



Society of Women Engineers K-12 OUTREACH PLANNING VERSION

VERSION 1.0
SEPTEMBER 10, 2015

Event Planning Objective

Completing a single day outreach event is a three pronged approach: students, PEP, Community Connections. The event planning worksheet is a tool to assist you with each step of your program implementation. It is also intended to be a guide to lead your volunteers and your meetings. You will need to begin by identifying who will perform each of the following roles: event manager, open activity team lead, girl event sign-in lead, event reporter, activities coordinator, recruitment and publicity coordinator, safety and management coordinator, materials coordinator, PEP coordinator, volunteer coordinator, promotion coordinator, food coordinator, girl/PEP registration and dismissal coordinator, assessment and post event coordinator, and a treasury coordinator. Refer to the Roles and Responsibilities for a description of recommended tasks by position. Feel free to add your own leadership roles as you see fit.

Volunteer	Description
	<p>Event Manager:</p> <ul style="list-style-type: none"> • Select leadership team of Coordinators and Leads • Select venue • Define non-leadership volunteer roles • Create a schedule and agenda for the event day for all attendees (Girls and PEP)
	<p>Activities Coordinator:</p> <ul style="list-style-type: none"> • Investigate activities • Choose activities • Order activity supplies • Plan a lunch activity
	<p>Recruitment and Publicity Coordinator:</p> <ul style="list-style-type: none"> • Download Event flyer templates • Download Certificate-of-Completion template for girls • Provide press release template • Create a girl recruiting plan • Include permission forms and the photo release forms if applicable • Create an advertising and media • Create online registration • Prepare and post special instructions • Prepare and post contact information for questions and more information • Implement the advertising and media plan
	<p>Safety and Management Coordinator:</p> <ul style="list-style-type: none"> • Download Insurance – liability certificate • Emergency plan and materials
	<p>PEP Coordinator:</p> <ul style="list-style-type: none"> • Select speaker(s) for the Parent Educator Program (PEP) • Parent Educator Program (PEP)

	<p>Volunteer Coordinator:</p> <ul style="list-style-type: none"> • Identify additional volunteer recruiting plan (non-leads) • Recruit other SWE volunteers (non-leads) • All hands-on volunteer training and/or briefing
	<p>Promotion & Communication Coordinator:</p> <ul style="list-style-type: none"> • Girl and parent communications of confirmation of registration.
	<p>Materials Coordinator:</p> <ul style="list-style-type: none"> • Order identified materials • Determine signage plan and layout if applicable • Day of event set-up and clean-up • Prepare and organize a Supply Station
	<p>Food Coordinator:</p> <ul style="list-style-type: none"> • Select and order snacks and/or lunches
	<p>Opening Activity Team Lead:</p> <ul style="list-style-type: none"> • Plan the opening activity of the event
	<p>Girl/PEP Registration and Dismissal Coordinator and PEP Coordinator:</p> <ul style="list-style-type: none"> • Day of the event: sign-in and check-out table plan for girls, PEP and volunteers • Close registration • Girl and PEP, volunteer communications: one week out email • Girl PEP and volunteer communications: three day out email • Girl PEP and volunteer communications: one day out email
	<p>Girl Event Day Sign-In Lead:</p> <ul style="list-style-type: none"> • Collect permission and photo forms
	<p>Assessment and Post Event Follow Up Coordinator:</p> <ul style="list-style-type: none"> • Distribute and collect post-event surveys from participants • Send out post event surveys to volunteers • Send a thank you to all volunteers, speakers, and attendees
	<p>Event Reporter:</p> <ul style="list-style-type: none"> • Photos and videos • Send post event article to SWE for publication (optional) • Post pictures and video to SWE Facebook page and other social media outlets