



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.