



## Program Planning: Who, What, When, Where, Why, & How

Over the course of time, your student organization will most likely plan a program of some kind. Programs can range from social to educational, for a cause or simply for fun. When planning a program, there are many factors to consider:

### **The who, what, when, where, why, and how factors:**

#### Who is involved with the Program

- Who will be involved with planning and implementing the program (hall council members, RAs, students, etc.)?
- Are committees appropriate and who will be on them?
- Who needs to approve the program?

#### What--Description of the Program

- What will the program accomplish? Is it necessary?
- What is your target population (immediate community, local community, city, etc.)?
- How many people do you estimate attending?

#### What are the costs involved with the Program

- Consider food, supplies, advertising, tickets, prizes, transportation off campus, etc.
- Should the program be cosponsored with another group – Hall government, RHA, RA staff, other halls, Women's Center, MSA, Health and Wellness, etc.?

#### When will the Program happen

- Does the date conflict with major exams, holidays, or other important events around campus?

#### Where will the Program be held

- Locations include spaces in and around our building, our quad area and campus, off-campus sites.

#### How will people know about the Program

- What needs to be done to advertise the program—posters, e-mail, personal contact?
- When does the advertising need to go out?
- Who will be in charge of coordinating ads?

#### Why?

- What is the purpose of our program?
- What are our goals?
- Why are we doing this?
- How does this program support the vision and scope of our group?

#### Have you considered the following?

- Gender bias and gender-neutral language; religious backgrounds, rituals and traditions; diverse racial and/or ethnic populations; needs of students with disabilities; economic limitations faced by some residents; heterosexual bias and diverse sexual orientations.