DEPARTMENT OF RECREATION AND PARKS MANAGEMENT

RECR 474 • Association Operations and Events • 3.0 Units
CSU, Chico Alumni Association & Recreation and Parks Management Advisory Committee

Instructor Contact Information.

CSU, Chico Alumni Association:
Polly Crabtree
Sapp Hall 106
Tel: 530-898-6472
pcrabtree@csuchico.edu
Office Hours: Mon. 10:00 a.m. to
11:30 a.m. and by appointment.
Call 898-6472 for an appointment.

Scheduled Meeting Times.

Class meets on Monday and Wednesday from 12:00 – 12:50 p.m. with an additional activity component that will generally be accomplished through special event planning and implementation. Please be aware that many class activities and events will be scheduled outside the regular class meeting time, generally on or near campus. Planning meetings for events and activities may be scheduled for the conference room in the alumni office at Sapp Hall located at the corner of Normal Avenue and Third Street. There is no final examination. Culminating project for Recreation 474 will be a portfolio recapping the Senior Send-Off event, due Wednesday, May 18.

Course Description.

Exploration of the role and scope of associations and affinity (e.g., special interest) organizations. Topics include mission and values, organizational structures, board governance, typical association divisions, member services and employment opportunities. Students gain experience in special event planning and the development of member benefits. Partnerships with campus or area organizations provide opportunities to apply the class material.

Links To Supporting Web Materials.

- Canadian Society of Association Executives – http://www.csae.com

Materials Required.

- Selected readings will be available on-line or shared in class.
- A PC-formatted Zip or USB drive and access to a computer with a Zip or USB drive and the following Microsoft applications (Word, Publisher or PageMaker, Excel, PowerPoint).
- Internet access and a personal e-mail address.

Instructional Outcomes.
Learning outcomes for this class have been adapted from professional core competencies developed by the American Society of Association Executives and the Canadian Society of Association Executives. Participants will accomplish these outcomes in varying degrees based on personal aptitude and career goals. Participants in RECR 474 - Association Operations will:

1. Understand the nature and scope of event planning for associations.
2. Understand the challenges of event planning for associations.
3. Understand the role of event planning in the strategic management process and how events can support the overall effectiveness of an association.
4. Demonstrate how to use benchmarking, evaluation and assessment to improve effectiveness.
5. Be able to explain successes versus objectives in the final evaluation of a major event.
6. Be able to explain key staff roles in the execution and accomplishment of association events.
7. Understand selected operational aspects of associations.
8. Be able to describe the role of events in the promotion of association membership services.
9. Establish objectives for the planning of one or more alumni events.
10. Develop, implement and evaluate alumni outreach activities.
11. Develop an appreciation for the role of volunteer leadership and support systems for volunteers.
12. Explore career options in association management.
Course Topics.  SCHEDULE IS TENTATIVE AND SUBJECT TO CHANGE!

Week 1  1/24 – Introduction and Overview of the Course. Supporting materials: Syllabus
1/26 – Association Discussion – Power Point Presentation (available on Vista). Senior Send-Off Committee Discussion.
1/29– Chico Chapter Receptions at the CSU, Chico Men’s and Women’s Basketball Games

Week 2  1/31 – Association Types Discussion – Group Work Assignment (Available on VISTA). Cover Association Presentation Guidelines. Association Name Due 2/9
2/2 – Strategic Planning versus Market-Based Strategic Planning (Articles on VISTA). Assign Senior Send-Off Working Committees.

Week 3  2/7– Board Governance – Power point Presentation (Available on VISTA).
2/9 – Association Name Due Today. Discussion of Mission Statements (Article available on VISTA). Mission Statement Assignment Due (Available on VISTA). Senior Send-Off Preparation

Week 4  2/14 – Creation of a Class Mission Statement
2/16 – Introduction of Involvement Scales – Article ("Spectrum of Alumni Involvement") available on VISTA. Senior Send-Off Working Groups.

Week 5  2/21 – Involvement Scale Discussion – Group Work Presentation Guideline Discussion
2/23 – Leadership in Associations – Power Point Presentation (Available on Vista). Role of Career Services in Associations
2/27 – Gateway Science Museum Anniversary Event

Week 6  2/28 – Special Event Planning, Tourism, and Hospitality Industry Career Expectations
3/2 – Mock Presentation to be given in class. Senior Send-Off Working Groups.

Week 7  3/7 – Presentations
3/11 – Presentations
3/10 and 3/11 – Gradfest
3/12 – 3/20 SPRING BREAK

Week 8  3/21– Generational Cohorts. Generational Cohort Group Work
3/23 – Generational Cohort Group Presentations. Senior Send-Off Discussion.
Week 9  3/28 – Senior Send-Off Time Line Exercise  
3/30 – Senior Send-Off Committee Presentations

4/6 – Senior Send-Off Committee Work

Week 11  4/11 – The Role of Event Planning for Associations, “What is the purpose of this event?”  
4/13 – Group Presentations – Status of Senior Send-Off group work shared  
4/15 – Class Meets This Friday in the BMU Auditorium.  
4/15 – Distinguished Alumni Dinner Set-up  
4/15 – Distinguished Alumni Dinner Clean-Up

Week 12  4/18 – Database and Legal Issues in Event Planning. What are the database and legal issues associated with the Senior Send-Off event?  
4/20 – EXAM

Week 13  4/25 – Senior-Send-Off Work Session  
4/27 – Group Presentations – Status of Senior Send-Off group work shared

Week 14  5/2 – Final Planning for Senior-Send-Off  
5/3 – Senior Send-Off – Trinity Commons  
5/4 –Senior Send-Off Recap  
5/5 – Chico Chapter Spring Tri-Tip Barbecue – CARD Center

Week 15  5/9 – Senior Send-Off Portfolio Discussion  
5/11–Ethical Dilemmas in Event Planning Class Exercise

Week 16  5/18 – Senior Send-Off Portfolio Due  
5/21 and 5/22 – Commencement Ceremonies – Last chance to complete event hours requirement

Note Absences Here.

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### Evaluation & Assignments.

<table>
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<tr>
<td><strong>10%</strong> Up to 100 points</td>
<td>Class Participation/Attendance – Class attendance is mandatory. Attendance policy: Attendance will be recorded for each class session. After one (1) unexcused absence you will lose 50 points for each absence. Approved university absences are exempt from this policy if they are documented in writing. Advance notification (email or notation on roll sheet) of absences (approved or otherwise) is preferred but not required. Date your notes. It will be your responsibility to ensure that your attendance is indicated on the roll sheet for each class period.</td>
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<td><strong>25%</strong> Up to 250 points</td>
<td>Special Events – You will work as part of a team to plan, implement and evaluate Recreation/Alumni Association sponsored special events. Tasks may include, but are not limited to, site design &amp; decoration, promotion, volunteer recruiting and training, entertainment management, and hospitality. Responsibility, initiative and follow-through on assigned tasks will be the key components of evaluation. Please see section on “Special Event Expectations”. Each event has an assigned number of points (not always corresponding to the number of hours worked). A Special Event Recap sheet must be completed to assist you in achieving the course objectives. A recap sheet must be turned in for each event worked in order to receive credit. Events worked outside of those specifically noted in class require advance approval for credit. Keep an eye on your hours completed in relation to the event calendar – there are a limited number of events. It is your responsibility to keep track of your special event points.</td>
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<td><strong>25%</strong> Up to 250 points</td>
<td>Association Operations Research &amp; Presentation – After identifying a professional or trade association that supports your career interest (and has a specific membership program), you will be responsible for reviewing, analyzing, and making a class presentation. You will be provided with an outline to assist you in preparing for your presentation. You may augment the basic outline with additional information. Presentations will last approximately 10 minutes. Time limits will be strictly monitored. At the minimum, the presentation must include an oral and written summary of key points for the instructors and class participants.</td>
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<td><strong>25%</strong> Up to 250 points</td>
<td>Senior Send-Off – All students will participate in the planning and/or execution of the Senior Send-Off, an event for graduating seniors. Students will be responsible for planning the venue, food, and program for the event, posting flyers, inviting vendors, and other details associated with planning a campus event. Students will work in groups to accomplish the various tasks, and will be responsible for presenting their research, findings, and results in a written portfolio (format will be provided in class). ALL CLASS MEMBERS ARE REQUIRED TO SECURE A MINIMUM OF TWO DONATIONS (MINIMUM VALUE OF DONATIONS TO BE ESTABLISHED BY THE CLASS). Donations are worth 50 points of the 250 point total.</td>
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<td><strong>15%</strong> Up to 150 points</td>
<td>Exam – There will be one late term examination. This exam may cover the material discussed in assigned readings, class lectures/discussion (including participant presentations and guest speaker comments), and class assignments.</td>
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**Point/Grade Ranges.**

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Special Event Descriptions and Expectations.

Class attendance is essential to plan the special events. Please note that **failure to attend your assigned special events or to complete your obligations to the special events may result in an incomplete or failing grade for the course.**

In the process of implementing events and activities, you may be required to engage in **physical labor.** This can include, but is not limited to, moving tables and chairs, pre and post-event clean-up and other physically demanding tasks. If you have a **physical disability that limits your participation** in such activities please let the instructors know. If you have a personal dislike for such work, please contact Dr. James Fletcher to locate a suitable alternative class.

**Attire** for special events will vary and be discussed prior to the event. In general, black slacks, closed toe shoes and a collared shirt or jacket will suffice. We may provide double-knit shirts to wear at some events. For casual or themed events, custom tee-shirts or themed attire may be provided or required.

All students must have **250 points of special event participation.** A completed **recap/evaluation** of each event is required to receive points. Try to complete your event points early in the term.

1. **Saturday, January 29, 2011 – Chico Chapter Basketball Receptions** – 5:00 – 8:30 pm at Acker/Shurmer Gymnasium. Volunteers help set-up and clean-up the reception. Dress is business casual. Students are required to have Wildcat ID card to enter the game for free (50 points).

2. **Saturday, February 27, 2011 – Gateway Science Museum Grand Opening** – 9:00 a.m. to 12:30 p.m., 10:30 a.m. to 2:00 p.m., and 1:30 p.m. to 5:00 p.m. shifts. Help with set-up, clean-up, traffic direction, activities, etc. Kendall Costa, GSM Intern, coordinates this event (50 points).

3. **Wednesday, March 9 and Thursday, March 10, 2011 – Gradfest** – 10:00 a.m. to 6:00 p.m. in the A.S. Bookstore. Help with Alumni Association t-shirt membership campaign. Assist Alumni Engagement coordinator and alumni intern (50 points).

4. **Tuesday, April 12, 2011 – Faculty/Staff Alumni Event (tentative),** a Founder’s Week event, details still TBD.

5. **Friday, April 15, 2011 – Distinguished Alumni Dinner,** held in the BMU auditorium, a prestigious event held for the University President. Help needed for set-up from 10:00 a.m. to noon or 1 p.m., and lots of help needed for the clean-up 10:30 p.m. to 11:30 p.m. or so. This is a great opportunity to see a large formal event set-up – everyone is encouraged to drop by and see the final product (50 points for doing either set-up or clean-up or 100 points for doing both).

6. **Tuesday, May 3, 2011 – SENIOR SEND-OFF – EVERYONE NEEDED,** Specifics to be discussed in class. It is mandatory to participate in at least some portion of this event (50 points).

7. **Thursday, May 5, 2011 – Chico Chapter Annual Spring Tri-tip Barbecue** – At CARD center on Vallombrosa Avenue, set-up, tear-down, and some event execution required.
Early evening event – set-up starts around 3 p.m., event teardown around 7 p.m. (50 points).

8. **Saturday, May 21, 2011 and Sunday, May 22, 2011 – Commencement Exercises** – for those students who have not met the 250 special event point requirement. Water sales take place during the ceremonies – 7:30 a.m. to noon on both days (50 points).

Other events will be added during the course of the semester. One outside event that you participate in the planning and execution process can be considered for a maximum 50 points credit. The event must be open to either the public at large, or a broad spectrum of the campus community. Pre-approval must be given prior to participation in order for the event to fulfill special event points.

**Note Event Commitments Here.**

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<tr>
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<th>Poss. Pts.</th>
<th>Points Earned</th>
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**Special Event Evaluation Form**

Recreation 474, Spring 2011

Note: You will need 5 copies of this form.

If there are comments on this form that you do not want shared in class, please indicate by highlighting those comments.

Name: ____________________________________________________________

Event Name: _____________________________________________________

Date of Event: ____________________ Number of Hours Worked: _______

Description of Duties: ___________________________________________

Target Audience of the Event: _____________________________________

How Many Attendees: _____________________________________________

Expected Outcome of the Event: _________________________________
Actual Outcome of the Event:

Recommendations for Event Improvement:

What did you learn from the event?

How could you improve your performance in the future?

Was it worth your time to attend this event? Why or why not?