This guide is intended to cover how to plan an event that might relate to or be sponsored by the Office of Community Engagement. Such events might include pre-service trainings for students who will be volunteering at a particular site or doing a particular type of project; events that are intended to inform the public about social issues or community needs; fundraising events for area agencies that will be organized by students or staff/faculty in conjunction with the office; and events that are meant to celebrate the end of the project. Because every event is different, this guide is quite general. We recommend you request a training with our office; we can help you make sense of this material and adjust it to the event you are planning. In the training, you will have an opportunity to begin to plan your event, and to determine how these general guidelines relate to the event you are planning. There are four parts to the training: PLANNING EVENTS; EVENT PLANNING MEETINGS; PUBLIC RELATIONS; EVENT ASSESSMENT.

**PLANNING EVENTS**

**Clarity of Purpose**

What is the purpose of the event? What outcomes are you hoping to reach? You will want to be clear on the answer to this question from the beginning. All steps of the event planning process, all aspects of the event, all promotion, and the assessment process you use, should center around and clearly articulate this purpose.

**Event Planning: Some Values**

*Focus: The event should have a clear focus, and all aspects of the event should reflect that focus.

*Inclusivity: Planners should ensure that all those who will either directly benefit from or be directly involved in the event have a say in the planning of the event, either directly or through representatives of their group.

*Equity: Planners should strive to create a space in which anyone interested in attending or participating can do so. This means the space should be accessible to all people, that the event should be inviting to those who are attending for the first time or may not know many people in attendance, etc.

*Assessment: All events should include venues for getting feedback from those who attend/participate.
Event Planning: Some Steps

**Brainstorm**

- Write a clear statement of purpose for the event.
- Using the statement of purpose, write down some *rough* ideas about what you’d like to see as the size, type of venue, number of attendees and what they will have in common (i.e., what will draw them), and so on. These are just ideas to get you started, so don’t get too hung up on details right now.
- Find out how much money is available to you for the event at the start; i.e., how much money has the Office of Community Engagement set aside for it?

**Identify a Team**

- Once you have the broad outlines of the event worked out, identify who you need to talk to for help getting it off the ground. Remember the value of inclusivity—but at the same time, be sure that you identify a small enough team that making decisions and moving forward won’t be too much of a hassle. Too many “cooks in the kitchen” may make things difficult—strive for representation from each group that is invested, rather than total inclusion of every possible interested party.
- As you are making your list, consider the following questions: Do you need to contact and get support from certain faculty? Community partners? Student organizations? Administrators? Will you need other student employees to help you out? Think through what you want each of them to do or contribute, and what the benefits will be for them to participate.
- Once you have a list, make a personal sell. Talk individually to each person you want to be involved in the planning. Explain why you have chosen him/her and what his/her role will likely be. Be sure to share the statement of purpose.

**Build Your Team**

- Now that you know who your key people are, call them to explain what you want to do. Be very clear about *why* you are asking for their involvement, and *what* you would like them to do. Be courteous when discussing timing and scheduling.
- Identify a time, date, and place for a first meeting, and be sure to show up prepared (see notes on planning a meeting, included later in this document).
- Arrive at the meeting with an agenda that includes the event’s purpose and proposed budget for the event. The first meeting should include some time (but not a lot of time) for people to get to know each other. You want to avoid wasting time, but you also want to create a team of people who are comfortable with each other.
First Meeting: Develop a Basic Plan (Six to eight weeks before event)

- Where will the event be held? (Check for conflicts; remember the value of equity).
- How long will the event last, and what is the start and end time? (Again, check for
  conflicts, and remember the value of equity).
- How will the beginning of the event be marked—i.e., what, if anything, will announced,
  and who will do this?
- Will food be served? If so, what kind and for how many people?
- What else will happen during the event, and who will be involved in each part?
- What set up needs to happen, and who will be involved in this?
- Who will be involved in cleaning up/leaving the space as it was when the event began?
- What kind of transportation will be necessary for attendees and participants? How should
  this be arranged?
- Are additional funds needed? What is the process for requesting/securing them?
  Who/what groups will be asked to contribute, and by whom?
- What kind of promotion should be used? Which of these require funds, and which are
  free?
- Once these questions have been answered, delegate. Who will do each of these, and by
  when?

Between First and Second Meeting: Follow-Up Task List/Calls

- Send out detailed minutes. Include who will do which tasks, and by when.
- Make follow-up calls to team members to ask how their work is going and how you can
  help.

Second Meeting: Follow up on Tasks and Develop a budget (Four to Six weeks before event)

- Have each person report on what s/he has done and what still needs to be done.
- Develop a budget based on funds that have been secured; make changes to the plan
  accordingly.
- Will any of the participants need permission to participate? Will any need to complete
  other paperwork (driver liability forms, photo release forms, etc)? Make a plan to
  prepare and distribute this paperwork.
- Develop a plan for promotion. Consider each of the following methods, and clarify which
  you will use and who will be responsible for each:
  --Posters
  --Flyers (for on campus mailboxes)
  --Postcards (to send to targeted attendees and place around town)
  --Mailers for bulletins (church, non-profits, Chamber, etc)
  --Calendars (Chamber, UMM)
  --Press release for University Relations to send to regional media
  --Personalized invitations (written or verbal)
  --Personal visits to group meetings/churches/etc
  --Tabling at promotional events
  --Websites and Listserves
**Between Second and Third Meeting**

- Send out minutes with clear information about who is responsible for which aspects of the event.
- Now that the event plan is written, stay on top of it. Check off items as you go and add new ones as necessary. Check in with people between meetings.
- Continue to communicate regularly with your team. Send quick email updates and talk to them in person as needed to make sure progress is being made.
- Collect paperwork, reservations, related letters, permission slips and other items in a folder so that you have everything in one place.

**Third Meeting: Make final plans and determine assessment procedures (Two to three weeks before event)**

- Determine volunteers to set up, clean up, and assist with behind-the-scenes aspects of the event during the event.
- Assign people to put up posters.
- Assign someone to take photos at the event and post them to netfiles.
- Assign someone to write a press release about the event after the fact in case it is not covered by regional media, and to send photos out to University Relations along with the press release.
- Determine how you will assess the event. Will there be assessment tools (short surveys, etc) on site? Will you mail them out afterwards? Will you contact people afterwards for post-event interviews? What should you ask on surveys or in interviews?

**In the week before the event**

- One week in advance, call to confirm participants, food, room reservation, etc.
- Be sure any on-site assessment tools have been copied.
- One day in advance, contact those who have signed up to set up and help on the day of the event.

**After the Event**

- Be sure photos and a post-event press release get to University Relations if they do not send someone to cover the event.
- Send thank you notes to everyone who helped within a week.
- Send out assessment tools or conduct post-project assessment.
- Set up a last meeting to discuss what went well and what could have gone better and to go over formal assessment.
- Send out and file minutes from this meeting along with the assessment tools.
EVENT PLANNING MEETINGS

Most events will require meetings. Here is a step by step plan for how to use meetings most effectively.

Plan

- Know what the purpose of the meeting is, and what issues will need to be discussed.
- Select a space with enough room and privacy for your purposes. Reserve a room using the EMS room reservation system.

Schedule

- Ask participants for their schedules at least one week ahead of time, and select a date and time when the majority are available.
- Send an email to everyone letting them know the date, time, duration, location and purpose of the meeting. One hour is usually sufficient. Indicate that you have tried to work with everyone’s schedules, and to let you know if they can’t be there.

Remind

- Send a quick email reminder to everyone the day before the meeting. This is a courtesy which most people will appreciate.

Create an Agenda

- An agenda ensures that everyone knows the purpose of the meeting, and helps you keep everyone focused and on task. Otherwise, it is easy to get sidetracked and never accomplish the main goals. The agenda should include the committee/group/event name, date, location and agenda items to be discussed – bullet points are usually sufficient. (See following pages for an example)
- Bring copies of the agenda for all attendees, and distribute before the meeting begins. (If possible, send agenda out in advance).

Identify Notetaker

- Ask someone to take minutes during the meeting so that there is a record of who attended, what was said, what was decided, etc. Minutes do not need to be formal or so detailed that they record every word said, but should be neat, well-structured and informative about issues discussed, opinions expressed, and matters decided. (See following pages for an example)
- If the note taker can’t be at the meeting, ask someone else to volunteer. It is not your responsibility to take minutes – you’ll need to focus on running the meeting, not recording it.
- Have the note taker agree to type up and email the notes to you within a day or so of the meeting.
- Take notes yourself as a backup.

**Take Charge. . . and Listen**

- Start the meeting promptly at the scheduled time, unless you all agree to wait on a latecomer. Never wait more than five minutes, as this will waste everyone’s time.
- Thank everyone for coming, do a round of introductions if necessary, and call their attention to the agenda. If a little background is needed, explain why the agenda items are important and what needs to be decided during the meeting.
- Raise each item one by one for discussion, being sure to let everyone speak and note down their ideas, concerns and comments. Be an active listener. It’s your job to create a respectful, attentive forum where they are all heard.
- Step up to handle distractions or problems – a door that needs to be closed, people going off topic for long periods of time, etc.
- As discussion continues, people can wander to other topics. It is your job to politely and firmly bring everyone back to the agenda, noting the time remaining to finish the discussion.
- If a new concern or topic has come up, make a note of it and clarify that it will be addressed at the next meeting. Do not add new items to that day’s agenda.
- Remember, it’s your job to speak up and direct the show. It isn’t bossiness, it’s leadership!

**Wrap-Up**

- End on time, giving a 15 minute reminder so everyone can say their piece. It is not fair to let a meeting run late, since some people will have to leave and this penalizes them.
- Take the last few minutes to summarize decisions made, clarify next steps, and assign tasks with appropriate deadlines.
- Identify issues to be raised on the next meeting’s agenda: this can include follow-up on current tasks, new topics brought up during this meeting, upcoming projects, and so on.
- You may want to ask people to look at their calendars and set a tentative date for the next meeting.
- Thank everyone for coming, and remind them that you’re ending the meeting on time so that everyone can get on with their day.
- Within 2 days, email minutes to everyone involved and remind them of the next meeting.
Studio Art Service-Learning Final Event Meeting

Common Cup

October 12, 2009

10:00 – 11:00 a.m.

AGENDA

1). Overview of Common Cup’s mission
2). Possible dates for event opening and closing
3). How auction will work
4). Potential charities for donations (individual or one?)
5). Determine next steps
(SAMPLE MINUTES)

Studio Art Service-Learning Final Event Meeting

Common Cup

October 12, 2009

10:00 – 11:00 a.m.

Common Cup’s Mission: Sue and Rose shared the mission of Common Cup. We discussed the need for three more paintings for the permanent collection and where they would go, and why paintings of locations in Morris fits the mission of the organization. We also discussed the organization’s goal to raise money for a local charity each month.

Possible dates for event opening and closing: We discussed having an opening reception in early December. We looked at possible dates, and most dates had other events. We finally settled on opening the auction on the day of the Chamber’s parade, and closing it the last week of classes, with a closing reception when the auction winners will be announced.

How auction will work: We talked at length about how people can bid if art is on the walls. We came up with three possible solutions: “private” bidding (a box at the counter, and you would have to write your contact info and bid, along with the painting number; “public” bidding with bid sheets taped or somehow secured to the wall below the painting. We did not settle this. The class will decide on their own, as Sue and Rose had no preference.

Potential charities for donations (individual or one?): Sue and Rose felt that to best reflect the Common Cup’s mission, we should all donate to one charity. The students wanted the charity to be local; Common Cup agreed. We settled on three possibilities: a youth fund that Rose knows about that is housed in Stevens County Human Services to assist low income youth with participation in extracurricular activities, Someplace Safe, and the Stevens Community Humane Society. Sue and Rose were comfortable with all three. The students will vote after getting more information from each about their budget and goals.

Next steps:

--Argie will contact each of the agencies to learn more about their goals for the next year.
--Argie will come to class in late October to deliver this information, and students will vote then.
--Argie will contact the organization to let them know the auction will be in their name.
--Michael will look at dates for the closing reception and get back to Rose, Sue, and Argie.
Events will only get participants/attendees if they are well publicized. If you have thought through who should attend and why, you should be able to get a clear message out to potential attendees—and to choose how to most effectively publicize your event, given your budget and purpose.

**Writing a Pre-Project Press Release**

**Step One:** Write a lead that includes why the event should matter. “Over the last five years, Morris’ downtown has been changing, slowly. There is a new grocery store and restaurant that caters to new immigrants, and more businesses and social service agencies post information in Spanish.” Consider your audience. What will make students interested in this news? That should be highlighted in stories for the UR and KUMM. What will make community members interested? Highlight this in stories for other media outlets.

**Step Two:** Your second paragraph should include the date, time, and location of the event, as well as a short description of its purpose. “On November 5 at 7 p.m. in Oyate, a group of community members, students, faculty and staff will speak about how migration has affected them personally and the Morris community, and how students can get involved in making Morris more inclusive.”

**Step Three:** Include a quote from one of the organizers or potential participants. Identify key quotes. Remember that the key here is to promote the event. “We are hoping the event will spark thoughtful discussion, and that those who come will walk away with a better idea of how they can get involved,” said Argie Manolis, coordinator of the Office of Community Engagement, which is sponsoring the event.

**Step Four:** Continue the story by including any additional important information.

**Step Five:** End the release with general information about the sponsoring organizations.

**Step Six:** At the top of the page, include a descriptive title and the words “Press Release.” Include your contact information at the bottom of the page.

**Step Seven:** Send the release to other staff in the office or to other event organizers for comments, and make revisions.

**Step Eight:** Send the release to University Relations via e-mail. A day later, make a follow up call to make sure the office received the information, and ask if they have any questions about the press release.

**POSTERS AND FLYERS**

**Designing the Poster**

- The poster should be designed with the audience in mind. How will you draw students to the event? Faculty and staff? Community members? Think about your audience; in some cases, you may want to design more than one poster.
Posters should include visuals. Photos of past similar events, promotional photos provided by the presenters, and/or graphics that relate to the event should be prominently included.

Be sure you know how much money you have to work with, and call Duplicating in advance to determine the cost of printing different types of posters.

Posters should include name of event (this should be the same in ALL outreach materials), brief description, date, time, and place, as well as some “catchy” language and visuals. Be creative, and again, think about your audience. As a general rule, too much information is overwhelming, and the important information should be very visible and stand out.

If possible, make Spanish language posters.

Be sure sponsors are listed on the flyer. Don’t forget anyone!

Review Process

Remember that the planning team and any sponsors must review and provide input on the poster before it is printed. Be sure to allot time for this when working with the standard timeline.

Printing the Poster

Work with the team to complete paperwork, including a budget number.

See the P.R. planning sheet for how many to print. The estimated number of posters needed for each group is noted there.

For deadline, always provide duplicating services with 48 hours if possible.

Posting on Campus

Post on all bulletin boards that are designated for general posting. DO NOT post on bulletin boards designated for specific groups or types of announcements. When posting in the student center or the tunnel, be sure to get authorization from the info desk, or the posters will be immediately removed. When posting in the library, get authorization from the help desk at the library. To post on residence hall floors, take flyers to the ORL office in Gay Hall between 9 and 4. Ask for tacks and tape from the staff at the Office of Community Engagement, and take these with you. You will need 25 posters for these locations.

Posting Off Campus

To post off campus, please enter each business on main street (Atlantic Avenue) during standard business hours (9-4) and ask whether you can post a flyer in their window. Be prepared to show the flyer and explain who you are and what the flyer is for. Begin at Dairy Queen, and go to Town and Country (on the East side of the street). Begin at The Dollar Store and go to the gym (on West side of the street). In the past, all or most of the main street businesses have agreed to post flyers, although in some cases, businesses have determined that they do not feel the event matches their goals. For instance, Don’s will not post events if food will be served at a time when the restaurant is open; Town and Country is choosy about the topics of the events. Overall, though, the businesses tend to be open to posters, and when they are not, they are polite about it. If a manager is not present, leave the poster with a note, or ask when you can come back. NOTE: Talking directly to people increases interest; they
will have the event in their minds and talk to their networks. So, while it’s unclear how much effect signs alone have, talking with business owners can have a major effect.

You should also hit businesses/agencies that are not on main street. The following regularly post posters about campus and community events; still, it is important to ask them.

**Access road (next to 28):**
*Pamida    *Stevens County Human Services    *Subway    *Pizza Hut    *Coburn’s    *McDonald’s

**East 6th St:**
*Senior Center,    *Post Office    *Public library (not open on weekends or Monday mornings).

**East 7th St:**
*Willie’s

**East 5th St:**
*Pizza Ranch    *Don’s

**Reaching Youth and Parents**
If the event is open to and appropriate for young people, contact Cheryl Kuhn at 589-4394. She will get permission to post flyers at the school, call back to let you know how many to bring, and make sure they are posted. She can also get an announcement in school communications.

**MAILINGS**
Mailings can be used for two main purposes: to invite a particular person to an event personally, or to reach a group (by getting an announcement in the group’s bulletin or newsletter). In some cases, you will want to create mailers, such as postcards; you will need to consider the cost of printing these and how effective they will be prior to doing so. Or, you might simply mail the existing flyer with a note to area agencies or places of worship, depending on who you hope will participate. Please use the Morris phone book to address envelopes. If possible, get a copy of the bulletin, newsletter, etc. prior to submitting something so that you will have an idea of the format and length of other announcements. Be sure to calculate the cost of mailing in your budget if you will use mailers. Below is a sample mailer. The churches should also receive a letter similar to the one below.
November 15, 2005

Dear church leader,

Please consider posting this flyer for a community event on your bulletin board. In addition, if possible, consider posting the following brief announcement in your bulletin and/or newsletter. This event is open to everyone and is intended to build a relationship between UMM and the broader community. We welcome your parishioners to our event.

The event is sponsored in part by the service-learning program. The program’s mission is to connect faculty and students with community members to work on projects that meet real needs and to help students learn.

Below is the blurb that can be used for your bulletin or newsletter:

Morris Winter Fest: Get out of the cold! Come to a potluck and dance celebrating our community’s history on Saturday, December 6 at the Morris Area High School gymnasium from 5-11 p.m., then do some holiday shopping and eat delicious baked goods at the Senior Center Bazaar at the Senior Center on December 7 from 11-3. These events are sponsored by the Prairie Renaissance Cultural Alliance, UMM’s service-learning program, and the Morris Senior Center. Potluck and bazaar are free; dance admission $5 for adults, $2 for kids, students, and seniors. All proceeds from dance entry fee and purchases at the bazaar will go to the PRCA and the Senior Center.

Please feel free to use the contact information below to get more information about the event.

Sincerely,

Argie Manolis
Service-Learning Coordinator
University of Minnesota, Morris
(320) 589-6257
manolis@morris.umn.edu
CHURCH LIST

Apostolic Christian Church
47461 290th St.
Morris, MN 56267

Assumption Catholic Church
209 E. 3rd St.
Morris, MN 56267
(320) 589-3003

Bethel Evangelical Lutheran Church
22 Brook Street
Morris, MN 56267
589-4755

Church of the Nazarene
101 Neuman St.
Alberta, MN 56007
(320) 324-2459

East and West Zion Lutheran Church
32150 290th St
Hancock, MN 56244
320-239-2430

Evangelical Free Church of Hancock
2 Fairview Ln
Hancock, MN 56244

Federated Church
200 S. Columbia Ave.
Morris, MN 56267
(320) 589-1153

Faith Lutheran Church
108 W. 8th St.
Morris, MN 56267
(320) 589-2970

First Lutheran Church
200 E. 5th St.
Morris, MN 56267
(320) 589-3242
Hancock Christian Reformed Church
954 Fifth Street
Hancock, MN 56244
(320) 392-5223
hancockcrc@gmail.com

Hosanna Worship Center
46303 State Highway 28
Morris, MN 56267
(320) 589-8807

Morris Community Church
Does not have an address (meets in high school). Contact pastors directly:
Pat Franey, Senior Pastor: 320-287-1789 pat@morrischurch.com
Bobby Culbertson, Youth Pastor 320-585-6124 bobby@theculbertsons.com

Morris Evangelical Free Church
901 Scotts Avenue
Morris, MN 56267
(320) 589-2808

Our Redeemer's Lutheran Church
P.O. Box 427
Hancock, MN 56244

St John's Lutheran Church
Donnelly, Minnesota 56235
(320) 246-3211

St. John’s Lutheran Church
859 5th St
Hancock, MN 56244

St. Paul’s Lutheran Church
301 West 5th St.
Morris, MN 56267
(320) 589-1840

Trinity Lutheran Church
200 East Main St.
Cyrus, MN 56323

Zion Lutheran Church
311 South Columbia Ave.
Morris, MN 56267
(320) 589-2744
Title of Event or Description of Topic: ______________________________________

Date: ______________

Time: ______________

Location: ___________________________

Sponsors: _________________________________________

Other Important Details (transportation options, presenters, etc.):

____________________________________________________________________

____________________________________________________________________

Description:

____________________________________________________________________

____________________________________________________________________

People/groups who should attend:

____________________________________________________________________

____________________________________________________________________

Why should they attend?

____________________________________________________________________

____________________________________________________________________

People/groups who should hear about the event afterwards:

____________________________________________________________________

____________________________________________________________________
Media Contacts:

You must go through University Relations to publicize any events off campus. You can, however, contact the University Registrar and KUMM directly.

Checklist:

___ Press release was written and approved by the planning team.

___ Press release was sent to University Relations, UR, and KUMM.

___ Follow-up call to University Relations to make sure press release was received and ask if there are any questions.

___ Follow-up call to UR and KUMM to make sure press release was received and ask if there are any questions.

___ Post-event press release was written, approved by team of planners, and sent with photos to UR, KUMM, and University Relations.

Flyers and Posters

Drafted by (person): _________________________

Approved by (group): ________________________

Printed by (person): _________________________

Hung and Mailed by: _________________________

Draft deadline: ___

Completion deadline: ___

Must be hung and mailed out by: ___

Must be on website by: ___

Number: ___

Hang at/Provide for:

___ ORL office for dorm floors (44)—Take to ORL office in Gay Hall

___ Buildings on campus (34)
   ___ Humanities (3)
   ___ Camden (2)
   ___ Humanities and Fine Arts (4)
   ___ Imholte (4)
___ Behmler (2)
___ Blakely (2)
___ MSP (1)
___ Science and Math (4)
___ Tunnel (6)—requires a stamp from Info Desk
___ Student Center (6)—requires a stamp from Info Desk
___ Briggs Library (1)—requires a stamp from front desk of library

___ Main Street Businesses on East Side of Street (Begin at Dairy Queen, and go to Town and Country) (12)
___ Main Street Businesses on West side of street (Begin at The Dollar Store and go to the gym (on West side of the street). (12)

___ Access road (next to 28) (5):
* Pamida
* Stevens County Human Services
* Subway
* Pizza Hut
* Coburn’s
* McDonald’s

___ East 6th St (3):
* Senior Center,
* Post Office
* Public library (not open on weekends or Monday mornings).

___ East 7th St (1):
* Willie’s

___ East 5th St (2):
* Pizza Ranch
* Don’s

___ Morris Area Schools (contact Cheryl Kuhn at 589-4394 for permission and number)

___ Other (be specific): ________________________________________________________________

Mailers:

___ Groups or individuals have been identified, and an address list has been generated.
___ Postcards have been designed, approved, and printed.
___ Letters and newsletter/bulletin blurbs have been written.
___ Letters/blurbs have been mailed—keep in mind that churches have monthly newsletters and weekly bulletins; bulletin deadlines are usually Wednesday the week before the Sunday when the notice will appear.
___ Postcards have been mailed.
___ Personal invites or posters (note which) to the following agencies/people:

________________________________________________________________________
________________________________________________________________________
Listserves:

Deadline: _____________

___ FACPA (send announcement to facpa@lists.morris.umn.edu)
___ USA (send announcement to usa@lists.morris.umn.edu)
___ Student organization leadership network (soln@lists.morris.umn.edu)
___ PRCA (send announcement to prca@prairierenaisance.org)
___ Morris Area Chamber of Commerce <mchamber@fedtel.net>
___ Other (think of specific groups that would benefit from or be interested in the event):

Media thank you notes (it never hurts!):

___ Sent to University Relations
___ Sent to reporters who covered the story
___ Other:
EVENT ASSESSMENT

If you have been following this guide, you and your planning team had a specific way to assess the event, created the tools ahead of time, and made sure the tools were used at the event. Now, what do you do?

After the event, the planning team should get together one more time to discuss what they feel went well/did not go so well, and to review the assessments, looking for trends. Then, someone should be assigned to provide a written overview of the assessments (because they will require a closer look than what you can do in an hour as a group). Again, be sure to go through the process of planning the meeting, creating an agenda, etc. to get this meeting on people’s schedules. The minutes to this meeting should be carefully filed with all the documents related to the event so that, if the event is annual or repeated in the future, it will be easy to review what could be done better or differently next time.

SAMPLE ASSESSMENT TOOL--SURVEY

1. What did you learn at this event?

2. What did you like about this event?

3. What could have been better about this event?

4. How did you hear about this event?

5. Why did you attend this event?

Optional:
I am a (circle all that apply): student faculty member staff member not affiliated with UMM