



# EVENT PLANNING TIMELINE

## FEBRUARY

### PLANNING COMMITTEE

- Identify and connect with campus partners to review last year's FGCC events and brainstorm this year's plans. Consider opportunities that:
  - center the first-gen student intersectional identity (adult learners, students with children, military-connected students, students of color, Indigenous students, etc.);
  - include experiences of graduate and professional students;
  - support professional development for staff and faculty; and
  - allow first-generation students, staff and faculty to connect with each other.
- Reference the ["101 Ways to Celebrate on Nov 8"](#) blog for more ideas.

## MARCH

### COMMUNITY PARTNERSHIPS & ENGAGEMENT

- Reach out to community partners including local high schools, colleges and universities, news outlets, non-profit organizations and sponsors to share information about the first-gen student identity:
  - Consider engagement and funding opportunities connected to FGCC efforts.

## APRIL

### PLANNING & IDENTIFYING A STRATEGY

- Reconnect with the planning committee and discuss FGCC strategy:
  - How will you leverage senior leader engagement?
  - Are there opportunities to collaborate with Institutional Research to review the first-generation student representation and disaggregate the data?
  - Does your campus have TRIO programs? Do your plans engage TRIO offices?
  - Does your strategy include multiple communication outlets including email, social media platforms, text messaging, and local and regional news?

## MAY

### SECURE EXTERNAL FUNDING

- Apply to the First-Generation College Celebration Grant Opportunity
  - The application will be available in early-May, with a deadline of early-August.
- Invite possible funders to campus to learn about dedicated first-generation student success efforts. Identify opportunities for partnership, as appropriate.
  - Be sure to include the development office or foundation to support these conversations and to think creatively about new and sustainable opportunities.

## JUNE

### DETAIL CELEBRATION DAY ACTIVITIES

- Begin mapping your day-of, week-long, or month-long plans and align with other events taking place on campus during that period.
  - Consider submitting the events to the campus-wide calendar to increase visibility and bolster participation.
  - In addition to electronic ads, consider printed ads that could be included in New Student Orientation, posted in highly trafficked locations on campus, and disseminated to partner offices.

## JULY

### BUILD SOCIAL AWARENESS CAMPAIGN MOMENTUM

- Leverage the Marketing and Communications or Strategic Communication offices on campus and build an editorial calendar to raise the profile of Celebration Day:
  - Identify key handles and frequently used hashtags;
  - Consider which accounts may be used for social media take-overs;
  - Map content needed to contribute to the editorial calendar:
    - Testimonials
    - Student, staff, and faculty profiles
    - Social shareables
- Share the detailed plans with the President's or Chancellor's Office and ask that they kick off the celebration with a campus-wide message. This could include an email communication, video recording, or social media take-over.
- Review the [Media Kit](#) located on the [Celebration Day](#) page for more ideas and inspiration.

## AUGUST

### STUDENT INVOLVEMENT

- Engage students in event planning, execution, and marketing as soon as they return to campus.
- Create connections with student groups or organizations who could and should be involved.
- Brainstorm a student-centered event organized by and for first-generation students (with the support of faculty and staff, where necessary).

## SEPTEMBER

### ORDER COLLATERAL & PRINT MATERIALS

- Brand the event for social media and across your campus!
  - The [Media Kit on the Celebration Day](#) page includes a number of templates and examples.
- Identify locations across campus where signage could be placed. Be sure to secure approval where applicable.

## OCTOBER

### REVIEW PLANS & TIMELINE OF EVENTS

- Regroup with your planning committee to review the timeline of events and logistics.
- Through the editorial calendar, detail:
  - What the event is
  - Where it is located
  - Who is organizing the event(s)
  - How will it be promoted across social media platforms, emails, etc.
- Share the detailed plans with the planning committee and institutional leadership. Encourage everyone to get involved.

## NOVEMBER

### CELEBRATE AND RECORD

- After nine months, it is time to celebrate!
- Record snippets of Celebration Day and save them.

## DECEMBER

### REFLECT AND DEBRIEF

- While the plans and events are still fresh in your memory, conduct a debriefing session with all of the members of the planning committee, (including students).
- Create a space for next year's planning materials, and include the feedback in a document that you can reference next February.