

SECTION III - PLANNING YOUR EVENT

Event Checklist

This is a recommended planning process and timeline that utilizes the recommendations found throughout this Resource Guide. You are welcome to adjust dates to fit your school best. Ultimately, your College Decision Day event will depend on the available budget and time. It is our hope this Resource Guide will save you some of that time and cost! Remember, the earlier you are able to complete these tasks the better.

WEEKS BEFORE EVENT	DATES	TASKS
8-7		<ul style="list-style-type: none"> <input type="checkbox"/> Set up a College Decision Day committee or team at your school to discuss the timeline and event (school counselors, teachers, administrators, students, parents/guardians, higher education admissions/outreach staff, LCA representative, etc.) <input type="checkbox"/> Evaluate resources and budget for event <input type="checkbox"/> Brainstorm possible speakers to invite, agenda for the event
6		<ul style="list-style-type: none"> <input type="checkbox"/> Confirm event location, date and time. <input type="checkbox"/> Share information with school administration, teachers and staff. <input type="checkbox"/> Discuss possible tie-in assignments with teachers <input type="checkbox"/> Share final plans with CHE.
5		<ul style="list-style-type: none"> <input type="checkbox"/> Invite potential guest speakers <input type="checkbox"/> Reach out to local businesses and colleges asking for donations and sponsorships <input type="checkbox"/> If providing food, reach out to restaurant/catering company
4		<ul style="list-style-type: none"> <input type="checkbox"/> Provide seniors with enrollment checklist (see p. 10) <input type="checkbox"/> If necessary, begin volunteer outreach <input type="checkbox"/> Plan and prepare outreach and publicity efforts: Develop a press release to send local newspapers and TV stations (template provided), and brainstorm locations to hang fliers outside of the high school



3	<ul style="list-style-type: none"><input type="checkbox"/> Send students and parents letter to notify them of the activities, encourage parents to come (optional), info about financial aid, reminder that it's not too late for college<input type="checkbox"/> Make robocalls or text message alerts to parents (if school already has system in place)<input type="checkbox"/> Use any social media presence the school has.<input type="checkbox"/> Add information about event to daily announcements, school website/newspaper/newsletter, marquee, etc.
2	<ul style="list-style-type: none"><input type="checkbox"/> Finalize speakers and agenda for event<input type="checkbox"/> Distribute press release to media<input type="checkbox"/> Finalize volunteer list<input type="checkbox"/> Buy necessary (non-perishable) supplies<input type="checkbox"/> Confirm any additional personnel needed (custodial staff, etc.)<input type="checkbox"/> Wrap up senior meetings, going over expectations of the event, and confirming college plans with each of the students
1	<ul style="list-style-type: none"><input type="checkbox"/> Remind teachers, counselors, administrators of the day's schedule and planned activities. Encourage them to wear college clothing on the day and decorate their classrooms.<input type="checkbox"/> Make sure all event supplies are ready, pick up food (if applicable)<input type="checkbox"/> Distribute media advisory day of/day before event; follow up with media contacted earlier to confirm if they will attend
DAY OF EVENT	<ul style="list-style-type: none"><input type="checkbox"/> Set up venue.<input type="checkbox"/> Take pictures and upload them to Facebook, Twitter, Instagram, etc. using the hashtags #CollegeDecisionDay, and #ReachHigher
AFTER EVENT	<ul style="list-style-type: none"><input type="checkbox"/> Send follow up letter to students who participated and their families (see p. 15). Congratulate them on being one step closer. Remind them of steps to take this summer.<input type="checkbox"/> Send thank you letters to volunteers, school administration, catering, businesses, colleges and universities, and guest speaker(s).

