EVENTS TEAM

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## Index

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Summary</td>
<td>3</td>
</tr>
<tr>
<td>Background</td>
<td>3-15</td>
</tr>
<tr>
<td>Secondary Research</td>
<td></td>
</tr>
<tr>
<td>Primary Research, Data</td>
<td></td>
</tr>
<tr>
<td>Situation Analysis, Core Problems/Opportunities</td>
<td>15</td>
</tr>
<tr>
<td>Goals &amp; Objectives</td>
<td>16</td>
</tr>
<tr>
<td>Key Publics</td>
<td>17-19</td>
</tr>
<tr>
<td>Messages</td>
<td></td>
</tr>
<tr>
<td>Strategies &amp; Tactics</td>
<td>19-35</td>
</tr>
<tr>
<td>Event Calendar</td>
<td></td>
</tr>
<tr>
<td>Budget</td>
<td>36</td>
</tr>
<tr>
<td>Communication Confirmation</td>
<td>36</td>
</tr>
<tr>
<td>Evaluation Criteria and Tools</td>
<td>36-37</td>
</tr>
<tr>
<td>Satisfaction Survey</td>
<td></td>
</tr>
<tr>
<td>References</td>
<td>39</td>
</tr>
</tbody>
</table>
Summary

CSBS has 5 of the top 10 majors graduating from the University of Utah. The following are some of the most popular degrees and the ones graduating the most students. The top five majors include:

- Economics
- Human development and family studies
- Political science
- Psychology
- Sociology

Previous efforts to bring awareness to the College of Social and Behavioral Science have had moderate success. As such a major asset to the University of Utah, we propose a rebranding effort targeted at the events in an effort to showcase each department.

Background

Secondary Research:
What makes the College of Social and Behavioral Science Unique?

The following are highlights of what each department is and what they do on campus and in the community. These were pulled directly from each department’s web page.

Anthropology:

The study of humankind. Expertise in archaeology, genetics, demography, hunter-gatherers and evolutionary approach to behavior. Four of their faculty are members of the National Academy of Sciences.

- National Academy of Sciences is a private society of renowned scholars and researchers. Nearly 500 of their members have received a Nobel Prize.
- The Anthropology department can utilize these faculty in planning the department event.
Economics: Helps students understand and gives them tools to solve high unemployment, financial uncertainty, growing public debt, increased trade, international migration, growth of other countries, energy concerns.

- Preps for careers in labor markets, healthcare, economy & environmental interaction.

Family and Consumer Studies: Examine how social, economic, political and physical environments affect families, individuals, and consumers.

- U’s Lassonde Institute neuroversity wins community award for autism project – teaches kids with autism how to use 3D modeling software to learn vocational skills. A great example of interdisciplinary teamwork. This is our example for what we will plan for the Family and Consumer Studies event. A service project is an ideal event in generating media awareness.

Geography: Study of natural earth systems, human societies, and the interaction between them. Bridge the gap between physical and social science.

- We can utilize the beauty of our state and plan this department’s event from that.

Political science: Studies world of politics and government, as well as privileges and responsibilities of citizenship, uses and abuses of power, etc.

- There is a new emphasis in community involvement and nonprofit leadership. Our event idea can possibly be built off of this emphasis.

Psychology: Studies psychology as a profession, cognition, intergroup relations, infancy, emotions, human performance, personality, sexuality, health, etc.

- Research in: the effects of texting and driving, sexual attraction, group ID/discrimination, couple interactions, combat PTSD, effect of physical on mental health. Our event idea can possibly serve the purpose of a fundraiser that will donate proceeds to one of these research topics.

Sociology: Teaches students to analyze society, social organizations, structures and changes.

- 4 program areas: Globalization and politics & society, diversity/inequality, population and health, deviance, crime and law.
Past College Events that were Successful

In a study done on what makes virtual advertising effective, the following hypothesis was tested; “Exposure time, exposure frequency and prior brand awareness have a positive impact on the recall of the brands advertised.” This hypothesis was found to be partially correct after the study was conducted. The conclusion was that frequency of displaying the ad was the major player in brand recognition afterward.

“…it is the frequency and not the duration of exposure that is essential for the recall performance. This indicates that recipients do perceive the advertised brand during a longer exposure, but, once perceived, their attention shifts immediately back to the sports event. Prior brand awareness as an explanatory variable proved to be non-significant” (Sander and Altobelli, 2011).

The conclusion of this study is important in the understanding of how future CSBS events can be effectively advertised. Frequency of virtual advertisements is a possible topic of interest for publicizing events.

The following paragraphs give some brief background on past successful events other University of Utah colleges have put on. CSBS can potentially mirror some of the key strengths from each of these events in an effort to gain stability in the success of their own future events.

The “Be More You” event featuring U alum Tracy McMillan was held last April 2014. The lunch reception/lecture-style event was hosted by the Communication department’s Communication Institute and the College of Humanities. McMillan obtained her BA in humanities and after graduation went to work as a writer for NBC and popular television shows such as Mad Men. She also has written a book of her own, which received success. The key strengths in this event that led up to its success were (1) the event style was casual and had a comfortable environment. The lunch reception created a conversational atmosphere and the lecture McMillan held was also casual and insightful for the students. (2) McMillan herself was a great candidate for an event because she is somewhat famous and has a great track-record of jobs. (3) The event was extremely beneficial for students because it focused entirely on what a humanities degree can offer you.

On last year’s “Engineering Day” held Saturday, Oct. 11, approximately 500 high school students along with their parents attended a hands-on event at the University of Utah where they learned how the College of Engineering can take their education to new heights. The event was
sponsored by Rio Tinto, who is a potential employer for graduating students. The event included live demonstrations which showcased new technology. Future freshmen were able to participate in the demonstrations and tour research labs. Students get a first-hand perspective of what the process of obtaining a degree will be like as well as what projects could be in store for them. This event was successful because it is annual, therefore advertising is seen year after year versus once for a one-time event. It is interactive and realistic. A fun and comfortable environment is created through the live demonstrations and personal tours. The event showcases what life could be like while obtaining an engineering degree, which has the potential to put students at ease. The event has a particular audience that always exists and is becoming more abundant every year since the engineering field is becoming more popular.

The Fine Arts program holds an annual Arts Bash which continually receives high success. Every year the department hosts the event on-campus where students can watch live performances, eat free food, and visit numerous information booths. The purpose of the event is to publicize what arts experiences are available to every student at the U, not just Fine Arts affiliates. The event is successful because exists entirely for fun. It is first and foremost a fun, carefree event, and in the process students are able to receive information about the department and different arts programs. The availability of free food is an incentive for students to join the fun and even participate if they choose to. The fact that it has a reputation of being open to all students is another reason why the event creates as much success as it does. It’s structured like a small arts festival at Pioneer Park is for example, instead of being structured in a box that only satisfies the needs of a certain demographic of students.

In summary, there are four factors that create successful events. First, events that are targeted specifically toward student life and student needs, whether they are present needs or future needs, are the ones that create the most success. Students especially, respond well to help, which is exactly what many school events are there for. Second, events that engage students and allow for student interaction without forcing it create comfortable environments. This type of environment is much more likely to receive success than a strictly formal and informational environment is. Third, events that offer incentives for simply showing up will help gain an audience. The content of the events is what will keep the audience. Fourth, clearly identifying the key publics is the last necessity in achieving a successful event. The main reason why “Engineering Day” is so successful is due to the identification of that target market. However,
some events achieve success by satisfying more than one public rather than just one. This will depend on what the goal of the event is since each event is different.

Event Awareness

In the past, CSBS has relied on fliers and banners to promote upcoming events, in addition to word of mouth as well as their social media outlets to support their events. Students receive emails from advisors notifying them of current events, however most students delete said emails without looking over them. On rare occasions, professors receive PPT slides to include in lectures. Unfortunately CSBS hasn’t reached a broad enough audience.

Given CSBS’s moderate success, we know we have the ability to create great impact by amplifying existing efforts. Each department has been challenged to do at least one event per year, and we will build a calendar of these events to proudly display all year round.

In the future, we want to incorporate the use of their social media sites as a primary source for event information and promotion. As of right now their social media presence on outlets like Facebook, Twitter, and Instagram aren’t nearly as strong as they should be. CSBS graduates the most students out of all the colleges on campus, yet they only have a few hundred followers on social media. This problem alone greatly affects the effectiveness of their posts about upcoming events.

Many of the events promoted on their website calendar did not belong to them; instead they were listing events for the school as a whole. A new focus needs to be directed at clarity of information.

The final medium we need to take advantage of is email. Our plan is to make our emails stand out. There needs to be an immediate hook so that students are intrigued to read through the content of the actual email, rather than deleting it immediately.

Primary Research:

As a form of primary research, we conducted a survey to anyone who is currently a college student. The questions along with the responses are listed below. From the responses to this survey, we have developed information that will help us develop successful events.

- Food is a necessity for high attendance rates.
- An event that will give a student credit in a class draws students.
- Social media is key in event promotion.
- Facebook, Instagram, and the school website are the major outlets for finding event information. Out of these outlets, Facebook and Instagram are the two most prominently used social media sites.
- Give-aways are popular.
- People feel the most invited and comfortable at an event if the people make them feel that way. i.e. going with friends and having established staff at the event.

**Data:**

**Question #1:** What draws you to attend school events?

- Food, 115
- Class requirement, 89
- Speakers, 70
- Prizes, 51

Other: Employment opportunities, education or connections, extra credit, friends, social environment, student atmosphere, organization hosting event, event activities, what the is about/supporting

**Question #2:** How do you typically hear about events?
Question #3: What social media accounts do you use to find out about events?

Other: email, texts from university, LinkedIn

Question #4: What social media accounts do you generally use the most?

Other: Snapchat, Pinterest, LinkedIn
Question #5: What events have you attended in the past?

Other: Scholarship events, UMFA events, PRSSA events, Car washes, Volunteering, Earth fest, Learning abroad fair, Hinkley forums, Pizza, Greek events, Art shows, Plays

Question #6: What did you like about the events you’ve attended?

Other: the art was fresh, the effort behind the event, audience interaction, flyers, high cultural activities on a student budget, cool films, well organized, extra credit

Question #7: What kinds of prizes or giveaways would you like to win at events?
Other: One of a kind U of U limited edition swag, Apple TV, Ski Stuff, Community events, Beanies, Jersey, Hats, Reusable water bottles, String backpacks, Computers, Candles, Cars

Question #8: How do you hear about events?

Other: Teachers, email, text, fraternity, classes

Question #9: Would you rather attend an event where everyone wins a small prize or where a few people win a big prize?
Question #10: Do you like giveaways at events?

Question #11: What types of giveaways have you gotten at events?

Other: coffee cup, football tickets, t-shirts, digital cameras, bags, pens, Bluetooth speaker, TV, computer, go-ped, mini-screwdriver set, ear buds, telescope, electronics
Question #12: Do you keep/use giveaways you get at events?

[Diagram]

Question #13: What types of things do you keep from events?

[Diagram]

Other: Cups, Scarf, Ipad, Lanyards, Souvenirs, Gloves, Notes, Bags, TV, DVD player, Bottle openers, Backpack

Question #14: How long do you typically stay at an hour long event?
Question #15: What things about an event make you feel invited?

Other: when someone invites me, music and the venue/environment people give off, the theme/audience it is meant for, content, cause

**Situation Analysis and Core problems/opportunity**

*Situation Analysis*

The College of Social and Behavioral Science is a broad college that offers 40 different degrees. The faculty has yet to agree on a brand, which presents a unique issue for event planners. How do we market an event when we cannot describe how it pertains to the school? Things like the Ride to Zero that struck a mass audience were successful, but we don’t have numbers to back these claims.
Departments have been challenged to host at least one event per year to boost presence and interest. This situation leaves us with the opportunity of finding a common thread to make each individual event one that represents the college as a whole.

Core problems/opportunity

The main problem is that they’re relying on social media to get information about events out, however according to our research their following is very small so no one understands why they’re holding events.

The biggest opportunity we have is that CSBS never had a strong presence, so we aren’t fixing a reputation, but creating from a blank slate.

Goals and Objectives

Goals:

Our goal is to create a series of 9 concrete events that pertain to each of the departments in the College of Social and Behavioral Sciences. We will propose one fully planned starter event themed around celebrating the rebranding of CSBS. This event will be our announcement of the rebranding to bring together faculty, alumni and all U of U students.

Each department in CSBS is required to host one annual event every year. We will outline ideas and schedules for these events to help in planning and creating a united front as a college. Faculty will be our toughest key public because they need to first approve of each of the nine events. We will create events that individually tie in with the functions of the departments in hopes to gain faculty approval.

Objectives:

Conduct research and gain a grasp of how we make our events successful

- We will send out a survey. This will find who goes to events; how many they’ve been to; how they hear about them; what makes people feel like they belong in an event; etc.
- It’s important for us to send this out to create a measurable change.

In planning the events, we will create awareness by making them available to all students – regardless of what college they come from. We will advertise to all U of U students.
We will include the staffing information we see fit. We need enough hosts to ensure people are brought into the events, and feel as though they belong. Comfort is key here.

Reach out to local media.

By building a strong relationship with a local journalist, we can keep CSBS in the news. They will be able to count on a monthly event to write about.

Our rebranding event will serve as a celebration and will attract all U of U students and CSBS alumni. It will be the beginning of CSBS’s new page.

Advertise heavily throughout campus to ensure awareness.

Send out mail and emails to alumni beforehand that will continuously remind them of the event.

**Key Publics**

The key publics established for CSBS are (1) faculty, (2) current CSBS students, (3) future University of Utah freshmen, and (4) alumni. In order to hit all of the key publics through events, it is important to create annual events. Annual events will allow the rebranding of CSBS to be reinforced every year until the brand is established.

**Faculty:**

The CSBS faculty range from undergraduate and graduate professors. Their main issues are college awareness, they need to come to an agreement on a mission statement for the college, along with establishing a theme that will pertain to future events. The theme we as a class have come to an agreement on is “Test, understand, and produce global impact.” This is a broad theme that gives insight to the functions of each department in CSBS.

The best way to reach this audience is to have concrete materials such as brochures and flyers that will inform them as well as allow them to show others. Having a constant email circulating is another productive way to inform them. Informing faculty on the rebranding of the college as well as the events that they will be a part of every year is important because their acceptance is key.

**Current students:**
Current CSBS students are those who are already declared in majors/minors affiliated with the college. Because of that, they already are aware of the college, however they might not feel like they belong to it. This demographic consists mostly of millennials and the gen X generations and are therefore tech-savvy. We can reach this audience by utilizing social media, the CSBS website, and CSBS-specific events. In order to make this key public feel like they belong and are a part of the college, holding annual events is crucial. Once we tie these events to social media, advertising them will seem effortless since there are so many social media platforms that this demographic sees everyday.

Future students:
Future University of Utah freshmen are high school students that are undecided on what they are going to major or minor in. Being the youngest target, they utilize social media to its absolute fullest and as a result that is their main form of communication. If a CSBS event is advertised throughout social media forms, it is inevitable that it will be seen by this key public. Having CSBS ambassadors paired with current CSBS students visit Salt Lake high schools is another way to reach this audience from the very beginning.

Alumni:
Alumni are the next key public of CSBS. Alumni include those who graduated from CSBS and are potential donors to the college. This could include current business owners that could donate material items, professionals that could donate money as well as their insight, or researchers who could help with connections. The best way to reach this audience is through events that will engage them with CSBS and fliers/brochures through the mail. Having an easily functional website is also vital to their participation in donating and being involved with CSBS. The simpler the communication, the easier to reach them. Our priority for this key public is to engage them and keep them close with the college.

Message Design
The message design for the key publics of current CSBS students and future freshmen should be to the point and should utilize technology, social media specifically. Social media is free and can reach these two key publics immediately and easily. The design of the future
freshmen public should include why CSBS is a great candidate for them and why they should find out what the college is all about.

The message design for the CSBS faculty should be more informational and practical. It should display why the rebranding of CSBS is needed and why a theme should be established as a part of this rebranding process.

The message design for alumni should also be to the point yet informational to ensure there are no misunderstandings or questions. The message design should showcase why CSBS is relevant to them and why they deserve their donations.

**Strategies and Tactics**

*Strategy One:* Conduct annual events that will target and satisfy the needs of each of our key publics.

*Tactics:*

- Challenge each of the departments to hold one event per calendar year. They will each be assigned a month to be held accountable for.
- Establish themes per event that relate to what the pertaining department does and the impact it produces.
- Advertise. Each event must be advertised through all of CSBS’s online outlets as well as through material items such as flyers or brochures.
  - Promotions will begin about three months in advance to ensure awareness.
- Have each annual event be photographed in a professional manner, and then uploaded onto the CSBS website and through social media.

*Strategy Two:* Work with social media and gain a solid presence to create engagement and awareness.

*Tactics:*

- Reinvent each of CSBS’s social media sites and schedule posts around the events.
- Promote events through social media up to 3 months in advance.
  - #WalkforWellness will be used to promote the Psychology Department’s event.
Strategy Three: Establish a functional CSBS website that draws attention to events.

Tactics:

- Have a separate calendar on the new CSBS website that displays CSBS-only events.
- Make the events calendar easy to navigate and aesthetically pleasing.

Event Calendar (January 2016 - February 2017)

*Dates are flexible and can be altered to any needs or scheduling conflicts.*

1. **January 13th**- CSBS RE-Branding Event
2. **February 10th**- Geography
3. **March 23rd**- Family and Consumer Studies
4. **April 13th**- Psychology
5. **August 31st**- CSBS Kick-off Event “Test the Waters”
6. **September 21st**- Sociology
7. **October 26th**- Economics
8. **November 16th**- Political Science
9. **January 18th (2017)**- Anthropology

In conjunction with each department and their event, an ambassador as well as two students from the corresponding department will visit a local high school once a month. They will advertise their department in CSBS and will discuss information on the annual “Test the Waters” event.

Event (1) CSBS Re-Branding Event

Name: “Brand….Re-Brand”

Date: Wednesday, January 13th, 2016

Location: University of Utah Union Ballroom Full

Time: 6-8pm

Description:

Why James Bond? When his creator was talking about him in 1953 he stated that he wanted him to be dull as possible, a neutral agent with a plain name that could be wielded by spy
agencies. Thus we draw the parallel to CSBS. The ordinary name doesn’t sound exotic by any means, but with our rebrand they are an instrument to a student who can do many exotic things.

This is a one-time event that will be a celebration of the rebranding of CSBS. Due to time constraints, we must heavily advertise this event beginning December 10th, 2015. We will encourage nicer attire. Our slogan for is “Dress up and celebrate with us on the red carpet.” There will be activities such as a photo-op, gift bags that contain the listed CSBS branded items, and a raffles throughout the night including the big giveaway toward the end of the event. There will be a red carpet that leads to a CSBS-branded background where the photo-op will take place. Patrons will have the opportunity to use vintage hollywood themed props while posing. The James Bond theme will be playing softly in the background close to the red carpet while people walk down it. The best photos will be featured on the CSBS website and social media.

Food will be provided by the Pie Pizzeria and there will be virgin cocktails and Gourmandise pastries for dessert. The virgin cocktails will be made by a volunteers from the CSBS department. The date to select the volunteers will begin on December 10, 2015 because it is the last day of classes. This event will focus on a new and improved CSBS and alumni will come to check out what changes will be made and will have the opportunity to make donations.

**Key Publics:** Alumni, U of U students, faculty

**Collateral Needed:**

CSBS branded items:

- USB, chapstick, hand sanitizer - to all be included in a gift bag for those who show up.

This is a great way to get the college’s new brand out there.

- CSBS branded tokens for poker
- Big raffle give away item (the CSBS ski/snowboard)

**Goods/Services Needed:**

Photo-Op materials

- CSBS-branded background and red carpet themed props (Amazon)

Decorations

- “Celebration and Red Carpet” themed decorations from Zurcher’s
  389 W 1830 S SLC, UT 84106, (801) 485-7777

**Staff:**
Two students for photography and journalism purposes. CSBS ambassadors and faculty members will work together to engage people and bring them in as well as regulate the total event.

Faculty volunteer to regulate poker. Two volunteers to “bartend”.

**Catering:**

Pie Pizzeria

-Pizza and soda

Non-alcoholic drinks (virgin millionaire sours, dirty dr. peppers, etc.)

**Millionaire Sour Recipe** *PER GLASS*
2 ounces Lemon Simple Syrup
2 ounces ginger ale
1/4 cup crushed ice
1/4 shot grenadine
lemon slice & cherry for garnish
*Just pour each ingredient into a glass filled with ice*

**Dirty Dr. Pepper Recipe** *PER GLASS*
Ice
1 Lime Slice
Torani Sugar Free Coconut Syrup (Can be found at a World Market) Locations in Cottonwood Heights and Park City
Dr. Pepper
*Add one teaspoon of Torani Coconut Syrup for every cup of Dr. Pepper used. Mix all ingredients together and garnish with lime slice*

Gourmandise - Gourmandise Dessert Pastry Platters - Large (serves 20 per platter) for $130

**Budget:**

- Union Ballroom Roughly $495 for full ballroom, custom with tables
- Pizza: $450 for 30 14” pizzas (at 8 slices each)
- Soda: $84 for 12oz (7 35 packs) (Costco/Sams Club)
- Gourmandise Desserts: $130
- Ingredients for Cocktails: Roughly $60 (Costco/Sams Club and World Market)
- Decorations: $100
- Red Carpet $30 (amazon.com)
- Titanium Cloth Custom Backdrop (with CSBS listed on backdrop) 8x8 $279
- Misc: $100 for gift bag items (ribbon, small bags, tissue paper)
  
  https://www.etsy.com/listing/115293764/vintage-wedding-photo-booth-props-20?ref=market This website contains the photo-op props we will use:

- The Vintage Collection - (2) 20 piece photo-op props: $60 When ordering online, include the date of the event in the "note to seller" section while checking out.


- Total Budget: $1,800

**Schedule for Event:**

4pm - Begin setting up

5:45 - Pizza and dessert arrive

6pm - Start time of event, Ambassadors and faculty members who are in charge of regulating will be strategically placed around the ballroom to “host”

  - Welcome people/draw curious students in
  - Specifically welcome alumni
  - Display food and drink, “bartenders” are in place and ready to take orders

7:30: Raffle winner is chosen and announced

8pm - event ends, cleanup begins at 8:10

**Event (2) Geography**

**Name:** “Brighton Bash”

**Date:** Wednesday, February 10, 2016

**Location:** Brighton Resort, 8301 S Brighton Loop Rd, Brighton UT 84121

**Time:** 4pm-close

**Collateral:** An item created by the collateral team

**Permission:** Insurance forms

**Key Publics:** U of U students, must register 2 weeks in advance

**Description:**
This event is targeted toward any U of U student who wants to go night skiing or snowboarding at Brighton Ski Resort. The geography department focuses on generating research and creating beneficial relationships between humans and the physical environment. This event is a fun way to get together students of any educational background to enjoy one of Utah’s natural wonders. The department itself can tie this into education by putting together a scavenger hunt for plants native to Utah, climate and weather. The student takes pictures of these items and the first to email them in correctly wins a prize.

Often students don’t get the opportunity to take advantage of the snow in our mountains due to being too busy with school or not having enough money. By tying it in with the coursework of the Geography department, students accomplish the goal of an assignment while having fun. This is an event that we hope carries through over the years. If we can keep it positive, we can turn it into something students look forward to all year round.

**Goods/Services Needed:** Permission from Brighton to comp night passes.

**Transportation:** The Bus

**Budget:**
- Bus: $100 an hour (56 passenger bus) AND/OR $80 an hour (27 passenger bus)
- Cost of discounted ticket: $32 (25 People min)
- Total Budget: $1,200 (25 people, bus for 5 hours) OR $2,100 (50 people, bus for 5 hours)

**Points of Contact:**
- Brighton: (801) 532-4731 Bill Novak- billnovak@brightonresort.com **email at least 2 weeks ahead of time.
- Le Bus: (801) 975-0202

**Promotion:** Social media team, emails to students, flyers, tabling.

**Event (3) Family and Consumer Studies**

**Name:** “Dinner on the Town”

**Date:** Wednesday, March 23, 2016

**Location:** The Road Home, 210 South Rio Grande Street SLC, UT 84101

**Time:** 5:00 p.m. on campus to start cooking (leave by 5:45 p.m.)
- 6:00 p.m. meet at shelter
- 6:30 p.m. dinner is served
**Collateral:** CSBS t-shirts for everyone who’s participating to wear.

**Key Publics:** Students, registration is required in order to get a t-shirt

**Description:**

As a department, Family and Consumer Studies focuses on the internal and external effects (on families and individuals) of the social, economic, physical and political environments. One direct result of these environments is homelessness around Salt Lake. The department can put together a teaching opportunity in how these tie together (what leads to homelessness economically, etc.) The department head can reach out to a family at the Road Home and ask them to tell their story.

We chose a service project, because when we put CSBS’s name in the public in positive light, we are bringing attention to the college. We wanted students who have a need for service projects, whether it be for scholarships or resumes, to be able to help. The Road Home offers a list of events for groups to participate in. The one we chose was “Prepare a Dinner”, where the group brings in food for one of the shelters and serves it to them.

**Goods/Services Needed:** (approximately 125 people to be served)

Paper products

- Paper plates, forks, spoons, knives, napkins, cups, latex gloves, serving spoons, trays

Food

- Spaghetti noodles, sauce, parmesan cheese, garlic bread, salad, salad dressing, and juice.

**Transportation:** Carpool

**Budget:**

- Cost of food: Spaghetti: $35 (21 pounds of pasta) Sauce: $15 (31.5 cups) Parm: $15
  Garlic Bread: $32 (4 boxes of 32 pieces) Salad: $35 (17.5 pounds of tossed salad) Salad Dressing: $8 (1 Gal.)
- Cost of t-shirts: (See Collateral team)
- Cost of paper products: Plates: $15 (186 ct.) Forks: $8 Napkins: $8 Cups: $10
- Total Budget: $185

**Points of Contact:**

Road Home: (801)359-4142

T-shirts: Collateral Team

UPC: (to display in bathroom stalls)
Promotion: Social media team, emails go out to the University, permission to include on “toilet paper” display in bathrooms, reach out to local media.

Event (4) Anthropology

Name: “Supper and a Speech”
Date: Wednesday January 18, 2017
Location: Union Ballroom Center
Time: 6:00 p.m.
Permissions: To access the Union Ballroom for this event.
Key Publics: Students and faculty, rsvp required
Description:

This event is targeted towards those who are interested in hearing from four members of the National Academy of Sciences. The National Academy of Sciences is a private, nonprofit organization of the country’s leading researchers. The NAS was established by Abraham Lincoln in 1863, and provides independent, objective advice to the nation on matters related to science and technology. Members of NAS are chosen by their peers for their outstanding contributions to research. Along with these guest speakers there would be dinner catered by two different restaurants and time after the speeches for people who attend to mingle.

Goods/Services Needed:

Paper products
- table cloths, silverware, dinnerware.
Catering from The Kathmandu and J. Wong’s Bistro.

Schedule for Event:

5:30pm - Begin setting up in Union
5:45pm - Catering arrives
6pm - Event begins, attendees can get their food that will be served buffet style
6:15 - Researchers will sit panel style on ballroom stage and begin their speeches. Each researcher will have twenty minutes to talk.
7:35 - The talk ends and attendees will have the chance to mingle if they would like.

Budget:
● Catering from the two restaurants:
  ○ The Kathmandu: $13 per person (chicken)
  ○ J. Wong’s Bistro: $10 or $11 per (person depending on items)
  ○ University of Utah Union Ballroom Center (custom with tables): $275
  ○ Total Budget: $925 [Kathmandu, 50 people] OR $825 [J. Wongs, 50 people]

Points of Contact:
  The Kathmandu: 212 S 700 E SLC, UT (801) 355-0454
  J. Wong’s Bistro: 163 W 200 S SLC, UT (801) 350-0888
  University of Utah Union: (Call about reserving the ballroom for this event)

Promotion: Social media team, flyers, email to students.
Event Staff: Two faculty members and one ambassador that will greet people.

Event (5) CSBS Kick-Off the New School Year Event

Name: “Test the Waters”
Date: August 31, 2016
Location: Student Life Center
Time: 12 to 2 p.m.
Collateral: Hand sanitizer, koozies, chapstick, shirts, anything CSBS branded
Permissions: Insurance forms, permissions through university
Key Publics: Students, freshmen, undecided
Description:
  This event is a great way to reintroduce the new and improved CSBS at the beginning of the school year. This is a time where many students are focusing on declaring a major and an opportunity for CSBS to display what’s going on within the school.
  CSBS ambassadors will be in charge of running the event. It will take place at the Student Life Center, utilizing the pool where the activities will be held. They will gather attendees together and will split up into teams for a paddleboard racing competition. We will rent the paddle boards from campus. Each team will also contain two current CSBS students from each department that volunteer to be leaders. That way they can also inform attendees of their specific department and what it has to offer. This gives an opportunity to utilize the ambassadors
and CSBS students in an interactive manner. If we want to provide food and drinks, we will need to contact the Associate Director, Services and verify if it is ok.

**Event Staff:**

Student ambassadors whose duty is to engage the students that walk past and direct them to the activities. Department staff whose duty is to oversee and answer any questions. Two current CSBS students per department (upperclassmen preferable)

**Goods/Services Needed:**

Tables, chairs, tablecloths, pizza

**Budget:**

- Pizza: $100 for 20 pizzas (Little Caesars)
- Paddle Board Rentals: $25 per board, per day (1 day, 6 boards[max]) total $150.
- Student Life Center Rental: Renting out the outdoor pool and pool patio: $95/hour Roughly $190 in total *Space rentals do not include additional costs such as staffing, housekeeping, materials protection, or security.
  - Lifeguard: $15/hour: Roughly $30 in total
  - Electronic Scoreboard: $18/hour: Roughly $36 in total
- Total Budget: $506

**Points of Contact:**

Campus Rec: (Rentals) Rob Jones- Outdoor Adventures - Phone: (801) 581-8516- rjones@crs.utah.edu

Marketing and Special Events: Julian Gomez- Phone: (801) 581.8002- jgomez@crs.utah.edu

Scheduling: Jared Lindorfer-Phone: (801) 581-5189-jared.lindorfer@crs.utah.edu

**Promotion:** Social media (long term start in May), email

**Event (6) Sociology**

**Name:** “Let’s talk Equality”

**Date:** Wednesday, September 21st 2016

**Location:** City Library Auditorium

**Time:** 6pm - 8pm

**Collateral:** CSBS branded items

**Permissions:** Permission from the library to hold the event in auditorium
Key Publics: U of U students

Description:

This event is targeted toward showing one of the functions of the sociology department, which is equality and social organization. The lgbt community in Salt Lake will be highlighted for this event. It will be held at the City Library downtown in their auditorium and will include the latest ACTION of the Year Award recipient as the speaker. There will be an lgbt booth set up for information on lgbt equality if anyone is interested. Gay rights is currently a topic of interest and the lgbt community is gaining an increasing amount of attention in Utah.

Holding this event is a great way to raise awareness of the social structure of Salt Lake City specifically as well as issues of inequality. The speaker and anyone who is a part of the lgbt resource center will be invited to educate and chat with attendees. The speaker will be given twenty minutes discuss what their action was, along with any of their experiences on being a part of the lgbtq community in Salt Lake.

Goods/Services Needed: 3 student ambassadors, give away items, and light refreshments.

Budget:

- Cost of refreshments: $95.96 Einstein Bagels (4) Gourmet Bagels and Shmear Baker’s Dozen order, Orange Juice from store: roughly $30
- Location for community groups and non-profit organizations with an event that is open to the public, the auditorium is no cost. Amenities and technology are subject to availability and may require a fee.
- Total Budget: $130

Transportation: Carpool, TRAX.

Points of Contact:

The City Library: 210 E 400 S (801) 524-8200

The ACTION of the Year Award recipient: (Find out who won the award last and if we could get them to be the guest speaker at the event)

Promotion: Social media team, email to students, fliers, keep in contact with lgbtq resource center and have them promote through their outlets as well (emailing members, etc.)

Event (7) Economics

Name: “Real Life Monopoly”
Date: Wednesday October 26th, 2016
Location: Student Life Center
Time: 6:00-8:00 p.m.
Collateral: $100 Visa gift card
Permissions: Student Life Center accessibility and permission to use game materials.
Key Publics: Students
Description:

This event is targeted towards students who want to learn how to manage finances, student debt, mortgages, and other real world responsibilities. Too often we learn how to have a career while we’re at school, but many of us at the university don’t focus on what to do once we make it in the real world.

This game will be a hybrid of Monopoly and The Game of Life. Students are given their “CSBS dollars”, and they navigate their way around the track, picking up marriage cards, children, etc. They have the opportunity to buy property vs. renting, and learn advantages and disadvantages of investments. Those playing the game are challenged with unemployment, financial uncertainty, and the effects of what’s happening internationally.

Student volunteers in the department can take charge in directing the game and implementing what they’re learning in their coursework.

Since we will want some light snacks and drinks, we will need to contact the Associate Director, Services and verify if it is ok.

Goods/Services Needed: Faculty/volunteers, rolls of paper, markers, paint, large props, large dice, silver spray paint, cardboard, paper money, light refreshments.

http://www.clownantics.com/clown-props/giant-props-93-1-c.html This website contains giant foam props that would be ideal.

Budget:

- Rolls of Paper: $30 per roll (x4)
- Paint: $64 (6, ½ gallon colors, Amazon)
- Silver Spray Paint: $5.28 per can (4-5 cans)
- Props: $100 (Various props from website above)
- Cardboard: $30
- Paper Money: $15
● Light Refreshments: (4) Old Fashioned Donuts, in Maple, Glazed, and Chocolate, 48 donuts in total: Roughly $47
● Orange Juice and Apple Juice from the store: Roughly $30
● Student Life Center Rental: Legacy Gym: $40/hour: Roughly $80 in total
● Total Budget: $514

Points of Contact:
  - Banbury Cross Donuts, Open 5am-5pm
    705 S 700 E, Salt Lake City, UT 84102 801-537-1433
  - George S. Eccles Student Life Center
    1836 Student Life Way, Salt Lake City, UT 84112
  - Julian Gomez, Marketing Manager for Special Events at Student Life Center
    Phone: (801) 581.8002  jigomez@crs.utah.edu

Promotion: Social media team, email to students, flyers.
Staff Needed: Roughly five faculty members from either the economics department or the business school, depending on who is available at the time. They will regulate the game.

Event (8) Political Science

Name: “He Named me Malala Showing”
Date: Wednesday November 16, 2016
Location: University Union Theatre
Time: 6:00 p.m.
Collateral: CSBS branded plastic water bottles
Permissions: Permission from the university to use the theatre.
Key Publics: Students who need a cultural or political event.
Description:
   This event would be targeted towards students who need to fulfill cultural or political event requirement. Before the showing of He Named me Malala begins, a professor from the political science department will speak about key points and why the showing of the movie is relevant. Students can engage in conversation about the topics presented after the movie ends. This will, like all other department events, be annual. However, the movie will switch out every year depending on what the faculty of the Political Science Department agrees upon. There will
be two faculty members from the department that will be there to greet people as they come in and regulate.

Since the Union has restricted policies on food and beverages in their facilities, we must contact the Associate Director, Services and verify it is ok to have popcorn and drinks.

**Goods/Services Needed:** Popcorn, He Named me Malala, soda, and CSBS branded water.

**Budget:**
- Popcorn: $30
- Soda: $15
- Water: See Collateral Team
- Renting out the Union Theatre: $0
- Total Budget: $50

**Points of Contact:**
- Union Theatre: 801-581-7251

**Promotion:** Social media, emails for students, flyers, The Toilet Paper.

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**Event (9) Psychology**

**Name:** “Walk for Wellness”

**Date:** Saturday April 16, 2016

**Location:** Liberty Park

**Time:** 10:00 a.m.

**Collateral:** CSBS t-shirts (refer to image above)

CSBS branded plastic water bottles to hand out for free

**Permissions:** Permission from Liberty Park to hold event there, insurance release, special events permit.

**Key Publics:** Students, alumni, faculty. Registration opens 3 months in advance and closes 2 weeks before the event

**Description:**

This event is a 5k targeted towards people who want to support the research being conducted by the University of Utah Department of Psychology on physical and mental health. It is $10 to register to be a participant in the walk. Alumni are invited and will be able to participate
in the walk for free. They will be encouraged to donate to the cause. The funds raised would be
given back to the psychology department to advance their research.

The above image is what we are drawing our inspiration from for the CSBS “Walk for
Wellness” T-shirts. The shirts will display an image similar to this one, but with a some possible
changes made to the graphic and the colors will be University of Utah colors. This t-shirt
represents cognitive science, which is a function of the Psychology department. The final look of
the t-shirt will be voted on amongst the students and faculty of the department. The collateral
team will be in charge of coming up with three possible designs.

Set-up will be done by 9:30 and this is when participants will arrive to sign-in. There will
be 4 volunteers sitting at 2 tables with a list of names of those who registered and paid the $10
fee. During the walk free CSBS-branded water bottles will be given out to participants. After the
5k, there will be two food trucks parked at Liberty that will serve patrons until they run out of
food. 10% of Cupbop’s earnings will be donated to the cause while 15% of Nebo’s proceeds
with be donated.

Since we are holding the event at a public park we must apply for a special events permit.
They are typically given in a reasonable time period, but to be safe it is best to apply 6 months in
advance.

Goods/Services Needed: Volunteers, faculty, tables, canopies, documents for registration,
water.

Two food trucks: Cupbop and Mount Nebo Pizza, we would make a deal with them that allows
for a certain percentage of their profit to be donated to the cause.

Budget:

- Canopies: (2) Garden Treasures 10.6-ft W x 8.8-ft L Rectangular Blue Steel Pop-Up
  Canopy: $192 in total http://www.lowes.com/Yard-Structures-Shade/Canopies-
  Accessories/Canopies/_/N-1z0s8cb/pl?cm_cr=null_3_pl#!
- Tables: (2) Advantage 6 ft. Serpentine Wood Folding Table: $259.98
  http://www.classroomessentialsonline.com/6-ft-Serpentine-Wood-Folding-Table-FTPWSERP-
p/ftpw-serp.htm#.VIY1nnarSUK
- Chairs: (4) Advantage Black Vinyl-Padded Banquet Stackable Chairs [827VINYL-BB-
  SB]: $135.80 in total
- Cupbop: $10 per person (10% to charity) ($150 set up fee)
• Mount Nebo Pizza: $12 All you can eat pizza (Per Person) ($750 Minimum+$150 set up fee) (15% to charity)
• Special Events Permit Application fee: $110
• Total Budget: $715

*The city imposes a 1.23% surcharge on all credit card transactions, not including debit cards.

Other fees/costs will be determined based on the nature of the event and its impact to the City. All cost recovery estimates will be provided in advance and payment of the estimate will be required in advance. Cost recovery estimates means the amount it will cost to hold the event.

The above information on special event permits can be found at http://www.slcgov.com/slc-events/slc-events-permitting-faq

**Points of Contact:**
- Cupbop (801) 916-8968
- Mount Nebo Pizza (801-931-1876)
- The Gallivan Center and SLC Events
  239 South Main Street, Salt Lake City UT 84111

**Promotion:** Reach out to local news and radio stations, social media team, email to students, flyers. Cupbop has a twitter and Instagram that they can also use to promote this event.

We’ll want to establish a hashtag for this event. #WalkForWellness

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**Budget**

For each event we listed estimates for spending. Our prospective budgets were found through online services or contacting businesses. The total budget we have come up with for all events is the following:

Rebrand Event (January): $1800

Geography (February): $1200 [25 people] OR $2100 [50 people]

FCS (March): $185

Psychology (April) $715

Kick-off Event (August): $506
Sociology (September): $130
Economics (October): $514
Political Sci. (November): $50
Anthropology (January 2017): $925 [Kathmandu, 50 People] OR $825 [J. Wongs, 50 People]
Total: 6,925 (per 50 people)

**Communication Confirmation**

Our communication confirmation and evaluation criteria and tools are very similar. Each will require statistics on event attendance and surveys on event satisfaction. It is important to include a question in each survey that asks who the college and department the event was held by. This is a key question in determining whether our goal of rebranding has been met.

**Evaluation Criteria and Tools**

Our evaluation criteria will be in the form of short surveys and posts, likes, follows, and hashtags obtained through CSBS’s social media outlets. The short surveys will be held for the first year of events only. After these events are done, it will be up to the college if they would like to continue conducting these surveys after 2017.

The surveys will be “after” event satisfaction surveys, which will allow our events to be measurable. These surveys will be short and will take approximately 1 minute to finish. A link to the survey will be posted on the CSBS website the day of the event and will close 48 hours after the event has ended. The theme of the survey questions will include questions that will operationalize whether attendees were satisfied, dissatisfied, or indifferent about the event they attended. If the goal of a particular event was to create awareness and establish rebranding, such as the “Brand….Rebrand” event, then the questions will be targeted toward whether or not that goal was achieved.

We will work with social media and ask that people who attended an event to follow CSBS. We will measure this success by simply looking at the number of new followers directly after the event. We will also ask attendees to post a picture at an event and tag CSBS in it. For
the “Walk for Wellness” event, one way we can measure the success is by looking at how many people posted a picture on social media and included the hashtag #walkforwellness.

The social media measurements are free and can be done quite easily. We will have checkpoints where evaluations will be done. 3 months, 6 months, 1 year, 3 years, and 5 years after the rebranding campaign has officially ended will be our checkpoints to determine the success of the campaign.

“After” Event Satisfaction Survey

1. Approximately how long were you at the event?
   a. The whole time
   b. 1 hour
   c. 30 minutes
   d. Less than 30 minutes
2. Using the choices below, how satisfied are you with the event?
   a. Satisfied
   b. Dissatisfied
   c. Neutral
   d. Indifferent
3. After attending this event, are you willing to attend another event held by the College of Behavioral and Social Sciences?
   a. Yes
   b. No
4. What college held this event? (Open ended question)
   ● ______________
5. Which department held this event? (Open ended question)
   ● ______________
References:

E. Bennett, personal communication, October 5, 2015.