/15 - VU Late Night
- 11/20/15 - Last Comic Standing
- 1/22/16 - Tig Notaro
- 2/23/16 - TEDxWWU Kick Off
- 5/14/16 - Andrea Gibson
- 5/25/16 - Oh Sheep! A Petting Zoo?!
- 6/4/16 - Lawnstock 2016

*This list is incomplete

SCOT Analysis	Helpful	Harmful
Internal	<p>Strengths:</p> <ul style="list-style-type: none"> • Variety of events • Professional development • Collaboration between depart. • Set of established events • 4 quarter position • Flexibility in ideation of new events 	<p>Challenges:</p> <ul style="list-style-type: none"> • Spreading self too thin (delegation training?) • Variety of events can be overwhelming • Serving as marketing coordinator during summer • Staying organized • Managing two different budgets • Communicating with marketing
External	<p>Opportunities:</p> <ul style="list-style-type: none"> • Large event fund • Split position • Conferences and workshops to build additional skills • Flexibility in ideation of new events • Flaving marketing director or intem in summer to start strategizing for Fall 	<p>Threats:</p> <ul style="list-style-type: none"> • Unforeseen circumstances that comes with programming events • Cost of events (risk of loss) • Competition with events within Western and in community • Trying to program to a diverse student population; serving all students

Recommendations 2016-17:

1. Alter the Special Events Coordinator Job Description to Better Outline More Reasonable Job Terms

In the previous job description, the terms of events are laid out as follows:

- o *Produce high quality special events that enhance the Western student community by:*
 - *Planning two large-scale Late Night Events throughout the year, scaled for an attendance of approximately 2000 students, with one those being held at the beginning of fall quarter in the Viking Union usually on the Friday after classes start.*
 - *Coordinating the production of three to four (3-4) events per quarter scaled for attendance by at least 200 people.*
 - *Outlining a projected budget for each event and reviewing it with ASP Director before any firm offers are made.*
 - *Selecting of performers and handling contract negotiations with agents and/or performers.*
 - *Making arrangements for room reservations.*
 - *Submitting all expenditure requests necessary for the events in a timely fashion.*
 - *Ensuring that effective and creative promotional strategies are developed and implemented, in conjunction with ASP Marketing Coordinator — Arts & Entertainment.*
 - *Providing oversight for day-of-show arrangements and troubleshooting any emergencies that arise, in conjunction with ASP Logistics & Volunteer Coordinator and involving the ASP Director and/or Advisor when appropriate.*
 - *Work all events planned by ASP Special Events.*
 - *Developing and maintaining resources on performers, agencies, and other industry contacts.*

The first two bullets outline the types of events produced by the Special Events coordinator. However, they are somewhat vague. This has created an environment of stress from year to year for the position holder. In order to alleviate this pressure, it is recommended that the job description be altered to better outline the types of events. The first two bullets would be changed to these four bullets, with the rest of the bullets not altered.

- o *Planning two large-scale four-hour Late Night events, one scheduled within the Viking Union during Welcome Week in the Fall quarter, one additional in Winter quarter, scaled for an attendance of approximately 2000 students and between the hours of 8:00pm and 1:00am.*
- o *Planning two daytime programs, one in Fall quarter and one in Winter quarter, to be scheduled before 5:00pm.*
- o *Planning novelty attractions for the Spring outdoor annual Lawnstock event in coordination with the AS Pop Music Coordinator.*
- o *Planning the annual Last Comic Standing event, at least one motivational speaker at least one comedian and 1-2 additional events throughout the year, with the expectation that each event have at least 200 students in attendance. These events may be collaborative with other AS departments and offices.*

