

Timeline

The following timeline details the steps necessary to plan a successful LifeSkills program on your campus:

90 days out:

- Confirm basic details like date, time, budget and registration fees, using the samples and suggestions provided. Determine your registration capacity.
- Determine your target audience (i.e. juniors and seniors) and obtain an accurate count to guide your marketing.
- Establish your point of contact (i.e. dean's office) and registration process.
- Reserve a sufficiently-sized room to accommodate your seven sessions, and book make-up days in case of inclement weather.
- Reserve any necessary equipment, including a projector or laptop computer.
- Settle on topics and begin looking for suitable presenters. Don't forget to use your alumni network and association speakers bureaus as resources.
- Nail down speakers for each session and mail speaker confirmation letters/e-mails.

75 days out:

- Draft a letter from the dean to mail to the parents of your target audience.
- Create a brochure to accompany the dean's letter, including session topics, dates, times, room number, etc.



- Update your Web site with seminar details and registration information.
- Call your printer or arrange to produce the dean's letter and brochure in house. Keep the following in mind:
 - ⊙ Nail down your quantities based on the number of students in your target audience. Print extras to have on hand.
 - ⊙ Ensure materials will be delivered or printed on time.
 - ⊙ If using a printer, ask for a courier to pick up the camera-ready letter and brochure, along with a CD with electronic versions of the files on it. Supply the printer with your letterhead and arrange for the materials to be picked up or delivered when finished.
- Secure an electronic file of mailing addresses and prepare envelopes to read "To the parents of" above each student's name.

60 days out:

- Set up a voicemail message and e-mail autore-sponse with LifeSkills registration information, if applicable.
- Confirm speakers.
- Check supplies of ink pens, colored paper, three-ring binders, notebooks and white copy paper and order extra if necessary.
- Confirm room and equipment reservations.
- Mail your dean's letter and brochures. If applicable, mail before a holiday or break so parents can discuss the course with their children.
- Set up a spreadsheet or database to register students.

45 days out:

- Check voicemail and e-mail, and return promptly.
- Make a copy of each check and attach it to the registration form and make a copy of registration forms for your files.
- Process credit card payments.
- Assemble notebooks/handouts, which may include a cover sheet, pen, schedule of presenters, evaluation form and presenters' handouts.
- Begin sending confirmation e-mails as students register.

30 days out:

- Get the word out to students. Advertise through e-mail, mailbox inserts, cafeteria table tents, banners in common areas, etc.
- Secure students or volunteers to serve as event registrars.

15 days out:

- Check voicemail and e-mail regularly. Continue taking registrations if the program is not full.
- Send reminder e-mail to registrants.

Week of seminar:

- Continue with registrations. Be sure to keep close track of registrations, as the event may sell out. Start cancellation and waiting lists.
- Prepare sign-in sheets based on registrants to date. Enter others as they register.

- Prepare a registration kit with items the registrars will need — extra handouts, pens, sign-in sheets, evaluations, etc.
- Make and post directional signs for the first day of the course.

Day of seminar:

- Print four copies of the participant list sign-in sheets for registrars.
- Remember the receipt book in the rare event of a cash payment.
- Make sure all trash/newspapers are out of the room and equipment is set up and working before opening the doors.
- Introduce yourself to the speakers and ensure they have everything they need.
- Send a final reminder e-mail to participants, including the time, room number and other important details.

Day after seminar:

- Compile attendance sheets and evaluation forms.
- Add last-minute sign-ups to the roster and/or attendance sign-in sheets.

Week after seminar:

- Complete the evaluations and attendance confirmations for the event.
- Assess the success of the program and regroup on changes for next time.
- Mail thank you notes to speakers.

