

Programming Basics:

a guide
to campus and community
resources

Whitman College Student Activities Office
Fall Semester, 2015

Table of Contents

Introduction.....	3
What is Programming and Why Bother Doing it?	4
Programming Nuts & Bolts	5
A Special Note on Contracts	7
Campus and Community Programming Resources.....	8

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 checklists 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?

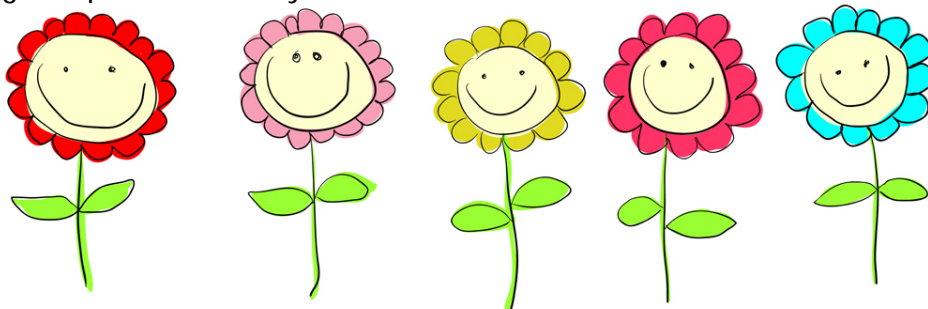
“Programming” can describe a variety of events and activities designed to meet a number of different purposes. Some people plan concerts to entertain students and expose people to new kinds of music; some groups bring speakers to educate or raise awareness around a specific topic; others groups organize 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 WEB or another campus organization (see WEB Co-Sponsorship Request Form 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 potential resources early on - they really can help you! (e.g. student activities office, Conference & Events, 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 Leann or Katharine in 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, window painting, 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 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 could be held personally liable.

CAMPUS AND COMMUNITY PROGRAMMING RESOURCES

Area Lodging

On Campus Housing

- *Douglas Hall Guest Room*: For information on the Douglas Hall guest room, including availability and size specifics, contact Maggi Banderas, the Assistant for Residence Life and Housing in Memorial 113; 527.5297 or banderm@whitman.edu.

Walla Walla Hotels

Top 3 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
- *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

Other Options:

- *America's Best Value Inn*: 305 North 2nd Street, Walla Walla, WA 99362; 529.4161
- *Best Western Walla Walla Suites Inn*: 7 East Oak Street, Walla Walla, WA 99362; 525.4700
- *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
- *Super 8 Motel*: 2315 Eastgate Street North, Walla Walla, WA 99362; 525.8800 or 800.800.8000; fax 525.8833; *smoking rooms available*
- *Red Lion*: 325 E Main St, Walla Walla, WA 99362; 529.4360
- *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

Supplies

Arts & Crafts

- 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

- Graphic Apparel, 860 NE Rose St., Walla Walla, WA; 525.7630
- T-Walla Walla, 9 N. Second Ave., Walla Walla, WA; 526.0672

Student Activities Office

Reid Campus Center, 202

527.5367 or 522.4436

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

Director of Student Activities

Leann Adams, 527.5367, adamsle@whitman.edu

Assistant Director of Student Activities Katharine Curles, 522.4436, curleske@whitman.edu

The Student Activities Office is responsible for many of the major events occurring around campus. The Student Activities staff advises various student groups, including ASWC and the Whitman Events Board. 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 to discuss 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. Consider reaching out to one or more other clubs or organizations to co-sponsor the event with you. Be creative! Think of ways to work with groups you might think you have little in common with.

The Whitman Events Board is also a great organization to approach about co-sponsorship. If you would like to co-sponsor something with the Whitman Events Board, please contact John Lee, the WEB Co-Sponsorship Coordinator at web_cosponsor@whitman.edu.

The Student Activities Office provides resources to help support any student organization on campus, including video game and karaoke rentals, ideas and resources for group development (team-building, goal-setting, etc.) and advising for group leaders. If you want to work on leadership development or simply get some help making progress on a project, don't hesitate to stop by.

Reid Campus Center Advertising

Reid Campus Center Office, room 202

Table Toppers in RCC Café

There are 40 table toppers in the Reid Campus Center (30 in the Café, 10 in the Coffeehouse). To fit into the table topper holders, cards must be 4" or less in width. Table toppers need to include the date of the event and the sponsoring campus office/organization. The table toppers should not promote alcohol/drugs and must be directly related to a Whitman event/group. 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 be stuffed. Please bring completed table toppers to Barbara Maxwell, Associate Dean of Students, in Reid Campus Center 202.

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 or alligator clips. If the poster is hung with something other than blue painters tape, it will be removed and thrown away.

Fliers in Reid Campus Center

- Fliers may be posted underneath the TV screen in the lobby on the day of or day prior to your event. Please give your flier to the building manager to post.
- Fliers may be posted any time on the two bulletin boards to the left and right of the Bookstore, on the ground floor.
- Fliers posted anywhere else in the building (including doors, brick, walls, etc) will be removed and thrown away.

Window Painting in Reid Campus Center

- If you are interested in painting a window in Reid Campus Center, please contact Katharine Curles (curleske@whitman.edu) in the Student Activities in Reid 202.
- Only the windows in the café, facing the back lawn may be painted, and the window painting must be cleaned within 24 hours of the completion of your event.

Digital Signage in Reid Campus Center

If you are interested in putting a flier or short, silent film on the TV screen in the Reid Lobby, please email Katharine (curleske@whitman.edu) for pricing and detail

Scheduling

*Whitman College Office of Conferences, Events, and Scheduling
Reid Campus Center, room 202
evansdj@whitman.edu*

*Scheduling Coordinator
Director*

Debi Evans, 527.5366, evansdj@whitman.edu
Katie DePonty, 527.5251, depontke@whitman.edu

If you want to reserve a venue on campus, you need to contact the Office of Conferences, Events, and Scheduling as soon as you start thinking about the event. Contact evansdj@whitman.edu to find out which venues on campus are available and to reserve a space. Work with them to coordinate room set-up, staging, tables, and chairs.

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

Web-Calendars

Campus Calendar

The Campus Calendar (<http://www.whitman.edu/content/calendar>) is managed through the Conferences, Events, and Scheduling Office. This calendar lists major campus academic events, lectures, holidays, and other pertinent events at Whitman. You can have your public events added to the calendar by emailing evansdj@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. (<http://www.whitman.edu/content/student-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. If you are a member of a club, you can email aswc@whitman.edu to request your event be added to the calendar. Many programming organizations have access to add events to the calendar. If you're not sure whether your organization has access, contact the Student Activities staff.

Security

*Memorial 117, 527.5777
<http://www.whitman.edu/security>*

Director

Matt Stroe, 527.5777, stroemj@whitman.edu

Many events on campus require security presence, including concerts, dances, and other large scale events. Contact the Director of Security at stroemj@whitman.edu or 527.5777 as soon as you start planning the event to find out whether your event will require Security and/or how many officers you will need.

ASWC Sound and Lights

<http://www.goaswc.org/about/aswc-affiliate-organizations/sound-and-lights/snl@whitman.edu>

Director of ASWC Sound and Lights:

Mallory Martin, snl@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 (conferences@whitman.edu) and power through the Student Activities Office (for Reid or Cordiner) or Physical Plant, 527.5777 (for the rest of campus).

If you have questions about the particular sound requirements for an event, email Mallory Martin (snl@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.goaswc.org/wp-content/uploads/2012/03/SNL-Request-Form-form1.pdf>. Equipment and staff is limited, so this form should be turned into the Director of Sound and Lights 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
Open Mic System	\$20	\$30
Dance Systems		
Small System (DJ mixer, CD player, speakers)	\$35	\$45
Medium System (same as small but add subwoofers)	\$50	\$70
Large System (same as medium but louder speakers)	\$90	\$110
Band Systems		
Small System (mics, monitors, speakers, board operator)	\$50	\$60
Medium System (mics, monitors, speakers, subwoofers, board operator)	\$75	\$85
Large System (mics, monitors, large speakers, large subwoofers, board operators)	\$160	\$250
Lights		
Dance Lights	\$25	\$35
Large Stage Lights	\$30	\$40
Truss Lights	\$60	\$70
Other Fees		
Late Scheduling Fee (for not scheduling prior to one (1) week before an event)	\$25	\$60
Extra Stagehands	\$20	\$30
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>	Jim Cooley, 527.5002, james.cooley@cafebonappetit.com
<i>Executive Sous Chef</i>	Juile Zumwalt, 527.5002, zumwalja@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>	Nimal Amarasinghe, 527.5429, nimal.amarasinghe@cafebonapetit.com
<i>RCC Café Manager</i>	Mike Jones, 527.5206, jonesmr@whitman.edu

Bon Appétit holds the exclusive catering right for Whitman College which prevents other businesses from serving campus without the Dean of Student's written permission. If you wish to have food at an event, other than self-prepared or potluck style, you must work with Teresa Maddess to make arrangements. Call Teresa for anything from cookies & boxed lunches to dinners and desserts at 527.5127 or maddesta@whitman.edu. Service can range from picking your order up at the Prentiss kitchen to full service sit down served dinners.

Board meals may not be used at catered events but there are many different ways they can be used outside of the dining rooms & café. Sack lunches for those with class or work conflicts are available Monday through Friday just ask see the ID checker at your dining hall. Ingredients so your group can cook together may be ordered without additional charge (one time each semester) for Residence Hall sections, Residence Hall Desserts, Interest Houses and College Clubs & Organizations. See Susan Todhunter at Prentiss Dining Hall (527-5763 or todhunsh@whitman.edu) to see if Bon Appétit can help with your event. Plan on making arrangements 5-7 days before your event for small to mid-size events. For larger events plan ahead to arrangements several weeks in advance to save the date. If you want to reserve a dining hall, dining room, or the Reid Café for a special program contact the appropriate manager Bon Appétit is also a great asset for planning programs on food and nutrition!

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
Administrative Assistant Sherrie Kamara, 527.5257, kamarasl@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 smart classrooms across campus. IMS check-out equipment is officially and primarily for academic, not personal use. IMS provides tech support for Whitman sponsored events including: recordings, power point, sound, and streaming. IMS requests two (2) business days notice for classes between 8 am and 4 pm Monday through Friday and seven (7) business days notice for all other needs

Available Equipment:

- Data projectors
- Camcorders
- Digital Audio Recorders
- USB Powerpoint Remotes
- Portable projection screen
- Tripods
- Mac Adapters

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 \$20/hour. There is a \$50.00 setup fee for streaming

Technology: Multimedia Development Lab (MDL)

Hunter 110

526.4761

mdl@whitman.edu

Instructional and Learning Technologist for Humanities, Kaitlin Justin 526.4760

Director, Instructional and Learning Technology 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 other technological projects. It is a space where you can come to work on your multimedia project and get one-on-one help if necessary. It is 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, basic audio editing, flatbed and slide scanning, web-site creation, PowerPoint production, audio/video format conservation (e.g. transfer VHS to DVD, create a digital file from an audio cassette).

Available software in the MDL includes:

Photoshop	Illustrator
Acrobat Professional	InDesign
Final Cut Pro	Premiere
Amadeus	Motion
AfterEffects	GarageBand
iDVD	Dreamweaver
Flash	...and more!

Available Hardware in the MDL includes:

- Nine 27 inch Apple iMacs: with 3.4 GhZ Processors. All are equipped to handle scanning (both flat and film), video editing, DVD authoring, web development, audio editing, and presentation
- 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

To get help with multimedia projects:

- Email mdl@whitman.edu to set up a time for in-person help.
- Come to the MDL during staffed lab hours, and one of the MDL staff members will either help you on the spot (depending on availability) or assist you in making an appointment.

Design Services

Boyer House - 34 Boyer Ave
527.5769

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

Design Manager

Chris Bishop, 527.5769, bishopc@whitman.edu

Senior Designer

Travis Congleton, 527.4966, congletj@whitman.edu

It's not just about pretty paper and funky fonts; it's about the message – who is the 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 poster, brochure, postcard or booklet to achieve your goals and the needs of the college. We can help find a unique approach to your publication while at the same time keep it an effective member of the Whitman family of publications. We will advise proper usage of the official college logos and seal, as it pertains to your publication.

The key is planning. In order to allow for the many variables involved in bringing a print publication from the idea stage to delivery, appropriate lead time is a must. In general, the following timetable allows for project specs, design, editing, proofing, approval, cost estimates, press time, post-production, delivery and mailing (from initial project discussion to final delivery):

Event poster: Three weeks

Brochure: Six weeks

Booklet: Three to four months

These guidelines help ensure that your project will receive the attention necessary to make it the best it can be. While some projects may take less time, we can't guarantee that rushing a last-minute project through to completion is possible since design and print production schedules are subject to change. Design time will be charged for your project, and project cost estimates are available upon request.

Our design team uses Adobe InDesign CS4 (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'll handle that for you. We also can work with Photoshop, Illustrator, Word, Excel, PowerPoint and PDF files. Graphics and design 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 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 and/or PDF proofs in a timely fashion, keeping the project on schedule until you give your final signed and/or emailed approval. Our staff will check on your project as it moves through the many stages of design, production and post-production.

Before contacting us about your design project, it is helpful to have the following details ready:

The budget name and number to which the project will be charged

Quantity

Delivery date and location

Desired paper stock

Printing Services

Boyer House - 34 Boyer Ave

527.5185

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

Printing Assistant

Rich Anderson, 527.5185, pubprint@whitman.edu

Communications Manager

Amber Dobbs, 527.5160 dobbsar@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, 527.5769.

- 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 or PDF document. For photos, TIFF or JPG.
- 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.

Mailing Services

Boyer House - 34 Boyer Ave.
527.5793

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

Mailing Coordinator

Linda Marshall, 527.5793, marshals@whitman.edu

Mailing Technician

Homero Menchaca, 527.5266, menchahg@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, 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 Linda Marshall. The charge for Mailing Services to hang posters across campus is \$5.00. Linda needs about a week's 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 | 82 |
| • Limited Distribution (academic buildings only) | 44 |
| • Residence Life (drop off in ResLife office, Memorial, 113) | 41 |

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

Tracy Peterson, peterstl@whitman.edu

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 vehicle, need extra garbage cans, know where underground pipes and wires are, or have the irrigation shut off, contact the Physical Plant. Call the main number, 527.5999 for assistance.

Physical Plant, Continued

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, 14-passenger mini-buses, and 8-passenger Suburbans. 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 submit your request through the Whitman College online vehicle reservation system. First, contact Tray Peterson 527.5999 to set up your online profile. You will receive an email from vehicles@whitman.edu with your username and password. Reservations are only accepted through the online reservation system.

You should know, however, that academic and varsity sports programs have first priority, so even if you reserve a vehicle, you are not guaranteed one. Academic and varsity sports 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 and rent standard cars to students under 25. The policies that apply to Whitman vehicles also apply to these vehicles, including filling out a trip roster.

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.

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 (major credit card only)
- Enterprise, 629 W. Main St., 529.1988 (debit card AND proof of address or credit card)

BBQ Rentals are available through the Student Activities Office (curleske@whitman.edu)