Roadmap

To Virtual Engagement

Your comprehensive guide to design and implement virtual programs at WashU.

Version 1.0 (updated October 2020)
# Table of Contents

- Introduction to Virtual Programming ......................................................... Page 2
- Roadmap to Virtual Engagement ............................................................. Page 3
- Roadmap to Virtual Engagement Legend ................................................ Page 4
- Path to Program Execution ........................................................................ Page 5
- Virtual Programming Packing List .............................................................. Page 6
- Additional Resources .................................................................................. Page 7
- 2020-2021 Student Group Handbook ....................................................... Page 8
- GPS Leadership Series Overview ............................................................... Page 9
- GPS Leadership Series Monthly Workshops ............................................ Page 10
- Shared Community Idea Doc ..................................................................... Page 11
- SU Fall 2020 Financial Guidelines ............................................................. Page 12
- WUSTL Zoom Support ............................................................................... Page 13
Introduction to Virtual Programming

Hello there!

We, in Campus Life, have created this guide to compile various resources that will best support your virtual programming needs. Student-led programming is a cornerstone of the student experience on campus and with the restrictions created due to the COVID-19 pandemic, these programs will look much differently this academic year. Our hope, in creating and sharing this guide, is that planning virtual events will be easier and that the information is accessible to all.

In this guide, you will find a "road map" for programming, aligning the steps needed to execute a virtual or hybrid event, overarching questions and things to keep in mind when creating a virtual event, a checklist to make sure all steps are taken, and a list of online resources available to best support your programming endeavors. We have also added information about the GPS Leadership Series, dedicated to supporting student leaders of all types.

As always, there are dedicated staff members in Campus Life that can assist and provide guidance for you and your group to effectively plan events. For more direct assistance and support, feel free to contact Peggy Hermes or Hope Young. You can find information about our upcoming workshops on WUGO and all other leadership resources on the Campus Life university website.

Best of luck with your programming this academic year and know that Campus Life is always a resource for you and your student group.

On behalf of Campus Life,

Peggy Hermes
Assistant Director for Student Involvement

Hope Young
Coordinator for Diverse Communities
ROAD MAP LEGEND
Follow the path to a successful program!

1. BRAINSTORM
WHAT TYPE OF EVENT DO YOU WANT TO HAVE?
Themes of event, modifying old event for new format, collaborations, date/time, format for event, your audience, all virtual or hybrid?

2. DETERMINE COSTS
DO YOU HAVE TO PAY FOR SOMETHING?*
Hiring outside vendors to facilitate or present (example: speaker events, panels, professional demonstrations). Using software that isn't provided by a university department (example: playing Jackbox games online)
*if not, skip to step 5

3. CHECK FUNDING
HOW TO ACCESS FUNDS
Due to changes to the SU Funding process, accessing funds will look different this semester. You can utilize your group's fundraising and/ or gifts accounts (if applicable). Appeals to Student Union Treasury and CS40 are options.

4. CONTRACT AGREEMENTS
HOW TO HIRE/PAY FOR VENDORS
Only applicable if hiring people to provide service for a monetary fee. Contact your GPS Advisor to schedule a meeting. All contract signatures must be made by a GPS Advisor.

5. FINALIZE LOGISTICS
COMPLETE YOUR PLANNING
Finalize date/time/location, content of event. Determine whether the event will be recorded or not. Delegating roles for who will do what during event. (TIP: Have at least one person assigned as tech support during the event - letting people in from waiting room, creating breakouts, etc.)

6. ADVERTISE
DIGITAL MARKETING
Creating graphics and multimedia content. Creating access link for event. Register event through WUGO - mandatory for all events and must be submitted 2 weeks in advance. Accessible and inclusive content. Digital flyers in DUC and residential life spaces Newsletters.

7. HAVE EVENT
THINGS TO KEEP IN MIND
Log in early to double-check your settings. Make sure people mark attendance in event via WUGO. Find ways to fill time for participants. Engage with participants throughout event. Build breaks into your agenda. Make sure to mix visuals and audio to best support different learning types.

8. GATHERING FEEDBACK
ASSESSMENT IS IMPORTANT!
Have a debrief with your exec about the event. Send out post-event surveys! Via WUGO, Qualtrics, Google, etc. Gather feedback on event content, date/time of event, technical logistics, etc. Use that feedback to inform your next event.
# The Path to Program Execution... Broken Down

## Planning
What type of event do you want to have? Is this an event you have done previously but in person? Who is your audience? Would this be a good collaboration? Date/time/format of event? These are some initial questions you should ask before creating an event.

## Finances
Will this event cost money? Will you be hiring a person to provide a service for a monetary fee? Start with appealing for funds from SU or CS40. Contracts required for hired services. Meet with a GPS Advisor to start contract process.

## Logistics
Finalize event details, like date, time, format, and location.
Finalize event content and delegate jobs for event execution.
Determine if event will be recorded or not.

## Marketing
Utilize your group social media and email lists!
Mandatory WUGO registration - builds surveys, tracks attendance, and more.
Submit digital flyers for ResLife and DUC TVs.
Request spotlight feature from Campus Life.

## Execution
Log in early to check settings, lighting, and sound. Find ways to fill time with participants. Engage with them throughout event. Build breaks into your event agenda. Type out important info in chat for visual aids.

## Assessment
Have debrief after event with exec for feedback. If event recorded, send to those unable to attend. Send out post-event surveys to participants via WUGO, Qualtrics, Google forms, etc. Make sure to utilize feedback data for next event.

## Resources
Virtual Programming

Packing List

Planning/Finances
- Determine event type and audience
- Determine date/time/location
- Determine if all virtual or hybrid
- Determine if collaboration is possible
- Determine costs for event
- Assess funding options (SU, CS40)
- Contact GPS Advisor for contract help

Logistics/Marketing
- Finalize event date/time/location/content
- Delegate roles for exec to run event
- Determine if event will be recorded
- Promote via social media and email lists
- Register event via WUGO
- Submit digital flyers for campus viewing
- Submit post for feature in Campus Life Newsletter

Execution/Feedback
- Log in early to double-check settings
- Find ways to fill time in between sections
- Engage with the participants
- Build breaks into the agenda
- Have debrief after event with exec
- Send out post-event survey via WUGO or other survey tools (Qualtrics, Google, etc.)

Programming Resources - links
- Collaborative virtual programming doc
- List of GPS Advisors for contract support
- Hybrid and virtual event meeting resources
- ResLife digital display request
- DUCTV digital display request
- Campus Life newsletter submission
- WUGO
Click on the graphic above or follow this link to view the Student Group Handbook for this year, featuring new info on COVID policies.
GPS LEADERSHIP SERIES

Monthly Trainings
Live and Pre-Recorded Offerings
Leadership Development for Emerging Leaders (EL)
Student Group Leader Resources (SGLT)
Identity Development Sessions (ID)
Community Development Series (CD)

Register for workshops via WUGO
Leadership Series

Monthly Workshop Offerings

Student Group Leader Training (SGLT)
- Required for all student group leaders
- Live and pre-recorded sessions offered
- Information on policy
- Resources for programming
- COVID support
- Student Union Updates

Emerging Leaders (EL)
- Intro to Leadership Development
- Open to all
- Encouraged for all new student group leaders
- Encouraged for all first-year students
- Translating leadership experiences into the professional world

Identity Development (IE)
- Facilitated conversations around Identity
- Self-Awareness and Commitment of Values
- How to grow into a better person and better leader

Community Development (CD)
- Facilitated conversations around Collaboration and Conflict
- Team Building
- Effective Facilitation and Purpose as Leaders
- How to best support your communities

more info at wugo.wustl.edu
If you are having difficulty coming up with virtual programming ideas or have a great idea you'd like to share, click on the graphic above or follow this link to view the Virtual Programming Ideas Google doc.
Click on the graphic above or follow this link to view the SU Financial Guidelines, specific to Fall 2020.
If you are having difficulty coming up with virtual programming ideas or have a great idea you'd like to share, click on the graphics above or follow this link to find support and tools for utilizing Zoom.