

# GSPB Event Planning Guide

## Introduction

Hopefully, this document will help you plan events. If you have any questions, do not hesitate to email the chairs. The chairs are Krystal St. Julien (krystals@stanford.edu) and George Michelogiannakis (mihelog@stanford.edu).

## 1. Events

The goal of the GSPB is to increase interaction between students from different departments or living in different residences, and to increase participation of off-campus graduate students. Therefore, events that accomplish these goals are preferred. That being said, GSPB sponsors a wide variety of different events. Examples include Off Campus Grad Night, Trip to the Zoo, Family Events, Lively Arts, Kayaking, Trip to SF and Broomball. For more ideas, see Appendix A. However, the GSPB cannot sponsor events that pose a significant risk to bodily harm (for example skydiving, trips to a gun range or paintball).

## 2. Proposing an Event

Before you can organize an event, the event must be approved at a weekly GSPB meeting. The current meeting times are posted on the GSPB website. If you are unable to attend the meeting, please email the co-chairs to arrange an alternative method. At the meeting you must be able to answer the following questions:

1. What is the name of the event?
2. When and where is it?
3. How many people are going?
4. If it is off campus, how are you getting to the event? (carpool, public transportation, ...)
5. How much does it cost? You only need to provide a rough budget.
6. Are you receiving funding from other organizations? If so, how much?
7. How will the event be publicized?
8. How will it benefit the graduate community? (interdepartmental interaction, ...)
9. Is this for a student group? We cannot fund student groups.

## 3. Publicity

**For all GSPB events, the event must be posted on the grad events, GSPB calendar, and email the description to the chairs so that they can be forwarded to the residence email lists.** To save time, copy the grad events confirmation page and then paste the relevant info into an email to the chairs.

When you submit an event, please include the following information:

1. Date and Time
2. Location
3. Cost (copay)
4. Contact Information
5. Signup survey link (if applicable)

## A. Grad Events

Grad events is a weekly email that reaches a significant portion of the graduate student population. The email is sent Sunday night or Monday morning. To submit an event, go to [http://gsc.stanford.edu/component/option,com\\_eventcal/Itemid,38/](http://gsc.stanford.edu/component/option,com_eventcal/Itemid,38/). The event must be submitted by 6 pm on Sunday for inclusion in that week's email. However, the event will not be posted on the calendar until it is approved and the events are typically approved Sunday night or Monday morning.

## B. Email to Chairs

After submitting the event to grad events, please send an email to the chairs that contains a copy of the confirmation page or all the relevant event information. The chairs will forward the emails to the residence lists.

## B. GSPB Calendar

The GSPB calendar is located at <http://www.stanford.edu/group/gspb/calendar.shtml>. The chairs will add events to it after receiving the email with the event's information.

**The following methods can only be used in addition to methods A, B and C because the event must be open to all targeted graduate students.**

## D. Word of Mouth

Sending an email to your friends and asking them to forward the email to their friends or appropriate email lists can increase the attendance of the event. Please use common sense when writing the email because the email may be forwarded to an administrator or someone else that you did not originally attend to send the email to. Also, alcohol must not be the focus of the email. T

## E. Flyering

Flyering can be a useful technique to publicize a large event. The flyer must clearly identify the sponsors of the event and provide contact information (website or email address). The flyer cannot be focused on alcohol. In graduate residences, the flyers may be posted on bulletin boards and the flyers must be removed after the event has occurred. For more information, see the student organization handbook at <http://osa.stanford.edu/publications/soh/0607%20Handbook.pdf>. Also, if you are unsure of the appropriateness of the flyer, please contact the OSA.

## F. Facebook

Facebook can be used to publicize large events. Create the event and invite your friends to the event. Make sure that the event is public, individuals can invite themselves and others to the event, you ask everyone to invite their stanford friends. The facebook posting cannot be focused on alcohol, must clearly identify the sponsors of the event and provide contact information (website or email address). Basically, provide the same information that you posted on grad events. Finally, please use common sense when creating the event because everyone, including administrators, may see the event.

## 4. Funding

GSPB has an effective budget of \$8000 per quarter (Fall, Winter and Spring). Due to this limited budget, the GSPB will not cosponsor events with student groups. The student groups should contact the GSC for funding. Additionally, the GSPB will give a maximum of \$15 to \$20 per person for an event and the total cost is capped at \$300 to \$400 per event. Exact maximums will be specified when the event is approved. To receive funding, the event must have broad appeal. Finally, only currently registered students can organize events for the GSPB.

Funding preference will be given to students who actively participate (attend meetings, plan events and help with events).

For individuals planning large and open events (i.e. tailgate, bus to San Francisco), they can receive additional funding by talking to the GSC Programming Coordinators. However, this process takes at least 3 weeks because the GSC must vote on the request. For more information, go to <http://gsc.stanford.edu/content/view/1116/150/>.

## 5. Lottery Events

Most of the GSPB events are lottery events, an event with limited space. Examples include trip to the zoo, movies, lottery dinners. First, create a survey (see section 6 on Survey Monkey) to collect sign ups for the event. Publicize the event using the techniques discussed in section B. Make sure to include the link to the survey and a definite time to RSVP by (for example 5 pm on Friday) in the announcement. After the deadline has passed, download the results from surveymonkey.

From the results, pick about 1.5 times the number of people that can go on the event. The extra people will be used as a waitlist. The individuals chosen to attend the event should be chosen randomly. However, you may want to form more balanced groups or to give preference to individuals that have not attended GSPB events. The best way to form balanced group is to set a rough quota before creating the list of random numbers (for example at least X% should be Y). If you fail to meet the quota after creating the list of winners, bump the last individuals down until you meet the quota. When creating the quota, please consider the subsets percentage of the total population and the target audience of the event. To make the selection please use the lottery picking program at <https://www.stanford.edu/group/gspb/cgi-bin/lottery/lotpick.php>. Alternatively, you can generate random numbers using excel, calc, matlab, and many other programs. For example, in openOffice Calc “=randbetween(1;20)” will generate a random number between 1 and 20. After the event’s completion, please submit attendance at <https://www.stanford.edu/group/gspb/cgi-bin/lottery/admin.php>.

In the email to the lottery winners, please include any logistic information and ask for a response to verify that they can attend the event. In the email to the students on the waitlist, make sure that you state clearly that the individual is on the waitlist. Also, mention that people usually drop out so there is a good chance that they may get a ticket. You may want to ask for their phone number so that you can call them if a person no shows on the day of the event.

It is highly recommended that you collect copays before the actual event to reduce the number of no shows. Additionally, set the deadline to drop off the copays at least a couple of days before the event so that you have time to find replacements. You can have the individuals drop off the copays at the Graduate Life Office (2<sup>nd</sup> floor GCC, office 207). Please email Marcela ([chaverri@stanford.edu](mailto:chaverri@stanford.edu)) to arrange this and drop off an envelope with the name of the event, your name and contact info.

## 6. Interdepartmental Lunches/Dinners and Lottery Dinners

The interdepartmental lunches or dinners and the lottery dinners are organized by the GSPB. These events are designed to bring together students from different majors and residences that normally do not interact.

There are 3 interdepartmental lunches or dinners per quarter and they have a budget of \$375 per lunch or dinner maximum. To invite people to the lunch, in addition to using the normal publicity methods, you can email an announcement to the administrator in charge of the student email list for that department.

There are 4 lottery dinners per quarter and they have a budget of \$375 per dinner. These events are run like normal lottery events. However, the lottery winners should be chosen to form a diverse group.

## 7. P Card and Reimbursements

By far the easiest way to pay for an event is to use a P Card. The P Card is a Stanford University credit card. To borrow the P card, talk to Marcela ([chaverri@stanford.edu](mailto:chaverri@stanford.edu)). After the event, please return the P card as soon as possible, receipts and list of attendees promptly to Marcela in the GLO on the second floor of the GCC (office 207).

You can also get reimbursed if you pay for the event. Reimbursements require filling out a form, that is located at [http://www.stanford.edu/group/gspb/REIMBURSEMENT\\_REQUEST.doc](http://www.stanford.edu/group/gspb/REIMBURSEMENT_REQUEST.doc) and they take a while to be approved. For more information, contact Marcela ([chaverri@stanford.edu](mailto:chaverri@stanford.edu)).

## 8. Survey Monkey

The GSPB has an account with [www.surveymonkey.com](http://www.surveymonkey.com) for the creating web surveys. Surveymonkey is very powerful (required questions, skip logic, ...). Unfortunately, the more advanced options will not be discussed here because they are not necessary for almost all situations. For more information, see the help center on the survey monkey website.

To create a survey, first log in with the username and password that you can get from the chairs. Next, click the create a survey link in the upper right corner. Then, either create the survey from scratch or use an old survey as template. There are many templates, such as a simple "template1". To use it, select it in the drop down menu under copy an existing survey. For the title, please use the event name and the year (for example: Bowling 2007). Click create survey. Click edit page, change the page title and the page description. Click on the appropriate button to edit, move, copy, delete and add a question for the desired operation. The most common type of questions are multiple choice (only one answer) (for example questions 5, 6 and 8 in the template) and the single textbox (for example question 1 and 2 in the template). When you are done editing the survey, click the preview survey button to make sure that the survey looks correct. Then, return to the edit survey page and click the collect responses button. Then, select "Create a link to send in your own email message or to place on a webpage", enter an appropriate name for the link and click next step. Then, copy the link ( you will need this link for the advertisement emails). Verify the survey is working correctly by following the link and entering your information.

To view the results of the survey, log in to survey monkey and click "my surveys" near the top of the page. Then click the analyze link (looks like a chart) for your survey. The easiest option for viewing

the data is to click the “download responses” in the left menu bar. Chose “All responses collected” and Columns = “Condensed”. Then, enter your email address and click request download. SurveyMonkey will send you an email in a couple of minutes that will contain a link on where to download the file. The file will be in the zip format. Extract the files and open the excel file in the excel folder.

## 9. Copays

Copays are collected to finance an event that would be too expensive otherwise and to ensure that people actually attend the event. Therefore, the copay should be at least \$5. You can have the individuals drop off the copays at the Graduate Life Office (2<sup>nd</sup> floor GCC, office 207). The only acceptable method is checks made out to “Stanford University”. Please communicate this clearly to the participants. The graduate life office is typically open 9 am – 5 pm Monday – Friday. Please email Marcela ([chaverri@stanford.edu](mailto:chaverri@stanford.edu)) to arrange this. Also, drop off an envelope with the name of the event, your name and contact info. For auditing purposes, the copays must be deposited into the GSPB account. If you go out for food after event, the food must be bought with a p card or submitted through the normal reimbursement process.

## 10. Locations

The Graduate Community Center (GCC) is the easiest place to reserve space. The GCC is located at 750 Escondido Rd. For more information about the available space at the GCC and to check the availability of the space, go to <http://glo.stanford.edu/gcc/>.

Hacienda Commons and the Buttery in Rains can be reserved by a Rains CA.

Information about reserving other spaces on campus can be found at <http://osa.stanford.edu/reservingspace/>.