

Programming Basics:

a guide
to campus and community
resources

created by the Whitman College Student Activities Office
fall semester, 2008

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Welcome to the Whitman College Student Activities Programming Guide!

This handbook is designed as a resource and guide for any group at Whitman who wants to put on a program on campus. Inside you'll find timelines and check-sheets for planning a great event, tips for budgeting and marketing, and lots of information on the resources available to you both on and off campus. This is a great place to start when you're not quite sure how to accomplish your programming goals or if you just need a quick refresher on the basics of event planning. Remember, there's always help available to you in the **Student Activities Office** when you can't find the answers you're looking for or when you just need some extra support. Come by our office in **RCC 202** anytime to talk to a Student Activities staff member and let us help you achieve programming success!



WHAT IS PROGRAMMING AND WHY BOTHER DOING IT?

“Programming” can describe a variety of events and activities designed to meet a number of different purposes. Some people plan concerts to entertain students and expose people to new kinds of music; some groups bring speakers to educate or raise awareness around a specific topic; others groups organize a workshop to teach a particular skill or activity. Whatever the topic or format, all programs have the potential to contribute positively to the health and success of the Whitman community. At its core, most programming is aimed at doing just that: building community and enriching lives.

So, what kinds of programs are there?*

- ❖ **SOCIAL** - Programs that contribute to community development through social interaction. These activities emphasize and encourage an appreciation of our interdependence with others, the larger community, and nature.
- ❖ **LIFESTYLE** - Programs that address the ways in which individuals may approach the daily tasks of living (i.e. coping with the demands of work, family, and society) by encouraging curiosity, exploration, and appreciation of different means to these ends.
- ❖ **EMOTIONAL** - Programs that encourage awareness and acceptance of one’s feelings and addresses the degree to which one feels positive and enthusiastic about one’s self and life. Other emotional programs work towards the development of autonomy and the ability to share emotions with others.
- ❖ **MENTAL** - Programs that provide creative, stimulating intellectual activities, both academically and recreationally focused. These activities encourage the use of available resources, expansion of knowledge and improvement of skills.
- ❖ **PHYSICAL** - Programs that promote fitness, challenge, good nutrition, medical self-care, and discourage physically destructive behaviors.
- ❖ **SPIRITUAL** - Programs that encourage an exploration of questions about the meaning and purpose of human existence. These activities should challenge conventional philosophies and promote an appreciation for the depth of life and its diversity of thought.

*Adapted from the Residence Life Office

You might find yourself planning a program that falls into one or several of these categories, depending on the scope and goals of your event. Overall, our community will grow the most when there is a diverse range of programs and activities throughout the year that give people the opportunity to explore in all of these areas. If you ever find your group in a programming “rut”, you might find it useful to try brainstorming programs that fall into a different category than the one from which your programs generally come. This is a great way to keep campus programming ideas fresh and interesting, and to help contribute to a fun and exciting campus community.



PROGRAMMING NUTS AND BOLTS

While each program you organize will certainly have a unique set of tasks and “to-dos” associate with it, most will follow the same general outline.

1. Assess Needs and Interests

At the initial stages of program planning you need to consider the specific needs and interests of your audience. There are a number of ways to do this including conducting an interest inventory, distributing questionnaires, hosting informal group discussions or focus groups, having a suggestion box, or doing “get acquainted” interviews with individuals in your target audience. By identifying the specific needs or interests of community members *before* you begin designing your program you increase the likelihood that you will have a successful and well-attended event.

2. Develop a Purpose - Have a Vision!

As you consider the information you gathered during needs assessment and begin the program planning process, it’s important identify your objective and formulate a rationale for the program. What do you hope to accomplish? Which community needs or interests do you want to meet? This is also your opportunity as a program planner to envision and create a unique event with your own personal signature. Even if you are planning an event that has taken place before, you should not overlook the importance of innovation and evolution. Here are some questions you may want to ask yourself to help develop a program vision:

- What did the event look like in the past?
- Which aspects do you want to keep?
- Which aspects would you like to see change? What would you like to add?
- What do you want people to walk away thinking or feeling about your event?
- How will your program improve or add to the community?
- What is the legacy you want to leave as the coordinator of this event?

Consider writing your vision down in a clear concise statement that you can refer back to for inspiration and motivation as you work through the planning process!

3. Initiate Program

With your purpose and vision in mind, start brainstorming specific ideas and formats for your program. This is a great time to go wild and dream big. In a brainstorm all ideas are written down and comments on and evaluations of ideas are kept to a minimum. This is the time to be creative and build off of the ideas of others. Once you have gotten everything down on paper, you can start to sort and evaluate the list. If you’re working in a group, try to reach consensus on a solid program idea that will meet your community’s needs and your group’s vision.

4. Implement Program

Alright, time to get to work! This is the part of programming that most people think of when they imagine putting on an event and in truth, it does take up a majority of the time involved in programming. During this phase you’ll need to do some or all of the following:

- Set a budget - think about where the funds will come from for your program and if necessary, seek out co-sponsorship with another campus organization (see Assistance Request Forms on the Student Activities webpage). Do research on the cost of producing your event to make your budget as accurate as possible (don't forget rental fees, advertising costs, supplies).
- Contact resources people early (e.g. student activities office, scheduling desk, catering).
- Identify possible dates, times, and places.
- Check for scheduling conflicts using the Whitman College Campus Calendar and the Student Events Calendar.
- Choose a specific time, date, and place; reserve your space and equipment immediately.
- Talk to the Director or Assistant Director of Student Activities if you will need to contract a performer or if your event will require a contract of any kind (you should NOT sign contracts as a student programmer).
- Start involving other people - delegate!
- Check out the Programming checklists on the Student Activities webpage to get specific ideas of the tasks you should be completing.

5. Publicity

Marketing your program is one of the most important and at times, most challenging tasks in event planning. It's important to spend time at the beginning of your planning process deciding who will be responsible for publicity and who you are trying to reach with your marketing campaign (i.e., who do you want to attend the program). You'll want to think about what kinds of publicity to use (e.g. posters, box-stuffers, buttons, t-shirts, invitations, listserv/ mailing list, word of mouth, radio/newspaper ads, sandwich board, etc.) as well as what campus and community resources are available to you (newspapers, television stations, radio stations, Communication Services, etc.). For more tips on publicity, marketing, and poster making see the Student Activities webpage.

6. Finalize Plans

As the date of your event nears, you should confirm that all plans are in place and that everyone knows their roles on the day of the event (don't forget to assign a clean-up crew ☺). Remember to confirm room and equipment reservations, ensure that publicity materials have been distributed, check-in with volunteers and event coordinators, and assign last-minute tasks.

7. At Time of Program

At the time of your program, most details should be in place and all you need to concentrate on is executing your plans. You may need to make an introduction to the event or welcome your participants. Be attentive to discussions if they are an element of your program and help facilitate as needed. And remember to relax, have fun, and participate in your event!

8. Evaluate the Program

Many times the relief of completing a successful program leads us to forget this last and critically important step in programming. Evaluating your program serves many purposes: it gives you a chance to celebrate your successes, leave notes on possible changes or adjustments recommended for future programs, and reflect on the things you learned as a programmer and event planner. There are some possible assessment worksheets on the Student Activities webpage.

A SPECIAL NOTE ON CONTRACTS

Contracts for speakers, bands, and entertainers can be tricky. They are often full of loop holes and very serious requirements that are easy to overlook. Regardless of what student group you are programming for, we **strongly encourage you to work with the Student Activities Office to contract the act for your program.**

However, if you receive any money from ASWC, either as a club, a club sport, or as a grant, **YOU MUST work with the Director of Student Activities or the Assistant Director of Student Activities to contract the group or individual.** This means setting up a meeting, bringing the contract with you, and working through the details before you contract and pay for the event. If you have ASWC funding and you do not do this and something goes wrong, you personally could be held liable.

CAMPUS AND COMMUNITY PROGRAMMING RESOURCES

Area Lodging

On Campus Housing

- *Alumni House*: Call the Alumni Office at 800.835.9448, ext. 1, or email hoglund@whitman.edu to see if the guest room is available for the nights you need. It's here for the use of visiting alumni, parents, and guests of the College for \$25.00 per night. There are two twin beds, a full bath, and access to a complete kitchen.
- *Baker Faculty Center*: The Baker Faculty Center (BFC) has two guest rooms which can be reserved for \$35.00 per night. To reserve the BFC guest rooms contact Summer Singer, Conferences and Events Coordinator, in the Reid Campus Center Office, room 202, at 527.5366 or singersr@whitman.edu.
- *Douglas Hall Guest Room*: For information on the Douglas Hall guest room, including availability and size specifics, contact Amy Bruner, the Assistant for Residence Life and Housing in Memorial 113; 527.5298 or brunerae@whitman.edu.

Walla Walla Hotels

Top 2 Choices in Walla Walla:

- *Marcus Whitman Hotel & Conference Center*: 6 West Rose Street, Walla Walla, WA 99362; 525.2200 or 866.826.9422; www.marcuswhitmanhotel.com, fom@marcuswhitmanhotel.com; ask for Whitman's corporate rate.
- *Holiday Inn Express*: 1433 West Pine Street, Walla Walla, WA 99362; 525.6200 or 888.465.4329; www.wwhie.com; fax 525.6210; info@wwhie.com

All the Other Options:

- *Best Western Walla Walla Suites Inn*: 7 East Oak Street, Walla Walla, WA 99362; 525.4700
- *Budget Inn*: 305 North 2nd Street, Walla Walla, WA 99362; 529.4410 or 888.529.4161
- *City Center Motel*: 627 West Main Street, Walla Walla, WA 99362; 529.2660 or 800.453.3160
- *Comfort Inn and Suites*: 1419 W Pine Street, Walla Walla, WA 99362; 522.3500; www.choicehotels.com
- *Elizabeth Inn Bed & Breakfast*: 939 Bergevin Springs, Walla Walla, WA 99362; 522.1688
- *Green Gables Inn*: 922 Bonsella, Walla Walla, WA 99362; 525.5501; www.greengablesinn.com
- *Inn at Abeja, Bed & Breakfast*: 2014 Mill Creek Rd., Walla Walla, WA 99362; 522.1234
- *Inn at Blackberry Creek Bed & Breakfast*: 1126 Pleasant Street, Walla Walla, WA 99362; 522.5233
- *La Quinta Inn*: 520 North 2nd Avenue, Walla Walla, WA 99362; 525.2522 or 800.527.1133; fax 522.2565; www.lq.com/index.jsp
- *Super 8 Motel*: 2315 Eastgate Street North, Walla Walla, WA 99362; 525.8800 or 800.800.8000; fax 525.8833; *smoking rooms available*
- *Travel Lodge*: 421 East Main Street, Walla Walla, WA 99362; 529.4940
- *Wine Country Inn*: 915 Alvarado Terrace, Walla Walla, WA 99362; 386.3592; www.wallawallawinecountry.net; winecountryinn@charter.net

ASWC Sound and Lights

<http://www.whitman.edu/content/aswc/committees/programming/sound-and-lights>
snl@whitman.edu

Director of ASWC Sound and Lights: James Franz, franzjr@whitman.edu

ASWC Sound and Lights (SNL) is responsible for the set-up, takedown, maintenance, scheduling, callbacks, and expansion of ASWC SNL equipment. ASWC SNL *cannot provide staging or power*. Staging is arranged through the Reid Campus Center (Becky O’Connell, oconnebl@whitman.edu, or 527.5251) and power through the Physical Plant, (527.4999).

If you have questions about the particular sound requirements for an event, email James Franz, (franzjr@whitman.edu). If you would like to request SNL equipment, use the Sound and Lights request form found in the index of this handbook or at the following URL: <http://www.whitman.edu/content/aswc/committees/programming/sound-and-lights/service-request>. Equipment and staff is limited, so this form should be turned into James Franz as soon as possible, and must be submitted at least 72 hours before the event. All prices below are minimum base prices and are subject to change depending upon the particular event/labor needs.

Rates	ASWC Funded	Non-ASWC Funded
Basic Sound		
Basic PA System (microphones and speakers)	\$15	\$25
“Karaoke” System (PA system w/ CD player)	\$20	\$30
Dance Systems		
Small System (DJ mixer, CD player, speakers)	\$25	\$35
Medium System (same as small but add subwoofers)	\$40	\$60
Large System (same as medium but louder speakers)	\$80	\$100
Band Systems	Add \$20 minimum per hour beyond a two (2) hour show.	Add \$25 minimum per hour beyond a two (2) hour show.
Small System (mics, monitors, speakers, board operator)	\$40	\$50
Medium System (mics, monitors, speakers, subwoofers, board operator)	\$65	\$80
Large System (mics, monitors, large speakers, large subwoofers, board operators)	\$150	\$250
Lights		
Dance Lights	\$15	\$20
Stage Lights (small set-up)	\$10	\$15
Stage Lights (large set-up, i.e. with Large Band System)	\$20	\$30
Other Fees		
Late Scheduling Fee (for not scheduling prior to one (1) week before an event)	\$50	\$60
Late Take Down Fee (clean up after 10:00 pm)		
Small system	Starts at \$15	Starts at \$20
Medium system	Starts at \$20	Starts at \$25
Large system	Starts at \$30	Starts at \$40
Off-Campus Fee (subject to change depending on location)	Starts at \$30	Starts at \$30

Bon Appétit

Main Office - Prentiss Food Service Office

527.5508

www.cafebonappetit.com/whitman

<i>General Manager</i>	Roger Edens, 527.5190, edensr@whitman.edu
<i>Executive Chef</i>	Christian Chemin, 527.5002, chemincq@whitman.edu
<i>Catering Manager</i>	Teresa Maddess, 527.5127, maddesta@whitman.edu
<i>Prentiss Dining Manager</i>	Susan Todhunter, 527.5763, todhunsh@whitman.edu
<i>Jewett Dining Manager</i>	Julie Zumwalt, 527.5429, zumwalja@whitman.edu
<i>RCC Café Manager</i>	Mike Jones, 527.5206, jonesmr@whitman.edu
<i>Pack-Outs and Sack Meals</i>	Terri DeLeon, 527.5018,

Bon Appétit holds the exclusive catering right for Whitman College. If you wish to have food at an event you have two options: One, you can work through Bon Appétit catering and they will set-up and clean-up the event. Or two, you can prepare the food yourself or do "take-out" from an outside restaurant, but you have to set-up and tear-down the room you use. This means setting all your own tables and cleaning up the room after the event.

If you need any kind of food for a program, on or off-campus, call to make arrangements early in the planning process. Bon Appétit will do everything from preparing sack lunches to providing you with ingredients to make your own dinner (but give them at least 5 days notice to order and prepare food). They have wonderful ideas for formal dinners and will cater to any menu you wish. If you want to reserve a dining hall, dining room, or the Reid Café for a special program contact the appropriate manager. If you want to have catered sack lunches for meetings, contact Teresa Maddess (527.5127 or maddesta@whitman.edu). If you want to do sack lunches as part of an already established Bon Appétit meal plan, contact Terry DeLeon, 527.5018. Bon Appétit is also a great asset for planning programs on food and nutrition!

Design Services

Office of Communications - Memorial 315

527.5768

<http://www.whitman.edu/content/communications/userguide/contact/design>

<i>Design Manager</i>	Chris Bishop, 527.5769, bishopc@whitman.edu
<i>Publications Designer</i>	Travis Congleton, 527.4966, conglctj@whitman.edu

It's not just about pretty paper and funky fonts; it's about the message - who is your audience for your print publication and what outcomes do you hope to achieve? Our team of writing and design experts can help target your message and shape the look of your brochure, postcard or newsletter to achieve your goals and the needs of the college.

Here's how it works

The key is planning. In order to allow for the many variables involved in bringing a print publication from idea to delivery, appropriate lead time is a must. In general, the following timetable allows for client specs, design, cost estimates, press time, post-production and delivery.

- Event poster: 3 weeks
- Brochure: 6 weeks
- Booklet: 3-4 months

Our design team uses adobe InDesign CS2 (Mac platform) for general project layout. We ask that you supply your original text files in Word (RTF) with as little formatting as possible. We can also work with Photoshop, Word, Excel, Power Point and PDF files. Graphics should be of high resolution and photo files should be a minimum of 300 dpi at the size at which the photo is to be used. Please provide clear instructions and well-organized materials for your project. The designers and other Communications associates will meet with you early on to discuss, strategize and schedule your project. Once it's under way, our designers will issue you printed or PDF proofs in a timely fashion, keeping the project on schedule until you give your final signed approval.

Mailing Services
Boyer House - 34 Boyer Ave.
 527.5793
<http://www.whitman.edu/content/communications/userguide/contact/ mailing>

<i>Mailing Services Manager</i>	Betty Linke, 527.5793, linkebj@whitman.edu
<i>Mailing Services Assistant</i>	Mike Garvin, 527.5266, garvinmp@whitman.edu

You have to get it from here to there. Sometimes in large volume, sometimes overnight, sometimes big and bulky. The Mailing Services Team (formerly called Distribution) processes outgoing mail, including metering postage, address printing, mail merges, working with shippers, and managing USPS postal regulations and requirements. Services include:

- USPS: first-class, express, certified mail with return receipt, international, permit imprint mailings (first class and non-profit). Utilizing these services can reduce your postage costs significantly.
- FedEx: express and ground. FedEx express is faster and more costly; ground is slower and less expensive. FedEx is recommended when you need to track and/or insure (up to \$100) a parcel. (Extended insurance is available at an extra cost.)
- Processing Services: printing on envelopes and postcards; mail merges; address updates for your mailing lists; tabbing; folding/inserting.

(Any fees associated with shipping and postage must be paid on site by cash or check.)

Need to have things dispersed on campus? If you make a poster and copy it yourself but want Distribution Services to hang the posters up for you, you need to contact Betty Linke. The charge for Mailing Services to hang posters across campus is \$5.00. Betty needs about a weeks notice and will get them out as soon as they are on her desk. It is recommended that you get your posters up a week or more in advance.

How Many Copies Should I Make?

- | | |
|--|----|
| • Full Campus Distribution | 80 |
| • Limited Distribution (academic buildings only) | 38 |
| • Residence Life (drop off in ResLife office, Memorial, 113) | 42 |

Printing Services

Boyer House - 34 Boyer Ave
527.5185

<http://www.whitman.edu/content/communications/userguide/contact/printing>

Printing Assistant

Jane Zanger, 527.5185, pubprint@whitman.edu

Communications Operations Manager

Amber Woodworth, 527.5160,
woodwoar@whitman.edu

This department serves as a printing shop and outsource center. Among a wide variety of projects, the staff produces or outsources production of business cards, letterhead/envelopes, invitations, notepads, posters, publications, periodicals, fliers, booklets, manuals, banners, T-shirts, promotional items and more. Work produced can come directly from campus community members or through one of our designers/project managers, if that service is required.

Available Services

- Project Management: vendor selection, paper stock options, recycle properties, and more
- Photocopying: two digital copiers (one black and white, one color), can collate, staple, produce booklets, enlarge images and more
- Trimming: digital equipment trims business cards, booklet covers, postcards, posters, etc.
- Saddle Stitching: for booklets
- Comb Binding: for publications such as reports and manuals
- Padding Station: for items such as note pads and carbonless forms
- Lamination: for protecting such items as name badges, pictures, news clips
- Plotter: for large documents, posters, and banners
- Paper product inventory: stock of generic letterhead, generic envelopes of assorted sizes, plain white and colored paper

The most critical aspects toward ensuring success of your project are clear communication about your exact needs and allowing ample lead time. Of course there will be "emergency" jobs, and we make every effort to accommodate those projects. We can provide a cost estimate so you can budget for the expense. Note that most projects that come directly to the print shop do not require design services. If your project needs to be designed, contact the design staff, 527.5768.

- Giving us your project: you can either hand deliver your project to us, campus mail it, or email it to pubprint@whitman.edu. When sending us your project, please make sure that a Printing Services Job Ticket is completed, and attached. There are fields for every detail of your project. Your complete and accurate job ticket ensures that we can correctly process your project. We can receive projects the following ways: hard copy, Word document, PowerPoint document, PDF document, JPG files, TIF files.
- Turn Around Time: For basic printing needs (including posters, business cards and note pads), please allow three days. For booklets and manuals please allow five days. Note, these turn around times reflect printing only.
- Inventoried Items: The inventory includes a wide variety of paper products and specialty items. To purchase any of these items, send an email to pubprint@whitman.edu. Your order will be filled and sent to you via campus mail or you may pick it up at the Boyer House.

Physical Plant

804 Penrose St.

527.5999

Open Monday - Friday, 8 am - 4:30 pm

Director of the Physical Plant

Dan Park, park@whitman.edu

Administrative Assistant

Gayle Worthington, worthige@whitman.edu

Academic Custodial/Warehouse Supervisor

Kevin Wright, wrightkd@whitman.edu

The Physical Plant Department needs to be contacted when events occur outside. If you need to reserve a van, request tables or chairs, need extra garbage cans, borrow their grill, or have the irrigation shut off, contact the Physical Plant. Call the main number, 527.5999, and Gayle Worthington will direct you to the appropriate person.

Vehicle Rental and Use

Whitman owns some vehicles that are available for use by groups doing Whitman College sponsored events or trips. These vehicles include 11-passenger vans, a mini van, 15-passenger mini-buses, 8-person Suburbans, and a Ford Taurus. These vehicles may not be used for personal or otherwise un-sponsored trips. In addition, the Physical Plant will charge the account of the group that rents the vehicles through the business office only. They do not accept cash, checks, or cards.

Whitman vehicles are in high demand and if you think you'll need one, plan as far in advance as possible. You can always reserve one and then cancel it later. To reserve a Whitman vehicle, you need to contact Gayle Worthington, 527.5999 or worthige@whitman.edu. You should know, however, that academic programs have first priority, so even if you reserve a vehicle, you are not guaranteed one. Academic groups must, however, reserve at least one week in advance to trump your reservation. This is always a possibility, but does not happen very often. Luckily, there are other car rental places that are covered by Whitman's insurance. The policies that apply to Whitman vehicles also apply to these vehicles, including filling out a trip roster. Budget, U-Save, and Enterprise are the only agencies in town supplying 15-passenger vans.

Requirements for Using Whitman Vehicles

Any student, faculty, or staff member who wishes to drive an 11-passenger van or larger vehicle must first complete the driver's orientation program. All potential drivers of the aforementioned vans must have a valid U.S. driver's license and be at least 19 years old with a minimum of three years of experience as a licensed driver and are subject to a three-year check of their driving record. Contact Kathy Rogers, at 527.5946 or rogerska@whitman.edu for info.

Cost Information for Whitman Rentals

- 15-passenger mini-buses, 11-passenger vans, 8-passenger Suburbans: \$65.00/day
- Mini-Van: \$55.00/day
- Car: \$38.00/day

Vehicles will be rented with a full tank of gas. If you turn in a vehicle without a full-tank of gas, you will be charge \$3.00/gallon to top it off. That amount will be charged to the group that reserved the van.

Requirements for Using Personal Vehicles

You are strongly discouraged from using a personal vehicle for any club or group trips. If, however, you must use a personal vehicle, you must fill out a waiver (found in the index of this programming handbook) and turn it into the Dean of Students office, Memorial, 302.

Car Rental Information

- Budget, located at the Walla Walla airport, 525.8811
- U-Save Auto Rental, 2840 Melrose, 525.1680
- Enterprise, 629 W. Main St., 529.1988

Reid Campus Center Advertising

Table Toppers in RCC Café

If you want to make Table Toppers for the Reid Campus Center, they must go through Barbara Maxwell, Associate Dean of Students: Student Programs and Activities (527.5208, maxwelba@whitman.edu). They go up every other Sunday and remain in the holders for two weeks. Contact Barbara Maxwell for the specific dates.

There are a few rules for table toppers: They must be EXACTLY 4" x 5 ½" squares already trimmed when you turn them in. There are 44 spots, so 11 sheets of 4 will be the perfect amount. The Table Topper must have the dates of the event/activity, cannot have anything to do with alcohol or drugs, and must have something to do with Whitman. Spaces in the table toppers are on a first come first serve basis; the first ones to be turned in will be the first to go out.

Large Posters in Reid Campus Center

If you want to make posters to hang in the stairwell of the Reid Campus Center there are a few rules/guidelines.

- Posters must be portrait not landscape oriented and can be no taller than 7'.
- Space is on a first come first serve basis. You cannot tear down somebody else's poster to hang yours up unless the event has already occurred.
- The poster must have the date of the event or activity so people know when they can take them down. The space is for advertising a specific event at a specific time.
- Posters cannot have anything to do with alcohol or drugs.
- Posters can only be hung with blue painters tape. If the poster is hung with something other than blue painters tape, it will be removed and thrown away.

If you have any questions about content or posters in general, please contact Barbara Maxwell (527.5208, maxwelba@whitman.edu) for further information.

Scheduling

*Whitman College Office of Conferences and Events
Reid Campus Center, room 202
527.5366 or 527.5251*

Director of conferences and Events Becky O'Connell, 527.5251, oconnebl@whitman.edu
Conference and Events Coordinator Summer Singer, 527.5366, summersr@whitman.edu

If you want to reserve a venue on campus, you need to contact the Office of Conferences and Events as soon as you start thinking about the event. Conferences and Events can let you know what venues are open on what days and how to go about reserving them. They can also fill you in on what things are required to hold an event on campus. Requirements include at least two security officers per event no matter the event.

Becky needs to be contacted if your event requires staging or a certain room set-up. She will help you coordinate with her student workers and the Physical Plant to deliver staging, tables, and chairs and to set-up chairs, tables, and staging.

If your event will be in an academic building from 8 am - 5 pm Monday through Friday you need to go through the Registrars Office (527.5983) to reserve the venue.

Security

*Memorial 117
527.5777*

<http://www.whitman.edu/security>

Director of Security Terry Thompson, thompste@whitman.edu
Associate Director Craig McKinnon, mckinnncs@whitman.edu

If you are planning an event on campus, you are required to have a security presence at the event. This means two (2) Whitman College Security Officers. This absolutely must happen. Contact Security at security@whitman.edu or 527.5777 as soon as you start planning the event to request Security officers.

Student Activities Office

*Reid Campus Center, 202
522.4436 or 527.5367*

<http://www.whitman.edu/content/student-activities>

Director of Student Activities Andrea Ramirez, 522.4436, ramireae@whitman.edu
Asst. Director of Student Activities Leann White, 527.5367, whitele@whitman.edu

The Student Activities Office is responsible for many of the major events occurring around campus. The Director and Assistant Director of Student Activities directly advise various student groups, including the ASWC Programming Chairs, Coffeehouse, Campus Activities Board, Arts and Crafts series, and the Steven's Gallery. They are also a valuable resource for advice and help with the details of programming specific events.

If you would like to bring a speaker, show a movie, or host a concert or dance, please come to the Student Activities Office and talk to Andrea Ramirez or Leann White about the specifics of bringing a large event to campus. They can assist you with all of the details that

come with planning and executing an event on campus. The Student Activities Office can also suggest co-sponsorship options. Co-sponsorships are a great way to bring a larger event, movie, or activity than your budget would usually be able to handle.

If you would like to co-sponsor something with any of the groups working out of the Student Activities Office, please fill out an "Assistance Request Form" and turn it into the correct group. The Assistance Request form can be found on the ASWC programming website (<http://www.whitman.edu/content/aswc/committees/programming>). These groups are all approachable for co-sponsorships.

ASWC Programming Officers

Programming Chair: Rachel Stein, aswc_programming@whitman.edu

Public Events Chair: Sam Chasan, public_events@whitman.edu

Public Speakers Chair: Kiva Ellenberg, speakers@whitman.edu

Films Chair: Benjamin Kegan, films@whitman.edu

CAB Officers (cab@whitman.edu)

Co-Chair: Shayna Tivona, tivonasl@whitman.edu

Co-Chair: Kali Stoehr, stoehrkr@whitman.edu

Vice-Chair: Ryan Lum, lumer@whitman.edu

Secretary: Lucas Heyvaert, heyvaelb@whitman.edu

Marketing: Chris d'Autremont, dautreca@whitman.edu

Fine Arts Programming: Dusti Thurman, thurmadl@whitman.edu

Night & Weekend Programming: Yvan Trinh, trinhyt@whitman.edu

Coffeehouse Chairs (coffeehouse@whitman.edu)

Tricia Chow, chowtl@whitman.edu

Matt Coleman, colemama@whitman.edu

Steven's Gallery Curators (stevensgallery@whitman.edu)

Mallory Powers, powersmj@whitman.edu

Joanna Swan, swanje@whitman.edu

Arts and Crafts Series Coordinators (artsandcrafts@whitman.edu)

Aakanksha Veenapani, veenapa@whitman.edu

Mary-Eileen Gallagher, gallagm@whitman.edu

Supplies

Arts & Crafts

- By Arrangement, 128 E Main St., Walla Walla, WA; 529.2346
- Craft Warehouse, 7411 W Canal Dr., Kennewick, WA, 783-9663
- Jo-Ann Fabrics & Crafts, 481 N Wilbur Ave, Walla Walla, WA; 529.6161
- Michaels Arts & Crafts, 6804-B W Canal Dr., Kennewick, WA; 735.3404

Party Decorations and Rentals

- Let's Party, 109 N Ely, Kennewick, WA; 783.2700
- Northwest Party Rentals, 225 Wellsian Way, Richland, WA; 946.5118
- Paper Factory Outlet Party Store, 5288 Outlet Dr., Pasco, WA; 546.0529
- Sandy's U-Rent, 1510 Isaacs, Walla Walla, WA; 525.1460
- Sun Rental Center, 1760 Isaacs, Walla Walla, WA, 525.3395

T-Shirts

- Blue Crystal, 505 Willard St., Waitsburg, WA; 337.8201
- Gotta Go Embroidery, 2 E Rose St., Walla Walla, WA; 525.5900
- Graphic Apparel, 23 W Alder St., Walla Walla, WA; 525.7630
- Showcase Specialties, 624 W Lewis St., Pasco, WA; 547.-3344

Technology: Multimedia Development Lab (MDL)

Hunter 110

526.4761

mdl@whitman.edu

Assistant Director, Multi-Media Development

David Sprunger, 526.4762

The MDL is a resource for Whitman Students, Staff, and Faculty. Here you can create (and be assisted in creating) video, audio, graphic, internet, and CD-ROM projects. It is a facility where you can come to work on your multimedia project and get one-on-one help if necessary. They are not, however, a production facility and will not "do a project for you". The MDL has equipment for non-linear and linear video editing, DVD mastering, flatbed and slide scanning, web-site creation, PowerPoint production, audio format conservation (e.g. DAT to CD), video format conversion (e.g. Hi8 to miniDV), poster printing, slide printing, and audio editing.

Available software in the MDL includes:

- Photoshop
- Illustrator
- Acrobat Professional
- InDesign
- Final Cut Pro
- Soundtrack Pro
- Amadeus
- Motion
- AfterEffects
- DVD Studio Pro
- iDVD
- Dreamweaver
- Flash
- and more

Available Hardware in the MDL includes:

- Six Apple Power Mac G5's: Dual 2GHz. All are equipped to handle scanning (both flat and film), video editing, DVD authoring, web development, audio editing, and presentation creation.
- One Dell Optiplex GX150s: set up for 35 mm film printing, scanning, web development, and presentation creation.
- 42" wide color plotter printer
- Color laser printer capable of up to 11" x 17" printing
- Video duplication and conversion station: set up to convert VHS, miniDV and DVD
- Limited support for Hi8 and VHS-C also available

Lab Hours (tentative fall 2008) - Check http://wcts.whitman.edu/mdl/ for up-to-date schedule		
Monday-Thursday	9 am - 12 pm	Open by appointment only
	12 pm - 10 pm	Open, appointments always recommended
Friday	9 am - 12 pm	Open by appointment only
	12 pm - 5 pm	Open, appointments always recommended
Saturday	1 pm - 5 pm	Open by appointment only
Sunday	1 pm - 10 pm	Open, appointments always recommended
All Other Times	Card Swipe Only	

To make an appointment with the MDL:

- Call 526.4761 and one of the MDL staff members will assist you in making an appointment.
- If you are unable to reach someone in the Lab, contact David Sprunger, the Manager of Multimedia Development, 526.4762.
- Send them an email: mdl@whitman.edu. Please note that email sent to the MDL is addressed on a first come first serve basis, and is subject to availability. Sending them an email does not guarantee you an appointment. Additionally, mdl@whitman.edu is only checked for messages Monday to Friday, 9 am - 5 pm.

Material Charges		
Video Cassettes	VHS	15, 30, or 60 minute tapes: \$3.00
		120 minute tape: \$3.75
	DV(mini)	60 minute tape: \$6.00
Discs	CD-R	\$1.00
	DVD-R	\$3.50
DAT		\$5.75
35mm Film	Kodak Elite 100-ISO 36exp (slide film)	\$9.00
	Kodak Elite 100-ISO 24exp	\$6.25
	ET 160 36exp	\$12.65
	Kodachrome Gold 24exp	\$6.25
	Kodachrome Gold 36exp	\$8.75
Lamination Material	Wallet Size	\$0.40
	8 ½ x 11	\$0.50
	11 x 17	\$1.00
Storage Material	CD-R	\$1.00
	DVD-R	\$3.50
Printing Material for HP DesignJet 800PS	Heavyweight Coated Paper	\$3.00/linear foot
	Semi-Gloss Photo Paper	\$5.00/linear foot
Printing on HP Color LaserJet 5550ds	8.5" x 11" or 8.5" x 14"	\$0.50/page
	11" x 17"	\$1.00/page

Technology: Instructional Multimedia Services (IMS)

Hunter 203

527.5257

<http://www.whitman.edu/content/wcts/ims>

Open Monday - Friday, 8 am - Noon, 1 pm - 4 pm

Manager, Instructional Multimedia Services

Jon Loney, 527.4972,

loneyjs@whitman.edu

IMS provides multimedia resources and support to the faculty, students, and staff of Whitman College. In addition to equipment checkout, delivery, setup, and operation, IMS maintains a number of smart classrooms across campus. IMS is officially and primarily for academic, not personal, use. They can, however, be used for official College sponsored events on campus. This includes speakers or panels that you would like recorded or if you need any type of tech equipment (but not Sound and Lights equipment) for an event. IMS requests two (2) business days notice for classes between 8 am and 4 pm Monday through Friday and five (5) business days notice for all other needs. They may not be able to provide the support you need without sufficient notice.

Available Equipment:

- Televisions
- VCRs
- DVD players
- DVD/VCR combos
- Data projectors (for projecting computer, video, and document camera images)
- Powerpoint remotes (USB)
- Wireless keyboards
- Video projectors (for projecting video and document camera images)
- Document cameras (for projecting pictures, text, and 3D objects)
- 35 mm slide projectors
- Still digital camera (saves to a mini-CD)
- Camcorders
 - VHS
 - Hi8
 - Digital
- Overhead transparency projectors
- Portable CD and audio tape players
- Portable audio tape recorder/players
- Microphones
- Portable projection screen
- Tripods
- Carts

Fees and Pricing

Equipment can be checked out for academic use free of charge. Late returns will be charged \$10/day up to the replacement cost of the equipment. Event support will be provided at a cost of \$25/hour for the first hour (minimum one hour) and \$15/hour for each consecutive hour. Video conference support outside of normal business hours is \$35/hour with a minimum of one hour.

Web-Calendars

Campus Calendar

The Campus Calendar (<http://www.whitman.edu/calendar/webevent.cgi?cmd=open&cal=cal1,cal2,cal3,cal5,cal7,cal9,cal10,cal8>) is managed through the Conference and Events Office. This calendar lists major campus academic events, lectures, holidays, and other pertinent events at Whitman. You can have your events added to the calendar by emailing webcalendar@whitman.edu with the pertinent details including what is going on, where the event is occurring, when doors open, when the show starts, and who is putting on the event. Doing this not only helps you advertise for your event, but also helps other people and groups that are planning events avoid scheduling things for the same time as your program.

Student Activities Calendar

There is also a web-calendar devoted specifically to student programs. (Go to <http://www.whitman.edu/content/aswc> and click on "Activities Calendar".) This is a great venue for advertising your event to students as well as a way to see what other events are occurring around the same time as your program. Many programming groups have access to add their events to the calendar on their own (e.g. CAB, ASWC, Coffeehouse, IFC/Panhell, etc.). If you are a member of a club, you can email ASWC@whitman.edu to request your event be added to the calendar. If you're not sure whether you have access to add events to the calendar, you can contact the Director or Assistant Director of Student Activities.