

An Event Internship at the Southern Utah University  
Alumni and Community Relations Department

A Capstone Internship Portfolio submitted to Southern Utah University in partial fulfillment of  
the requirement for the degree  
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We certify that we have read this internship portfolio and that, in our opinion,  
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Master of Arts in Professional Communication

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**Abstract**

Starting in June 2016, I worked as the event assistant for Southern Utah University's Vice President Mindy Benson. This capstone project focuses on my work for Founders Week 2017 where my main tasks were to plan and execute the Driggs Lecture, Driggs Luncheon, Founders Banquet and country music concerts by Dan + Shay and Jackie Lee. While managing 18 interns, I worked on a committee to plan these events, and set objectives and goals to best plan for the different events. This portfolio exemplifies that experience, reports an overview of my tasks and assignments, gives examples of my work and discusses the knowledge I gained.

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### **Introduction**

In the middle of lights flashing, music blaring, and people cheering at a concert I planned, I felt the gratifying sensation of accomplishment and wonder how I got here. I came to Southern Utah University to study advertising. During my freshman year, I started working in the scheduling department and developed an interest in events without realizing it. I continued to study, eventually earning my bachelor's degree in advertising and public relations with a minor in graphic design. Through my work at the scheduling department, I had the opportunity to put my coursework to use and gradually worked my way up to working as the event assistant to Mindy Benson, Vice President of Alumni and Community Relations at Southern Utah University. Through this job, I have the opportunity to run many larger events on campus. Additionally, I have held many leadership positions on campus that have taught me organization and discipline skills. Each these experiences have helped prepare me for my next project.

For my capstone, I focused on my experiences running Founders Week, which included a lecture, luncheon, banquet and a concert-presenting artists Dan + Shay and Jackie Lee. Founders Week was the last two weeks of March 2017. Each event took extensive planning, detail orientation, and proper execution. They were stressful and exhilarating all at the same time.

There was no possible way to complete these large events on my own. I managed 18 undergraduate and graduate level interns who helped me oversee and assist in the events. Due to the stressful nature of events, it is difficult to run a team so large and make sure everyone feels included and important and that the job is done to the best of its ability. I did my best to utilize my education in organizational communication particularly when running this team of students. I also worked with a committee that oversaw Founders Week and the other events happening throughout the week such as the- Jerry Sherrett Tribute and Lunch on the Main.

After learning about my specific assignments, I created a goal list for areas I wanted to excel in throughout the experience. They are listed in the method section. I kept a journal regarding the specifics of every day duties during the internship including experiences I had, notes from meetings, and accomplishments. I also created a to-do list for each of the events I was in charge of running to aid event assistants in the future. The journal is found in Appendix A, the production schedules for each event is found in Appendix B, and pictures are found in Appendix C. This helped me keep track of what happened throughout the course of planning and execution. It also helped me compile everything I learned from previous experiences, and previous event assistants to develop a training guide for future event assistants.

### **Literature Review**

Alumni and Community Relations Departments exist to not only help former students, faculty and staff members continue their love and involvement with their university- but to help the institution progress and move forward. This department at SUU runs most of the large events on campus to help create an environment where students succeed academically and socially. In planning these events, the employees work 15+ hour days and the department spends thousands of dollars. Why would they choose to allocate these precious resources for entertainment? While there are many possible answers, one important thought to consider, is that the events create an environment where people feel involved. If they feel involved, they are more likely to succeed. If they succeed, they are more likely to recruit and donate to the organization they belong to (Kerssen-Griep, Hess, & Trees, 2003). Researchers Shannon T. Carton and Alan K. Goodboy (2015) concluded not only does student involvement increase students' likelihood to succeed outside of the classroom; it also increases their likelihood to increase in the classroom and with their psychological well-being (Carton & Goodboy, 2015). Thus, these events help the institution grow in recruitment and retention and fulfill their purpose.

Successful events require proper management. Overall, this is the reason for these large events. This is accomplished through brand loyalty, organizational communication and conflict management. Compiling these skills with the cognitive dissonance theory and the uses gratification theory helps the process go as smoothly as possible.

#### *Brand Loyalty*

Many institutions focus on brand loyalty and for good reasons. Multiple studies suggest that student loyalty is predicted by student satisfaction. Researcher Sam Thomas (2011) found



the most important aspect of student satisfaction was in the teaching quality and the role of the teaching staff, but the second most important aspect was their social life. This included social networking and interactions with the community. (Thomas, 2011). If an institution can provide the ingredients for a positive student experience, come graduation, they can expect a return on their investment (Brown and Mazzarol, 2009). It also follows Maslow's Hierarchy of needs: individuals need to feel loved and accepted in order to succeed (Murray, 1954).

Researchers Kevin Gwinner and John Eaton (1999) discovered how to build a brand's image through events. They found the organizations image transfers through the event to consumers as long as the characteristics matched or exceeded consumers' expectations (Gwinner and Eaton, 1999). Another study found organizations or groups who engage jointly in actions to accomplish collective goals can create a higher, more meaningful brand (Stokburger-Sauer, 2010). If organizations are going to host events to help build the brand, it needs to be a collaborative effort to be successful. This is especially relevant to university events because they could not function without student or community attendance. In order for the events to thrive, the Student Involvement, Welcome Center, President's Cabinet, Student Success departments etc. need to rally behind and help create a meaningful and enjoyable experience for all attending.

### *Organizational Communication and Conflict Management*

Almost every aspect of organizational communication is used for managing multiple groups of people. One aspect that is uncomfortable and yet essential to master is conflict management/resolution. Researchers Putnam and Poole (1987) defined conflict as "the interaction of interdependent people who perceive opposition of goals, aims, and values, and who see the other party as potentially interfering with the realization of these goals" (Putnam & Pool, 1987, p. 552).

There are three different types of conflict found in organizations and events. The first is intergroup conflict, which involves two or more individuals within the organization. The second is inter-organizational conflict, which involves two or more organizations (Miller, 2012). This can cause competition when groups within the organization defy the “boundary spanners” which are individuals on the “edges” of organizations who have significant inter-organizational contact. These individuals are found under the most stress because they are expected to understand and negotiate between both sides (Adams, 1980). Bargaining is also a beneficial strategy as well. Bargaining is defined as; a unique form of conflict management where participants negotiate mutually shared rules and then cooperate within these rules to gain a competitive advantage over their opponent (Putnam & Pool, 1987).

Conflict is extremely prevalent in the events atmosphere. The high stress environment brings out usually hidden parts of people’s characteristics. Luckily, organizational conflict patterns are usually standard and predictable. Studies have shown that personality factors can predict an individual’s conflict style preference (Miller 2012). Employing methods such as the social conflict theory can reduce conflict and help individuals feel valued and appreciated.

Rarita Mihail (2012) studied conflict and social change and found the three factors that make the biggest impact are demographic, technical and/or economical (Mihail, 2012). Demographic and technical factors were the most common when planning the Founders Week events. Interns who had no event experience at all, had a much harder time grasping concepts and understanding the reason behind the events compared to those who had been involved, even just a little, on another project or event.

It would be impossible to avoid conflict. Organizations are becoming more open and more diverse (Pekka & Siira, 2010). There needs to be a proactive strategy in place so

organizations can function to their highest quality. Conflict management should improve learning and enable members to reach their goals. Researchers have found that conflict communication needs to focus on how conflict is an unconstructive force. They also found that managers need to confront the difficult or unpleasant issues instead of hiding (Pekka & Siira, 2010).

Researcher Steven Eliason (2014) studied the importance of resolving conflict and when necessary, confronting the situation. Conflict should not be feared or avoided, it should be valued to check whether or not one's values will hold true in other cultures and situations (Eliason, 2014). In another study, research found that another common source of conflict was encroachment on each other's territory. There can often times be a lack of contribution from some and over contribution from others. This can be resolved by giving proper instructions in the beginning so everyone has a clear expectation of their assigned duties (Gallicano, 2013).

There are different situations that require different conflict management styles. Researchers Andrea Meluch and Heather Walter (2012) studied the differences between face-to-face communication and computer-mediated communication. They found individuals are more likely to compromise and collaborate in face-to-face conflict. When conflict happens over computer-mediated channels it is easy to misinterpret messages causing more conflict (Meluch & Walter, 2012). This research is extremely beneficial to running a team of graduate and undergraduate level students. It took a few weeks to figure out how to work best with everyone's different cultures and personalities.

Taking time to set clear expectations and develop positive relationships within the group and among organizations allowed us to plan successful events. Within this structure, we could

employ the research outlined in the following sections on what helps events themselves be successful.

### *Cognitive Dissonance Theory*

The Cognitive Dissonance Theory centers on the idea that a person knows various things that are not psychologically consistent with one another. The person tries to reconcile the facts and make them more consistent (Festinger, 1962). The Cognitive Dissonance Theory is interesting in relation to events. Put simply, if we decorated for a Christmas banquet with all black, the audience would feel off and the event would be unenjoyable as they try to reconcile their experiences with Christmas banquets with the event before them.

Richard Waters (2009) wrote an article about cognitive dissonance in crisis fundraising. He mentioned the need to explore the predictive power in relation to help the donor or participant feel more connected to the event (Waters, 2009). Researchers Joe B. Cohen and Marvin E. Goldberg researched the dissonance model in product evaluation and found that experience with the product did influence the buyer and brand familiarity influenced the direction of the post-decision reevaluation (Cohen, and Goldberg, 1970). This relates back to the original purpose of why we have events in the first place. If the participant feels the event met their expectations, they are more likely to come back. Cohen and Goldberg said,

One of the most fundamental states of conflict in human behavior which can be heightened by decision making, is that between the need for openness and flexibility on the one hand, and structure and consistency on the other. To what extent does one approach a situation less than openly, guided by experience and expectations and

recognizing, identifying, and evaluating stimuli according to what one “knows” is there (Cohen, and Goldberg, 1970)?

Researcher Sadaomi Oshikawa (1969) discovered the cognitive dissonance theory is applicable to areas of consumer behavior.

The theory asserts that a person has certain cognitive elements which are “knowledgables” about himself, his environment, his attitudes, his opinions, and his past behavior. If one cognitive element follows logically from another they are said to be consonant to each other. They are dissonant to each other if one does not follow logically from the other. Dissonance can be aroused in three ways and can motivate the person to reduce this tension in a variety of ways... 1. After making an important or difficult decision, 2. After being coerced to say or do something which is contrary to private attitudes, opinions, or beliefs and, 3. After being exposed to discrepant information. There are also ways to reduce dissonance with attitude change, opinion change, seeking and recall of consonant information, and avoidance of dissonant information.

Oshikawa also expressed the effects of forced compliance. If a consumer believes that one alternative is not good, but is forced to choose that alternative, he will experience dissonance. Regarding events, usually the attendee chooses whether or not to participate. However, once their cognitive dissonance comes into play, if the event does not meet their expectations or something happens to make them feel uncomfortable they experience dissonance and are less likely to participate in the future. (Oshikawa, 1969).

The Cognitive Dissonance Theory can also help promote the organization from the inside. A study done by Neal Waddell and Bernard McKenna (2008) found when institutions

advocate for balancing work and personal life, but then expect employees to work extended hours, the workers felt dissonance. Their loyalty to the organization then started to diminish (Waddell & McKenna, 2008). Researcher He Hong-Wei, found how important it is to develop a marketing strategy to help reduce dissonance for the consumers. He expressed how beneficial organizations would be if they paid more attention to potential negative effects and discovered the problems in the beginning rather than later (Hong-Wei, 2008).

Many of the university events hosted are donor related events, especially during Founders Week. Donors are honored, and donations are given. Mark Ward (2009) studied donor dissonance. He found that if donors felt satisfied they are more likely to give in the future. If organizations create the image of being thankful and honored for the received donation, they are more likely to prosper and progress (Ward, 2009). In another study, Robert Mittelstaedt (1969) found that decisions tend to repeat if the consumer had a pleasurable experience and were happy with the product. He credits this to the Cognitive Dissonance Theory, and suggests that attitude toward an experience and the consumer's behavior towards it, can influence their decision. It is important to watch what consumers do rather than what they say (Mittelstaedt, 1969).

### *Uses and Gratification Theory*

Instant gratification has changed the nature of events. Years ago individuals remember going to a concert to actually listen to the music, but event planners now have to work overtime to entertain their audience and make sure there is something to keep everyone's attention for the entire event. The Uses and Gratification Theory is an approach to understand what people do with media as opposed to what media does to people. Martin Wolf (1970) suggested there is a relation to Maslow's Hierarchy of needs which will ultimately result in dissatisfaction/satisfaction (Wolf, 1970).

The Uses and Gratification Theory, which assumes people are active consumers, also explains why individuals attend events. They are looking for entertainment, but also want to be socially acceptable and post pictures or text onto a social media platform to show others their exciting social life. This theory is relevant to today's time stronger than ever, due to the obscure line between the sender and receiver of mediated messages (Singer, 1998).

It is extremely important to evaluate the events afterwards to determine what worked and if the event fulfilled the organization's goals. One study discovered a basic platform to critique the event in an effective way. The diagram goes over event studies, management fundamentals and specializations (Carlsen, Getz, & Soutar, 2000). Reviewing details after the event helps planners remember how they achieved satisfied guests- while staying in budget. This can be done by checking the list of objectives and goals, which were for event to see if they were met. Event planners should reflect on how guests felt after their event, particularly as it relates to the Uses and Gratification Theory. Lastly, they must determine if the event met the organization's needs. (Goldbatt, 1997).

### **Method**

Using the framework of the above-mentioned research, we began careful preparation for Founders Week. We first met as a Founders Week Committee six weeks in advance to discuss the objectives and goals we had as a group. Our purpose was to provide a memorable and meaningful experience to everyone involved so we could honor the founding of our university. During our early planning meetings, we discussed a theme, divided up responsibilities, chose a centerpiece designed for the different aspects of the events, chose menus, finalized program details and designs, talked about marketing and advertising etc.

*Cognitive Dissonance Theory*

There is an extremely delicate balance, especially when it comes to university driven events. Founders Week is celebrated to honor the dedicated citizens of Cedar City who helped produce a future for so many. The university puts together a lecture and luncheon in honor of Howard R. Driggs, whose family still comes down from Salt Lake to attend the events. There is also a banquet to honor recipients who have embodied the “founding spirit.” These events are produced to celebrate the history and future of SUU. It is incredibly important to understand and encompass the Cognitive Dissonance Theory when planning these events. Many of the individuals attending are heavily involved with the history and progress of the university. The events need to be respectful and structured similarly, yet different enough to excite repeat attendees and newcomers.

After studying the Cognitive Dissonance Theory, I realized what an impact it had in the events I planned and executed. In relation to the theory, the Founders Week Celebration would not be what it is if we changed it to a different mold. If we decorated all in white, participants would think they had just entered a wedding. If we stopped honoring hard working individuals, we would lose the magic of what makes SUU so great.

The Cognitive Dissonance Theory was threaded through the entire week. In working with the Convocations Director the way we have done things and the way she wanted them done were very different. We both had the same end goal, but had different objectives to get there. The theory came into play because our views did not match each other’s and even created some conflict. The luncheons decorations did not match the atmosphere, and while it was beautiful, participants walked into the room instantly feeling a bit uneasy, without understanding why.



In contrast, the banquet and concert had an outpour of satisfaction. At the banquet, the decorations aligned well with the founding spirit and the painting unveiled was a Chinese painting representing the Founding. However, it would have caused some dissonance if the painting had not regarded the Founding. The concert met the majority of the participant's expectations. The lights, sound, music, and crowd all lined up to what the participants were expecting.

With this theory in the back of my mind. I wondered what I needed to do to eliminate all dissonance. Will the audience feel at ease and comfortable at these events due to the outside elements? I worried about all of these things, and it kept me up at night. All in all, I think that with the knowledge of the Cognitive Dissonance Theory, these events were much more successful. The audience appreciated the elements that went into the project as a whole, which helped make it a wonderful week.

### *Goals*

I took my assigned tasks from the committee and private meetings and went to work. I was put in charge of creating different menus, centerpieces, entertainment, dinner music, updating the script, assigning and instructing interns, setting greenrooms, scheduling meetings for the concert, going through both of the concert artists' contracts, providing the requirements for those contracts and more. The first task I did was assign my interns to the job where I felt they were best suited. I related the expectations of the requirements so they would succeed. I worked with them as we determined the best way to accomplish the goal, and did my best to delegate and not hover or micromanage. I instructed the interns on each event's purpose and how we could aid the structure to increase participants' enjoyment.

*Target Audience*

We chose a target audience for each event. The Driggs Lecture and Luncheon was aimed at the Diversity Center, History, English and Communication faculty, staff, and students. Our purpose was to get a large crowd interested in attending the lecture and if invited, to attend the luncheon afterwards. The Founders Banquet's target audience were donors who had given a certain amount of money to the university. It was also aimed at the honorees and their families and friends. This crowd included a more mature audience and to help increase their enjoyment we brought in a choir and had piano dinner music playing in the background. The concert had an entirely different feel. The target audience was aimed at 12-45 year-old students and community members. We advertised all over campus, on multiple radio stations, and on social media to boost lagging ticket sales.

Once the target audience was determined, it was easier to move forward from there. We decided on something simple for the Driggs Lecture and Luncheon. We chose a sophisticated yet not over the top centerpiece and meal. We provided a welcome bag to Dr. Taylor and assisted in helping him and his friends feel as comfortable as possible. He seemed to have a wonderful experience and was thankful for the hosts who took good care of him. For the Founders Banquet we decided it would be interesting to tie in the past and show how it has propelled the university into the future. We borrowed vintage books from special collections. Each table had fresh flowers with matching ribbon around each vase, and the same color of cloth underneath to add some depth. We printed old, black and white, pictures of buildings, locations and activities and held them next to the current location. We then mounted them on black construction paper and folded them in a tent like style so viewers could see the photos on both sides. The centerpieces were very popular and the audience loved how it made the room feel.

*Objectives*

I have listed the objectives below of goals I wanted to accomplish throughout the week. I also created a journal of day to day tasks, notes from meetings, the finalized menu and to-do lists for each event. These are found in Appendix A and will give everyone a better idea of what it took to complete these different events.

Lists of goals throughout the experience regarding Founders Week and the Dan and Shay and Jackie Lee Concert.

- Develop a better understanding of managing a group of graduate and undergraduate students.
- Develop a better understanding of how to work with different departments who are also involved in the event aspect.
- Use my undergraduate education in advertising and public relations to help promote these events so they are well attended.
- Work on my creativity and help make these events more entertaining memorable for the audience.
- Be willing and motivated so my superiors will trust me to get anything done they need done.
- Help each intern expand their views and knowledge about events and help them to succeed.
- Build a large base of references to help propel me into my future career.
- Be more comfortable in asserting myself where needed.
- Gain more confidence in running the events I have been assigned to.

- Produce quality events that align with the university and department's goals.

The journal about the experience, tasks and accomplishments prove the completion and growth in many of the areas listed above. (See Appendix A).

### **Results and Discussion**

Overall the events went well. I learned so much about how I manage stress and how to work well with others around me. I did need to figure out how to communicate better with others so their assignments would work more efficiently. There are many things I learned and many things I would like to continue. However, there were many things I would like to improve and change in order to help these events go even more smooth. In the following sections I will give a brief overview of each event. For further information regarding the planning and preparation work please see Appendix A, B and C.

#### *Driggs Lecture*

We started off with the Driggs Lecture. It was difficult working with the lady who is now running Convocations. She took over the event and very much wanted to make it hers even though we have always been in charge of this special lecture. It was difficult holding my ground as a student to a staff member and knowing what was appropriate and what was just better left unsaid. The speaker had a great experience at SUU, but the crowd who came to hear him was small and that was frustrating. It will be necessary in the future to market this event better and find a more suitable time for students rather than the awkward lunch hour it is normally planned for.

*Driggs Luncheon*

This aspect of the week was fairly easy. I was embarrassed by the way a few of the interns “fan-girled” over the lecturer and was not sure of my place in how to handle that effectively so I want to improve educating them more beforehand so they know exactly where the line is they should not cross. I trusted an intern to take care of ordering linens and napkins. I should have been more involved though because the on-campus catering company accidentally ordered the wrong color and it looked like we had stepped straight into *Beauty and the Beast*. It was not the interns fault at all, but I realized I should have been more involved and followed up with the on-campus catering company. The food was good though, and the event was smooth. I am glad we decided to pipe in some soft dinner music to create a more professional environment and we had enough people to be on hand to fill the room and host the lecturer so he felt welcome and accepted by everyone.

*Founders Banquet*

We began set up for this event starting at 9:00 am and did not stop until we had everything packed and cleaned up at 9:30 that evening. I got there at 9:00 am to check the set ups and make sure everything was correct. We then started working on putting the centerpieces together, figuring out where to display the 80 pound Chinese painting that got unveiled, and while that was going on, one of the staff members realized the artist’s name was spelled wrong. We tried to contact the printer we had originally gone to but they were too backed up, so I suggested using a different company whom I know the owner. We raced over there and they were happy to help. We had to un-staple all 350 programs, fold the new and corrected inserts, and re-staple the inserts into the program. It took us a few hours to complete the project, but I am positive no one had any idea what had happened. Once the event started everything went fairly

well on our end. The audiovisual equipment did not work well and it was frustrating, we all felt the need to panic but held it together as best as we could since there was nothing any of us could do. Other than that we heard great reviews on the structure of the event, the food choice, the centerpiece design, and the lighting. It turned out to be a little more overwhelming than I had anticipated but we met every challenge face on and figured out the best possible solutions.

### *Dan and Shay Concert*

This is where I spent the majority of my time and skills. We started working at 6:00 pm the night before and went grocery shopping to gather all the food requirements for the greenrooms and the crew. It took us about an hour and a half but we made efficient time and provided dinner for the crew setting up for the event that same evening. At 8:00 pm the riggers, sound company and light company rolled in to set up their end of the concert. They were great to work with and everything went fairly smooth. The next morning, I arrived at 7:00 am to make sure everything was set as needed. The band arrived early that morning and I was grateful we had so much done the night before. Since we had partnered with SUUSA I found it very beneficial we had met with them twice beforehand so we were more on the same page. Everyone did a good job completing their assigned tasks. The only problem we had, was I was not clear enough to the head ushers what their assigned duties were. They ended up just enjoying the concert instead of working and we had quite a few problems with ushers leaving their stations, jumping on the band, and sneaking back stage. I want to make sure I am much more clear in the future, make sure we have enough ushers to begin with, and set clear expectations of assignments. The band loved coming to SUU and the crowd loved that they came. It was exciting to see a sold out arena and all the hype on social media. It made for an exciting and satisfying event.

The student ticket prices went up significantly the day of the concert. Once the audience was there, we did what we could to create a positive experience right from the beginning. We had ushers placed at each door, the floor and by all outside entrances to take tickets, direct individuals to their seats, and be aware and alert of any problems or situations that could arise.

### **Conclusion**

This internship and the completion of these projects aided me in developing skills and characteristics for my future career. It was very beneficial to keep a journal and write out everything I needed to remember for the different projects. It also will serve as a great reference when I apply for careers in the future and can show potential employees how detail oriented I am. I learned so much about what it takes to put events together, but I also learned a great deal about myself, and gained confidence to propel me into the future.

After these events were over, I looked over the list of goals and objectives I thought of and remembered the experiences that taught me each one of the principles behind the goal. It was extremely challenging and difficult to achieve these goals, and to work with the interns to help them achieve these goals as well. I cannot say I achieved every one of these goals to their fullest. I have much room to improve and progress.

Now that my capstone is completed, I feel I have accomplished three things; the first being the completion of these four successful events, which helped, create a positive experience for those attending. The second was having a group of interns who felt like they could take the things they learned and confidently complete an event from start to finish. The third is having the confidence in myself to complete any project or event thrown my way. It is difficult to measure

these three components and put them on paper. I do believe they are essential for what we accomplished and the difference we hope to make in the future.

While accomplishing these three factors, it helped me develop my skills in event management and give me enough experience to do this career after graduation for a business or higher educational institution. It helped me learn successful skills to lead a team and eventually get into manager type positions. My dream job is to start up a nonprofit organization. All the skills I learned for this project I hope to utilize in the future to accomplish my goals.



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## **Appendix A**

### **Journal**

Event Checklist for Founders Week – Created February 1-3

#### Founders Week Event Check List and To-Do List:

(Written to future assistants) The committee is a big part of this so they will ultimately make the big decisions. You are there to facilitate and make sure everything runs smoothly every day. They will pick the Driggs Speaker beforehand and the official Founders week. They will also pick the honorees. Kathy Wyatt kind of approves the decorations for the banquet. Mindy oversees the overall structure, Advancement works on the guest lists and honorees, Di is usually over the Driggs lecture and luncheon, Linda and Kol help with everything. Ron assists in marketing and SUUSA, Rohn Solomon does all the graphics, and SUUSA does Lunch on the Main, and student marketing. There are more committee members but these are the ones you will work with the most.

#### **Driggs Lecture: Great Hall**

- Schedule Motorpool vehicle to pick speaker up in. Try to get a van but a Prius will work as well.
- We have had ambassadors give campus tours in the past talk to them directly. See if you can get the golf cart and have their best tour guide give the tour.
- Put a welcome basket together with something SUU related, or candy or something like that.
- Reserve some parking for the Driggs family. Have someone stand outside to welcome them to campus.

- Host speaker (work with Di on this) Pick him/her up from the airport, hotel, radio station etc. bring him to campus – you are kind of their assistant for the day. (Assign an intern to do this).
- Be there for the sound check, make sure to have back up plans in case they have an extensive power point or have special requirements. – Make sure the AV Techs have the proper equipment to use for both a pc and mac hookup.
- Get the set up sent over to Lauri and Guest Services in the past this is what we have done:
- 150 chairs in audience (but an extra 50-100 chairs behind the curtains to pull out if needed. We do this to set the expectation up that it looks more full than it is)
- 2 nice chairs on stage – from the hallway
- 1 small table – also from the hallway – make the stage kind of look like a living room type setting
- Figure out the AV and work with the techs
- Water on stage with the SUU logo. Cold water sometimes messes with people's voices so make sure you have room temperature water as well. Have some water at the podium and by the chairs for the Q&A.
- 2 tables (skirted) in the hallway for book signing. 4 chairs behind that. The Bookstore will come and help with sales.
- In the past couple of years we have had a concert close to Founders week so in order to get students there we will do a drawing for tickets. Work with Linda to get buckets and papers for students to fill out. Also talk to Mindy about who will give the tickets away. It can be the student body president or something like that. Usually we will have them fill out the papers but we don't want it to interfere with the nature of the event so we will

give the tickets to SUUSA, they will draw the winner, and announce it on social media afterwards.

- Set a greenroom up for the speaker. Get greenery from the hallway, couches and chairs, 1 buffet table and usually 1 round table. Also get some M&Ms, water, mints, fruit tray, vegetable tray or something like that, bucket for ice, and some cold and room temperature water again.
- The Driggs family usually comes to the lecture and the luncheon. Make sure to have someone there to host them and have seats reserved for them. Use nice ribbon and make signs so that say “Reserved for Driggs Family and VIP Guests.”
- Possibly set up extra rooms just in case and be prepared to pipe the sound into the hallway if needed.
- Have someone available to turn lights on and off if needed.
- Pick up two Driggs portraits from Special Collections. Call Paula Mitchell to do so. Pick them up the day before and then take them back after the luncheon. We usually have one by the stage and another as guests are walking in, and then we move one to the luncheon afterwards.
- Get people there! Talk to History, Communication, English departments, talk to friends, classmates, interns, committee, VP of Clubs and Organizations to get the word out, try and get as many there as possible!
- For 2018 and years following discuss the possibilities of having the lecture at a different time or find other ways to get students there. It is an awkward time due to student’s lunch hour.

**Driggs Luncheon: Charles Hunter**

- Set-Up: We have done 7 round tables with 6 chairs per table, 1 buffet table (skirted)
- Create centerpieces
- Order lunch, napkins, and tablecloths from Chartwells
- Have ushers there to greet guests and get them down to where they need to be.
- Welcome and mingle a little and have interns or staff on stand-by in case we need people to fill the room.

**Founders Banquet: Great Hall**

- Create a production schedule (See Appendix B)
- Work on the script from past years and update it with the current information
- Have someone there to stage manage, work with entertainment, cue lights, etc.
- Hire someone to play dinner/walk-in music
- Create centerpieces and if needed other decorations
- Usually the interns can sit down and eat, but don't ever sit down and eat yourself. Be available to help run the show even when people are eating
- Set-up a greenroom for each entertaining group. Use Red Hill, Rondthaler, possibly Whiting Room. Use the same general idea and set up as the Driggs Lecture green room.
- Set-up will depend on what kind of entertainment, but usually it is:
  - Banquet rounds for 250-300 (25-30 rounds with 10 chairs at each)
  - 1 buffet table skirted on back center stage for awards
  - Piano on N/W corner by the stage for dinner and walk-in music

- AV: podium, mic, spotlight on podium, 1 mic for piano, extra mics depending on entertainment, pipe reception music into the hallway,
- There is usually a group providing entertainment work with them and make sure they understand the audience
- Prep the President of what he will be saying and when
- Usually Mindy hosts this event
- Host honorees and help them find their tables and walk them through what is going to happen. – Where they go on stage, when they go on stage, how long they should take, etc.
- Clean up all the centerpieces and break down – take everything back to the storage unit as quickly as possible
- Work with Chartwells to create a menu – Get Kathy's and Mindy's approval mainly

#### **Other activities**

- You may need interns to help with Lunch on the Main or any other special events but you will find that out during the meetings.

**March 6, 2017**

#### **Finalizing Menu for Founders Banquet**

Emailed Chartwells, Mike emailed back:  
Hi Kelli,

Thank you for getting back to me we can defiantly do this menu:

Spring mixed salad with raspberries, blue berries, black berries served with strawberry vinaigrette

Soft rolls and butter

Some kind of rainbow carrots or maybe asparagus (the carrots were the favorite)

Chicken Cordon Bleu

Roasted baby red potatoes

With a white sauce that could go over both the chicken and the potatoes

Lemon simifreddo with fresh berries

Cranberry spritzer



Ice water

Total \$17.99 per person

For the Vegetables we will try to get in the Rainbow Carrots this all depends on if our suppliers have them in stock, if not we will do Asparagus. I will need to place your food order by noon on Wednesday March 15 so if I could get a final count by then that would be great. Other than that I will get this event entered. Please let me know if there is anything else I can help you with.

**March 3, 2017**

**Finalized Centerpieces for Luncheon and Banquet**

Driggs Luncheon: Fresh roses in small round vase with octagon mirror underneath. Black napkin square on table.

Founders Banquet: 6 books from the SUU Special Collections Library, with 1 small clear plastic plate underneath to put the medium large cylinder vase with fresh spring flowers on top. Took pictures of old buildings and events in front of the current buildings and events to represent the past and how it has helped us propel into the future. Ordered flowers from Joselyn's Floral. Used our vases and bought ribbon to off-set cost a little bit.

Event Checklist for Concert – Created February 6-10, 2017.

**Concert Event Check-List and To-Do List**

- Email parking services (parkingservices@suu.edu) and reserve A8 parking lot for band and crew. Do as soon as possible.
- Reserve Motor Pool Vans through portal, and then call Casey Bowns to reserve – Kol can help with this
- Figure out credentials and have someone design the passes – need for Production, Usher, All Access, Meet and greet. Figure out numbers that will be needed. Go to library and print them off. Make sure they laminate. Sometimes they hole punch holes at the top,

other times they don't. If they don't we have a hole punch at the office, we can use. Once printed make sure to put lanyards on the passes.

- Put production schedule together (copy from previous concerts and adjust) (see Appendix B).
- Figure out set-up and email Lauri Garfield (garfield@suu.edu) and Patrick Terrones (terrones@suu.edu) Will need set up for Meet and Greet, green rooms, stage, chairs, chairs for ushers, merchandise etc.
- Put together a facilities meeting to notify SUU staff about whether or not they need the fire alarms turned off, power, safety and risk management, set-up, hands on the day of etc.
- Let athletics (Kit Janes and Ricky) know about Locker rooms and what time they will be unavailable – Usually Mindy does this but double check with her
- Print numbers for seating on floor. Look in G Drive under concerts for a template. Make sure the numbers are big enough older people won't struggle reading them
- Figure out whether or not the band will sell merchandise and if they are contact the bookstore and let them know. Put them in contact with their merchandize rep. And double check the day of. There have been a few times where they have been late or have not come until the end to count the money. That is unacceptable and looks bad on the university. Make sure they are aware of when to be there.
- Go to the bookstore for shirts, hats or something to help welcome the band.
- Go through rider and put together shopping lists, for band and for the crew. You will need about 4-5 interns help with shopping because you need about 4-5 carts full of food.

Get granola bars, fruit snacks, fruit, etc. Quick things they can grab and take with them.

Also lots of drinks. Randy's crew mainly likes Dr. Pepper, lemonade, Andrea likes coke.

- Get count for load-in and load-out – you will to contact need production crews, AV techs, set-up crews, interns, SUUSA etc.
- You will provide meals for the entire day. Including Load-in and Load-out. Figure out who from the band needs to be fed as well as all of the crews, production, AV, set-up, interns, SUUSA etc. Usually we get breakfast foods from Walmart, lunch from a fast food place, Dinner order something nicer from Chartwells, and usually we provide pizza or something they can quickly grab for load-in and load-out. Make sure to check with Mindy on meals and get her approval. Make sure you keep band crew and our crew's meals separate. Put band's meals in a nicer locker room and feed our crew somewhere out of the way, like in the meet and greet area or something.
- Figure out what they are doing for a meet and greet. Do they need our backdrop, if so, contact Paula Parry, do we need a photographer, if so, contact Ron Cardon or Rohn Solomon (he's the photographer for the university). Make the set up looks very nice. The hallway in between where their food is usually set up and the tunnel has been the best spot. Get couches and greenery or something along those lines to make it look very nice. Think of trying to make this look like their living room. This is something you usually help with. Don't go googly eyed for them. Be extremely professional and DO NOT jump into any pictures unless you are persuaded strongly by their crew. Always get Mindy's approval beforehand. But do not ask her because she will say no. Make sure you have professional interns on this assignment that will do the same thing. Also figure out how

and where you are going to post the pictures. The Alumni Flickr account has worked well in the past.

- Find out if they will be using the video screens, if so, contact Lee Byers and find out what he needs.
- Talk to Security (Rick Brown) and make sure they are on the same page as you. Schedule a security meeting; have them come to the ushers meeting etc.
- Get wifi password and have someone make little cards with the info they need on them to put in their greenrooms and production offices.
- Reserve hotel rooms. For the band – try to find something nicer, for crew work with Enoch at the El Rey Inn, he is wonderful. We book all the crew hotel rooms with them and have an agreement.
- Go through rider and meet their requirements for everything else!
- Get water for ushers
- Make sure to prep everyone beforehand so they know exactly what their jobs are
- I usually break them up into the following groups:
  - Hospitality
  - Catering
  - Meet and Greet
  - Production
  - Runner
  - Ushering/Front of house
  - Load-In/Load-Out
  - Host Media

- The list of their specific responsibilities can be found in the G drive under Kelli Griffin – Concerts – Concert assignments
- Get a map of the centrum to the front of house people. This is helpful when they are assigning ushers and need to see the floor set up
- Get a preparation kit put together with tape, sharpies, stapler, febreze etc.
- Bring coolers from closet down to put drinks into
- Bring black and red bins to put ice in
- Put together ushers meeting. Make sure they understand who to talk to about what, they are the eyes and ears for everything, what to do if there are problems etc.
- Find out if there is any reserved seating the band or SUU has requested and figure out a way to block it off whether with tape or signs or something
- Work with AV techs to get them whatever they need. Usually send over the rider and have them look through it
- Always make sure you have enough lanyards in the library. Talk to Kol if you need more.
- I think this is about it! Let me know if you have questions about it. Be proactive. The structure of concerts are about the same but always try to make them nicer than the last and think of ways to improve.

## **Appendix B**

### Production Schedules

#### Founders Week Production Schedule 2017

##### Mon, March 20 – Dr. Quintard Taylor Arrives

5:45	Dr. Taylor arrives at Cedar City Airport, Kenten will host him.
6:00	Kenten takes Dr. Taylor to hotel to drop off bags in needed
7:00	Small group goes to Milt's Steakhouse for dinner, Kenten will bring Dr. Taylor.

8:00 Kenten will drop Dr. Taylor off at the hotel, and make arrangements for pick up the next morning.

Tues, March 21 - Driggs Lecture

9:00	Double check set-up, reserve seats etc.	Ciara
9:30	Set Greenroom	Madi
10:00	AV Tech arrives	Randy
10:15	AV sound check	Randy
10:30	Dr. Quintard Taylor sound check	Randy/Ciara/Kelli/Di
11:30	Convocation begins	Kelli
12:30	Convocation ends, book signing and mingling begins	Kelli
1:00	Driggs Luncheon Starts	Lizzy/Kenten
1:15	Take down signs, and clean Great Hall up	Ciara/Madi/Kelli

Tues, March 21 - Driggs Luncheon

10:00	Check set up, bring everything over from Alumni House	Lizzy/Kenten
11:45	Set centerpieces	Lizzy/Kenten
12:30-1	Usher guests to Charles Hunter	Ushers
1:00	Luncheon begins	Di
2:30	Clean up room, bring centerpieces back to Alumni House	Lizzy/Kenten

Thurs. March 23 - Great Hall

	Great Hall set up: tables, stage, etc.	Dan McClanahan
8-9:00 a.m.	Chartwells begin putting out table cloths	Mike/Chartwells
	Move in Coat Racks	Linda
12:00	Sound and Lighting Check	Randy/Amber
12:00	Centerpieces, programs, water on podium, Table cloth for awards table, citations on tables	Kelli/Tessa/Interns
1:00	Honorees Video Check	Ron/Randy
2:30	Set Check in (Shooting Star room)	Advancement
5:00	Sound Check Steve Meredith Group	Randy/Kelli/Emma
5:30	Check in starts	Sara
5:30	Piano Player arrives	Emma
6:00	Reception starts	Kelli
6:00	Cue Reception music	Amber
6:30	Dinner starts	Mike/Chartwells/Emma
6:30	Welcome	Mindy
6:40	Dinner music starts	Amber
6:40	Guests start eating salad	Mike/Chartwells/Emma
6:50	Dinner is served	Mike/Chartwells/Emma

Founders Banquet Program:

6:00	Reception Music Starts	Kelli
6:30	Welcome	Mindy
	Invocation	TBA
6:40	Begin Salad Course- already plated	Chartwells

	Cue Dinner Music	Amber
6:50	Dinner is served	Chartwells
7:35	Musical Performance	Emma
7:45	Honorees introduced and awarded	Emma
	President wraps up evening	Amber

## Dan and Shay Production Schedule 2017

March 27th

3:00pm	Pick up vans, keys	Bailee/Sam/Kelli
	Call media and confirm tickets, passes, meeting time	Karlee/Miranda
	Pick up passes	Kenten
3:00pm	Hardline connection installed in greenrooms	Jerry Carpenter
5:00pm	AV Crew/Facilities load in	Patrick/AV Crew
7-9:00pm	Greenroom Shopping	Allison/Ian/Sarah/Justin/Jamie
8:00pm	Riggers set on stage per rider	Wasatch/AV Crew
8:00pm	Riggers hand backdrop	Wasatch/AV Crew
8:00pm	Electrician on site	Facilities
8:00pm	Oasis Load in	Oasis/AV Techs
8:00pm	Pratt Load in	Pratt/AV Techs
9:00pm	Food Load in	Allison/Ian/Sarah/Justin/Jamie

March 28th

7:15	Concert crew set dressing rooms, signage	Arnold/Allison/Justin/Jamie
7:30	Crew Breakfast (30)	Ian/Sarah
7:30	Coffee and tea service set	Chartwells/Ian/Sarah
7:45	Crew Call	AV/Crew/Kelli/Arnold
8:00	Band arrives	Chase/AV Techs
8:00	Drivers/runners in place	Bailee/Sam
9:30	Dan and Shay Crew and Jackie Lee and Crew Breakfast (25)	
	Allison/Justin/Jamie/Chartwells	
9:30	Venue walk-thru with tour manager	Mindy/Keri/Tyler/Kelli/Arnold
10:00	Dan and Shay Load-In	Chase/AV Techs
10:30	Take down breakfast	Ian/Sarah
11:30	Go shopping with Dan and Shay for produce	Allison/Justin/Jamie
12:00	Lunch for crew (40)	Ian/Sarah
12:00	Lunch for Dan and Shay and Crew and Jackie Lee and Crew (25) – Pick up from Chick-Fil-A	Allison/Justin/Jamie
2:00	Floor set up & front of house, ticket office	Katie/Clelia/Karissa/Amy
2:00	Refresh coffee and tea services	Chartwells/Ian/Sarah
3:00	Dan and Shay sound check	AV Techs/Pratt
4:00	Jackie Lee load in	AV Techs/Crew
4:30	Jackie Lee sound check	AV Techs/Pratt
5:30	Security Meeting/Production Managers	Chase/Rick/Kelli/Arnold
5:30	Bookstore set-up Merchandise table	Sherrie Batt/Ushers
5:45-6:15	VIP concert (Escalante Room)	Arnold/Helena/Megan

5:45	Meet with Head Ushers & Ticket takers, Security (CN 227)	Amy/Ushering Group
6:00-7:30	Dinner for band and crew (30) (take to Starlight Room)	Bailee/Sam
6:00-7:30	Dinner for local crew (25)	Ian/Sarah
6:00	Set-up Meet and Greet	Helena/Megan
6:15	Ushers stationed at assigned areas	Ushering Group
6:30	Doors Open	Ushers/Ushering Group
6:45	Jackie Lee Meet and Greet	Arnold/Helena/Megan
7:00	Meet and host media	Karlee/Miranda
7:00	Refresh Coffee and Tea	Chartwells/Ian/Sarah
7:30	Jackie Lee starts	Arnold/Kelli
7:45	Dan and Shay Meet and Greet	Arnold/Kelli/Helena/Megan
8:30	Dan and Shay starts	Arnold/Kelli
8:45	Refresh greenrooms etc.	Allison/Justin/Jamie
9:45	Crew Call. After show food for crew	Ian/Sarah
Clean front of house, backstage, return vans, load out, take seat numbers off etc.		AV Crew/Concert Crew

**Appendix C**

Photographs of the different events

Driggs Luncheon:





Founders Banquet:



Concert:



