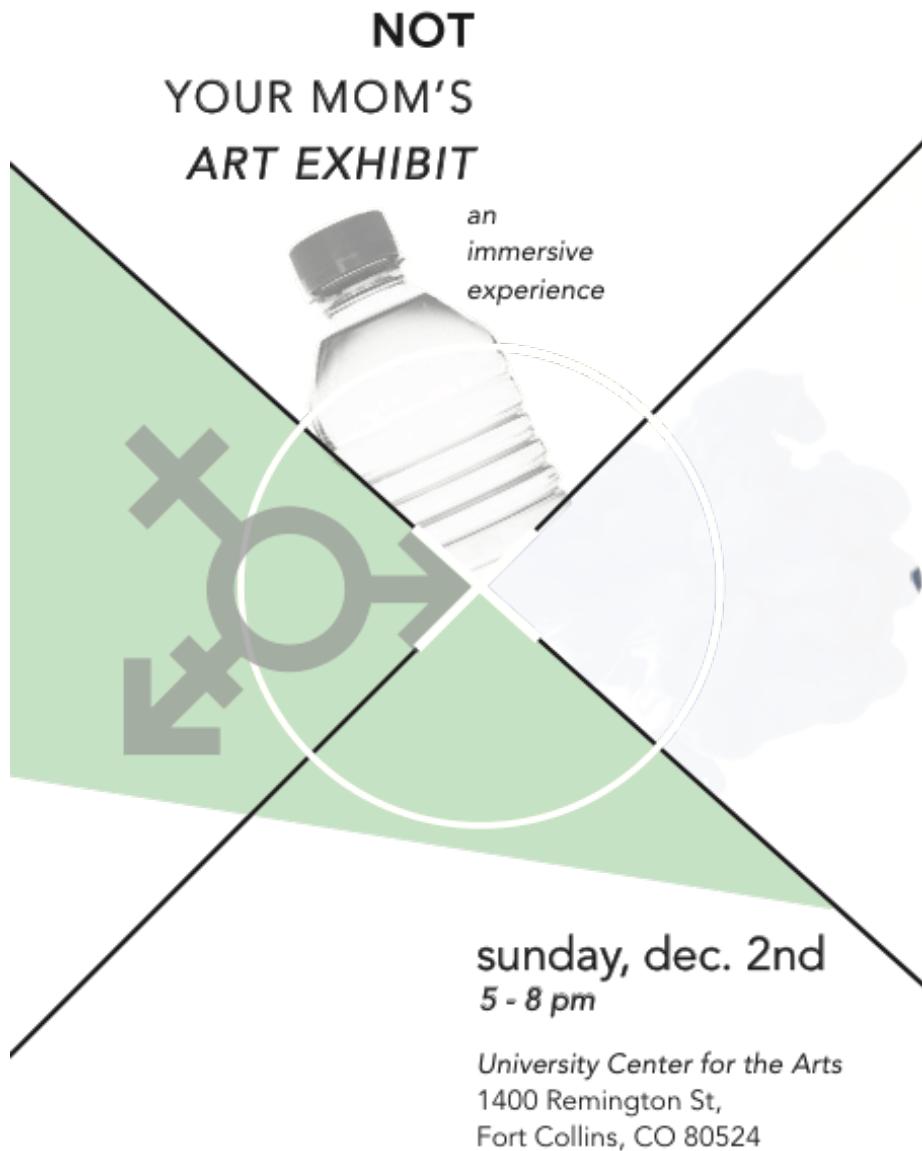


Community Event and Project Plan



Fall 2018

Jessica Kroupa

LEAP 300: Arts OutReach and Community Engagement

Contents

- I. Executive Summary
- II. Problem Statement
- III. Goals & Objectives
- IV. Project Description
- V. Work Requirements
- VI. Deliverables
- VII. Exit Criteria
- VIII. Collaborators
- IX. Marketing Plan
- X. Work Breakdown Structure
- XI. Budget
- XII. Schedule
- XIII. Evaluation

I. Executive Summary

There are many major challenges and problems facing society today. From mental health issues to the destruction of the ozone layer, the problems span from personal to worldwide dilemmas. With all of these wicked problems, it was a challenge for even our class to hone in on one topic that we were all passionate about, so we talked about three major problems. The environment is falling apart, its resources unsustainable for the rate of human consumption. Gender biases are splitting our society apart, with hurtful slurs and stereotypes. Mental health is often an overlooked issue that many individuals choose to ignore. All of these problems affect us directly, so we decided to face them head on.

Not Your Mom's Art Exhibit is an immersive arts experience that takes guests on a head on dive into all three societal issues. Three rooms provide relatable experiences of each individual problems. Guests will experience the detrimental effects of our deteriorating environment, understand the effect gender biases have on individuals after watching it happen to them, and even experience a feeling of stress/anxiety/mental illness in another room. They will then enter into the fourth and final room where different forms of art will be provided in order to show all of the ways art can help with as well as shine light on each issue.

II. Problem Statement

Art's impact on society is not fully recognized. The stress of daily life has dulled the public's awareness of the impact of art and its many forms. Art is often viewed as a fun pastime or hobby and not much more. In reality art is a reflection of culture and has therapeutic, communicative, and connecting abilities. Although art can positively impact individuals, society has become numb to how valuable and powerful art really is.

Mission Statement

We believe that art is a personal perspective of a universal experience and unites humanity with a reflection on society and values.

III. Goals & Objectives

Goals:

- Have guests realize that art encompasses many different forms
- Cultivate an appreciation for art in each guest
- Find personal connections of art relevance in guests lives
- Promote social awareness through the arts in the community

Objectives:

- Promote the event prior to its start at least one month prior to the event date – through Facebook, flyers, emails, and personal communication
- Invite as many members of the community as possible to the event at least one month prior to the event.
- Have multiple rooms ready to go on the day of the event representing different challenges people face in their lives, and then have a room with art to see how art can heal these challenges.

IV. Project Description

The art exhibit will be broken down into four rooms. The first three rooms will represent problems in our society. They will focus on the issues of the environment, gender bias, and mental health. When guests go through these rooms they will experience the problems many people experience when facing these challenges. The final room will be a room full of art and entertainment to represent how art can help and heal these problems. In this room, there will be areas for food, crafts for guests to do, and live entertainment performing.

The environmental room will be littered with recyclable materials that were collected by the class over the semester. A scary wind sound will be playing and videos of dead animals from plastics will be projected onto the walls. The gender bias room will have actors walking around with prepared monologues taunting individuals with slurs that they were called. The slurs will also be written all over their own bodies and they will be very intimidating. The mental health room will start out dark and quiet with the noise progressively getting warmer until it is overwhelming. All of the rooms are supposed to provide relatable feelings of discomfort in these topics. In the final room, much art will be created, all providing outlets and solutions to the issues the original three rooms are focused on. There will be a station where guests will have a chance to learn how to Zentangle – a form of therapeutic drawing that helps many people destress. There will also be art exhibits of artists who created their art out of trash, and live entertainment such as improv, acapella, and bands, with acts focused around the three main problems well. On top of it all, there will be food for guests to enjoy.

V. Work Requirements

- Venue
- 10-15 collaborators
- 100-150 participants
- Tables and chairs
- Crafts
- Refreshments
- Promotional materials
- Event planning team
- Funding
- Signage

VI. Deliverables

- Booked venue
- All collaborators finalized and booked
- Tables and chairs ready to go
- Craft materials in final room
- Refreshment orders placed and purchased
- All refreshments secured
- Promotional materials printed and posted online
- Full funding for the event
- Signage directing to the different rooms printed and posted

VII. Exit Criteria

- Full funding achieved and paid
- Completed event, including cleanup and break down
- Thank you notes mailed
- Removal of marketing materials

VIII. Collaborators

- The Department of Music, Theatre, and Dance
 - Providing the venue
- Actors
 - Partially improv, partially prepared acting for the challenge rooms of gender bias and mental health
 - Entertainment
 - For the final room of artistic joy.
 - Rams Improv Comedy, Campus Acapella groups
- Funding Partners
 - The School of Music, Theatre, and Dance
 - LEAP
 - GoFundMe

IX. Marketing Plan

Target Audience: The general public and community.

Paper Marketing: Mini Flyers, Posters

- Distributed around Fort Collins. Posters hung on community boards around town and flyers handed out to individuals- especially on campus and other populated areas such as old town.
- Should be printed and ready at least a month before the event

Social Media Marketing: Facebook event created, Event shared on Fort Collins Community Calendars

- Should be posted and shared at least a month prior to the event, with shared posts about the event weekly from planners
- Promoted through LEAP as well

Press Release: Sent to local newspapers and radio stations

X. Work Breakdown Structure



XI. Budget

Expenses	Cost	Revenue	Cost
Refreshments	\$100	GoFundMe	\$100
Plastic Wear	\$25	MTD	\$100
Marketing Materials	\$50	LEAP	\$100
Event Materials & Supplies	\$200	Liberal Arts College	\$100
Miscellaneous	\$25		
Total	\$400		\$400

XII. Schedule

Team	Fundraising & Budgeting	Operations	Marketing	Materials & Resources	Collaborations
6 Weeks Out	Receive cost breakdown sheets from each team, establish a budget	Obtain venue and set date	Brainstorm poster design	Create preliminary materials list with costs	Create a call for artists, develop a list of possible collaborators
5 Weeks Out	Write fundraising plan, create crowd funding page; ask corporations for donations	Set schedule, Contact food trucks	Have poster design, create FB event, post information	Ground plan for rooms	Approve call, have everyone post call on social media, contact potential collaborators
4 Weeks Out	Share GoFundMe link, collect donations from donors	Maintain planning schedule	Finish design for flyer and share with class to post	Start collecting recyclables. CLEAN TRASH no glass	Contact potential collaborators
3 Weeks Out	Share GoFundMe link	Problem solve around roadblocks	Hang posters in community, FB, community calendars online	Breakdown materials list by room	Secure commitment
2 Weeks Out	Share GoFundMe link	Share marketing posts	2 more FB posts, chalk advertising	Update materials/foods list.	Find backups, if needed
1 Week Out	Share GoFundMe link	Share marketing posts	Hand out posters, hang more flyers, KCSU shout out	Finalize materials and food lists	Send final details
Week Of	Share GoFundMe link	Decide on team member requirements for	FB reminder	Shopping haul for supplies	Confirm performance times with actors

Team	Fundraising & Budgeting	Operations	Marketing	Materials & Resources	Collaborations
		event (dress code, shifts, etc.)			and performance groups, send required arrival time
Day Before	Retrieve GoFundMe Funds, use for food	Pre-prep everything	Have everyone share FB event	Gather food items, gather materials, sort by room	Reminder email of tomorrow's event
Day Of	Help prepare for event	Prepare event fully	Have everyone share FB event one last time in the morning	Put materials in room and set up; clean up materials at end of event	Welcome artists
After	Send thank you notes	Clean up at end	Tear down materials	Determine evaluation needs, distribute as needed	Send thank you notes

XIII. Evaluation

By the last week of preparation, our event ended up failing. We were not able to adhere to our timeline of events that was never really solidified and decided to cancel the event the Tuesday before the big day. Although it was a tough decision, it was for the better and the entire class hit the realization that we were in a little over our heads and unable to secure funding or performers for the event. Seeing as we needed both funding and performers badly in order for this event to happen, deciding to cancel and save ourselves from an embarrassing public disaster was a great decision. It was a bit sad to see our event go from all of these high hopes, dreams, and expectations at the beginning of the semester to a tossed away dream by the end. It is always nice to see hard work pay off with a big and successful event and it was sad to see it go.

If we had another chance to plan this event, there would be a great deal of things I would change. For starters, I would set hard deadlines for each organizing group on the first day of group assignments. We would all sit as a class and create a collaborative timeline together with

achievable goals. We would block through every single thing each group needed to get done and list them out. This way, deadlines and expectations would not surprise us as badly as they showed up, and everybody would have a strict guideline to follow. I would also have scaled this event down at an earlier date if it continued to go downhill, in order to try to salvage at least some of the original idea. I would also require buying lists to be due by the second week of meetings so that fundraising and budgeting could set a full budget by the middle of that class, and have emails drafted to the supervisors of each of the colleges and minors that support our class (Liberal Arts, Music Theatre Dance, LEAP). I would also have a GoFundMe up and running by that second week of planning. Solidifying money is not hard when providing ample time to raise that money. Having somebody peer review my GoFundMe and email drafts to make sure everything is grammatically correct and that the event is properly explained would not have been a bad idea either. Since our two biggest issues came from being unable to find people and secure funding, solidifying these expectations and deadlines might have been what would have made or broken our event. I feel like we sort of had a rough start and foundation from the get go with taking forever to solidify a topic and then jumping straight into charrettes and our personal events without getting the ball officially rolling with this event. There was a lot to do at once and I think everybody just sort of fell apart from the get go. Although we did not end up getting to do what we had planned, I think this process was still a major learning experience for everyone, especially in understanding that sometimes things just do not work out. We are all to blame as a collective group for being unable to pull this event together, but I also feel that there were circumstances that were also just completely out of our hands and nobody should feel guilty about the failure. You live, you learn, and life goes on.