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TECHNOLOGY: TRENDS IN CAMPUS ACTIVITIES

Wall to Wall: How to Use Facebook to Promote Events

By Chelsea B. Redger
St. Cloud State University (MN)

This article is reprinted with the permission of NACA—National Association for Campus Activities, www.naca.org.

Low-Cost Programming

Saturday Night Live Programming on Gilligan's Budget

By Rebecca Chance, Mount St. Mary's University (MD)

This article is reprinted with the permission of NACA—National Association for Campus Activities, www.naca.org.

Thank You NACA!

In this issue, we include two articles contributed by NACA - our counterpart organization in the United States. These articles first appeared in NACA's magazine called "Programming" and we thank NACA for this contribution to COCA Notes.

Please see the article on Technology (Using Facebook to Promote Events) on page 11 and the article on Low- Cost Programming on page 15 located at the end of this issue. These articles are reprinted with the kind permission of NACA - National Association for Campus Activities.

COCA: Capitalized! The 2008 National Conference

Christina Burns

2008 COCA National Conference Chair

The National Conference Committee in conjunction with the 2007/08 Board of Directors have been working hard on the upcoming National Conference June 6-10th in Ottawa. Here are some of the things we've been working on.

Focus on Education

Members, both old and new, have requested that COCA expand on the progress made at the 2007 National Conference in Niagara Falls. Here are the highlights of the education sessions for the 2008 conference:

- An orientation session helping new delegates meet other new delegates as well as more experienced programmers, teaching them how to effectively navigate the conference,
- A mentoring session giving new delegates the opportunity to meet with more experienced programmers to ask questions, work on schedules and ideas, and create relationships.
- Roundtable sessions encouraging the exchange of ideas and information, assisting in the development of new programming ideas.
- A block booking and calendar building session, allowing schools in their respective regions to work on collaborating on events and managing their time more efficiently.
- There will be 20 education sessions within 6 session blocks, starting with 101 programming for new delegates, and a variety of topics for the more experienced school delegate ranging from building leadership skills to think tank sessions.
- A bilingual/french stream of education sessions as COCA offers its first bilingual conference.

- A hands on technical workshop aimed at assisting new delegates with learning tech lingo and what is behind the scenes of a show, as well as helping older delegates brush up on their knowledge.

The Education Chair of the 2008 National Conference is Kenney Fitzpatrick (Mount Saint Vincent University). Should you have any questions or comments about the education sessions for the 2008 conference, please contact him at (902) 457 – 6579.

School Showcases

This year we will be incorporating schools into the showcases. Many schools have great ideas and hold unique unconventional programming events. When the showcase selection process is announced, we will have a separate school selection at that time, looking for schools to come forward who are interested in showcasing their events such as a rock, paper, scissors tournament, or a Price is Right game, or a Deal or No Deal event. There will be no cost to schools to showcase. We will be working more on this through January and February.

Encouraging Business

We have extended the trade show by one hour to allow for more interaction between associate members and school delegates. We are encouraging all school delegates to have their calendars with them this year with major dates marked in (i.e. Frosh Week, Homecoming, school start and end dates, etc.) to allow for easier communication between associates and school members.

Alcohol Policy and All Ages Showcases

In the interest of maintaining the proper atmosphere for artists to showcase in, showcase venues are often 19+. This has created issues in the past depending on the province hosting the conference. For the 2008 confer-

ence, we will be working to ensure that underage delegates will be able attend every showcase. With that in mind, the 2007-2008 Board of Directors are working on a policy addressing the repercussions of alcohol consumption by underage delegates at conference sanctioned events. For the 2008 conference, should an underage delegate be caught drinking at official events, he/she will be asked to immediately leave the conference area, and his/her employer or student association general manager will be contacted regarding this infraction. Depending on the outcome of discussions with the delegate's school, he/she may be asked to leave the conference altogether.

School Marketing Awards

There has always been recognition of associate members and outstanding COCA school members at the awards show, but there has never been recognition of the schools' marketing and programming efforts. This year, as a part of the awards show, we will be presenting the following awards:

- Best Poster
- Best Orientation Kit
- Best Web Site
- Best New Event
- Best Marketing Item under \$5
- Best Marketing Item between \$5 and \$50
- Best Marketing Item > \$50
- Best Logo/Concept
- Best Marketing Tool
- Most Creative Marketing Strategy

Submissions from schools for the 2007/08 school year will be required in April. We welcome submissions from all members on behalf of their programmers.

If you have any questions or comments about the upcoming National Conference, please feel free to contact me or Earle Taylor at the COCA office, at any time.

ON CAMPUS

Jayne Woods

Mohawk

Mohawk College Common Hours continue to grow in numbers. Every Wednesday at 12 noon, we have a comedian in our 1200 soft seat theatre and get about 900 students out. Some recent acts that did very well include Jay Brown, Ron Josel, Pete Zedlacher, Kelly Taylor, Stevie Starr and of course Sue Johanson.



We did an "all ages" toga party a couple of weeks ago, and attracted close to 300 students. Our "Jersey Pub" was

a hit with about 60% of students wearing their jerseys. It looked awesome. Thanks to Meghan Carbone for host-

ing the COCA Regional, a good time was had by all. I am looking forward to the Christmas break !!

Tim Jones

Mount Allison

An increased focus on small-scale live entertainment here at MTA has paid dividends for us this year. With lots of small performances, instead of the bigger dances & acts that have tended to fall flat in the past, there's a real buzz in the air about stuff happening on campus.

age, 400%. We average over 100 people a week for regional Indie touring bands, campus coffeehouses, comedians, fund-raisers, etc.

at the Sackville Curling Club) and an intimate show by everyone's favourite singer-songwriter, Hayden, at the end of January.

The student union's new Wednesday night booking residency at the campus pub has driven up traffic by, on aver-

We've also scored big with some great rock shows this year. Sold-out concerts from DJ Champion and Great Lake Swimmers in September; a Polaris Prize showcase with Besnard Lakes & Miracle Fortress and Julie Doiron in October; and the amazing Final Fantasy two weeks ago.

The biggest hit so far though has been DJ Champion - nothing like it in a club setting - and Hayden who has been a dream for us for a while. It's always easy to book mid-level radio rock bands, but we found that our fairly unique shows & speakers have been better-attended and SPECIAL.

We are gearing up for Winter Carnival (including a show & open curling night

Best of luck in your programming.

COCA Notes

COCA Notes is published on-line three times per academic year by the Canadian Organization of Campus Activities (COCA) and is distributed to all school members, associate members and alumni of record. Opinions expressed are not necessarily those of COCA or the COCA Board of Directors. Submissions, letters and opinion pieces are welcome but must be signed by the author and submitted with the author's phone number and email address. Submissions will be published as space allows and at the discretion of the editor. Please send submissions via email.

Policy on Spam

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On Campus at McMaster

Christina Burns
McMaster University

We've had a busy semester and are looking forward to the holidays! First off, I'd like to introduce my new Assistant Director of Campus Events, Rob Reider, to COCA. He'll be in the position from January until April.

Since the last COCA Notes, we've had lots of acoustic performers at Mac with our Acoustic Tuesdays, including

Garner, Mark Wilson, Craig Cardiff, Mandippal Jandu, Jodi Martin, Pat Robitaille and the Sleddogs.

We held a very successful Mac Idol night, emceed by Yuk Yuk's Dana Alexander. The winner of the night was Luke O'Reilly, who had an advantage having previously been on Canadian Idol.

November was a busy month, with two comedy nights, one being the Second City Sketch Comedy tour, and the sec-

ond was with Jay Brown and Peter Anthony of Yuk Yuks, as well as the Social Code tour featuring Tupelo Honey, Hunter Valentine and Rides Again.

Special appearances this semester included Gwynne Dyer, journalist and lecturer on Climate Wars, and Stevie Starr. We ended the semester with the Student Union holiday party named 'Eggnog,' attended by over 200 student employees and volunteers.

Happy Holidays from Mac!!



On Campus: A Little Buddhist Inspiration

Megan Wolfinger
Students's Association of Mount Royal College - Calgary Alberta

It started in Niagara Falls. Sitting on a bar stool in Port Mason I tried to sell the idea of country dance lessons to my fellow co-workers; after all we do live in Calgary, one of the most country cities in Canada.

With much back and forth the idea grew in to a more general "learn to dance program" and by the end of the conversation there was nothing but excitement and enthusiasm amongst us all. We would bring in instructors for all different dance genres and give students an opportunity to learn some new dance moves.

Our 'Learn to Dance' program came to life on Thursday nights in November with County dance lessons, Hip

Hop lessons and Jive lessons. Country kicked off on the right foot with attendees learning a basic line dance and two-step. The Hip Hop lesson gave dancers a new attitude and hop in their step. The Jive lesson was by far the most popular and left everyone rock-stepping the night away.

What we liked about the program was that it was something new for us and a great opportunity to get students doing something different and meeting new people. This is certainly a pro-

gram we will consider repeating and perhaps making a regular occurrence in our campus bar.

Anyone looking to run a similar program is encouraged to do so. Looking back for us we would likely drop Hip Hop from our program and add another couples dance such as Salsa or Tango. The specific dances will depend entirely on your students and what they want to do but I am confident that everyone could find a style that puts a bounce in their step.



On Campus at Northern Alberta Institute of Technology

Chuck Erman

*Events and Programing Coordinator
NAIT Student's Association*

NAITSA has had a busy first semester with events such as Nestfest featuring Ten Second Epic and the Coorslight Wake Board Demonstration; Alcohol Awareness Week; Drug Awareness Day; Sexual Awareness Week featuring Sex with Sue and Lap Dance Fitness Class (this created a little controversy); Rodeo Week featuring Redneck truck contest; Miss Rodeo NAIT; and the Rodeo Ho Down with Shane Yellowbird.

It was a fun first half with soaking the

OOKS mascot in the Wake Board Pool to having students participate in Beer Goggle Olympics. The winter semester will be just as busy with Freezeover (ACAC Hockey will meet a College Rock Concert) to Empty the Nest.



2007 CCMA Rising Star Shane Yellowbird

The NAITSA Event Team wishes everyone a Merry Christmas and a Happy New Year.

Up Coming Western Events:

NAIT Events

- Feb. 1st - FreezeOver
- March 14 – Last Band Standing Finals
- March 21 – Street Hockey Classic
- April 4th – Empty the Nest

SAIT Events

- Jan. 16 – Jen Militia
- Jan. 18 - GOB



York to Host 5th Annual Canadian Campus Idol Finals

Saqueeb Rajan

*Marketing & Events Manager
York University*

York is very proud and excited to be hosting the 5th Annual Canadian Campus Idol finals. The tentative date has been set for **Saturday March 15th 2008 @ The Underground** in the York University Student Centre.

Last year, Samantha Stephenson from York stole the show at the finals which were hosted by Niagara College. Although he has big shoes to fill, we are confident that Owen Lee, this year's winner from York, will make his school proud once again!



Last Year Finalists at Canadian Campus Idol hosted by Niagara College



Last year Idol Winner: Samantha Stephenson (York University) with COCA Central Director Mark Ramson (ex-Fanshore College)

If your school has run (or will run) a Campus Idol program this year, watch for my email letter in the next few days asking who's interested in participating for 2008. If you are, please be sure to reply to my email to get your school registered. I look forward seeing many of you there in what should be another fantastic competition!

Montreal Holds College Idol

Bill Mahon

John Abbott College

Montreal area Colleges will be holding College Idol on Thursday April 10, 2008. The 6 area english Colleges made up of John Abbott, Dawson, Vanier, Champlain St. Lambert, Champlain Lennoxville, and Marianopolis will be putting on their second event after last years successful inaugural attempt.

The upcoming competition will be held at Dawson College. Can't wait!!



Last Years Finalists: 2 students from each school were chosen to represent their college.

Central Region Director's Report - Winter 2007



Kenneth MacLeod
Algonquin Students' Association
COCA Central Rep/COCA Chair Elect

Hey everyone, the COCA Board has been really busy this year. One project that we've been working hard on is the reading and re-writing of the COCA Policy Manual to make sure that all the policies are up to date and effective. This has been an ongoing process since the COCA National Conference in Niagara Falls, and one that I have worked quite a bit on.

At the winter Board Meeting held in Ottawa in mid November a number of the re-written policies were accepted by the Board, and a number of others were debated...I hope to have the completed version of the Policy Manual

completed well before the next National Conference so that everyone can read it and provide feedback where needed.

Speaking of the National Conference, I wanted to let you all know that Christina Burns has been doing an outstanding job with the conference planning and I am quite excited to be involved in helping ensure that this is the best conference that COCA has seen to date. Be sure to read Christina's report in COCA Notes for updates and changes.

As far as Central Events go, I heard

nothing but good things about the Social Code Tour that took place in November. I personally had a great experience with everyone associated with the tour, and I hope that more great events like that take place in the spring.

The CME (Campus Music Explosion), it is currently undergoing some changes in order to be a more effective and efficient tool for COCA Schools. Shea (UBC) has already sent out the new concept and you are all encouraged to provide feedback.

Campus Idol planning is underway, and Saq from York U is on board to organize the Regional Competition which will be held on March 15th.

Hope you all had a great fall and best of luck with your events in the new year!

Western Region Director's Report

Chuck Erman
NAITSA / COCA Western Region Rep

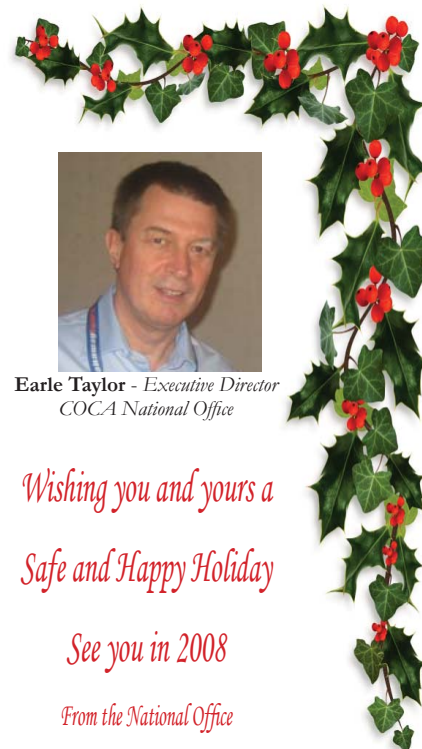
Hello COCA! I hope everyone has had a chance to catch their breath after a busy of the first semester. The Board of Directors have been busy working on changes for next years National Conference that I believe is going to make COCA stronger as an organization.

Changes to the showcase portion of the National Conference is going to give more value to the schools as well

as the artists. We are also adding a French stream to the Ed sessions and a tech work shop, which is one of my contributions, to bring you a very educational and entertaining conference in Ottawa.

I also want to welcome Marc Thususka. Marc is the new programming and events manager for SAIT. He is no stranger to COCA working at Waterloo and being an agent with Live Tour Artist before joining the SAITSA Team.

I wish everyone a great holiday season and much success in 2008.



Earle Taylor - Executive Director
COCA National Office

*Wishing you and yours a
 Safe and Happy Holiday*

See you in 2008

From the National Office

COCA Notes is your publication.
Be prepared to make a contribution next issue.

Photos, Articles, Stories, Programming Ideas, Achievements

All the best this holiday season

"The Joys" Reach Gold



Photo: Gail Verveel

COCA favs **The Joys** (formerly PopJoy) were presented with gold records for their 3-song single from the upcoming full-length album release **UNFOLD** at the Delta London Armouries Hotel on November 29. From left to right are: Mike McKyes (guitar), Ken Ross (bass), manager Mark Watson, Sarah Smith (vocals/guitar), and Archie Gamble (drums).

New to COCA: David Cavan Fraser

David Cavan Fraser

www.cavanband.com

I'm happy to be a new member of COCA and have received a great number of bookings from the lovely talent buyers in the Central Region of Ontario. I'm a professional Entertainer and Musician: this is what I do for all of my income. I love my job and love working with people. I'm happy to play for campus groups and events and I know I'm worth every penny that I cost because people always have a great time.

If you're looking for a singer / songwriter for a small gathering or even an all out rock band for a large scale event, feel free to get in touch. I maintain a tour schedule of around 250 dates a year as a solo and with my backing



band and I'd love to show YOU and your students what I can do.

I'm also trying to help out other musicians make a living in the music business, so if you're one of those "starving artists" still working some Clark Kent job, please get in touch with me maybe I can help you. The more of us working together and doing the job right, the better it will be for everyone. Call me at 519-253-1844

Where are they now?

Mike Woods

HELLO COCA!! How I miss this organization!! I spent over 10 years with COCA touring the country. Those were the best years of my life.

I still play, mostly locally, but I went back to school and got my AZ license. I drive an 18 wheeler around Southern Ontario. Always looking for a venue to play. I come self contained, and have a song list of over 700. If you could use a solo artist that students' will sing along to, give me a shout at (905) 577-0211



I predict a prosperous 2008 for everyone!

Thank you to everyone who has supported and booked me this year. I look forward to working with you again.

Happy Holidays

Dan Valkos
Psychic

Tony Lee and Sleddogs Celebrate a Successful Fall

Kathy Lynn
Mountain Edge Productions

Tony Lee and the Sleddogs continue to have a blast on the Canadian campus tour, the new show format has given the show even more punch and energy to what is already solidified as a wild and uncensored hilarious performance!

XXX Tony Lee and the Sleddogs along with Randy and Lahey from the TP-Boys have recently shot a Rockin' video for the Sleddogs version of Frosty the Snowman. Check out the Frosty video on both Facebook sites for either Tony Lee or Sleddogs Appreciation Group and at www.sleddogs.ca.

Have a safe and Happy Holiday Season....see ya in January 2008!!

SLEEP!!!!



Tony Lee good at what he does



Sleddogs' "Frosty the Snowman" video shoot

On Campus at John Abbott College

Bill Mahon
John Abbott College/COCA Notes Editor

It seems that the best attended events are the ones where the students end up on stage. This semester saw no shortage of students wanting to be in the spotlight. Typical events such as "Damian" the hypnotist, com-

edy shows and our semi-annual variety show were very popular and well attended. One of our more fun events was a simple Halloween costume contest with over 20 students dressing up to try to win \$50.00. Talk about low cost programming.

Sometimes the movement to showcase one's talent results in a budding career. One such talent is comedian Andrew Searles. For three straight years, Searles,

a student, would beg, plead and sometimes go late to class to be allowed to perform 5 – 10 minutes of original stand-up comedy before a headlining act. Not an easy feat since we typically book 8-10 comedy shows each semester. Searles is now a young popular act, on the thriving Montreal comedy scene, with a growing fan base. Expect to see him soon at a campus near you.



Comedian Andrew Searles



Hallowe'en at John Abbott College



What's with the blow up?

Orientation at Mount Saint Vincent University

Kenny

Mount Saint Vincent University

Hello COCA members! Here's hoping you all had a successful and eventful Frosh week and have settled nicely into another year of post-secondary insanity. Here at MSVU we had a fantastic Frosh week with a lot of old favorites and some exciting new events as well.

One of the high points was our very first full blown Céilidh, complete with bagpipes, haggis and local talent and

international success Squid performing an eclectic and entertaining set of reels, jigs and modernized Celtic romps.

Another success for MSVU is our Frosh Warz competition. Frosh teams compete in a variety of outdoor challenges that range from swamp diving and tug of wars to egg tossing and slip and slide races. Everyone ends up covered from head to toe and they love it!

Other events this year included the return of Monte Carlo Night, the Amazing Race, Wacky Olympics, Damian the Hypnotist and Sue Johanson.

MSVU incorporates Shinerama as part of our Frosh line up each year and this year was also a great success. We look forward to trading stories with everyone in June!



The Best 12 Albums of the Past 12 Months

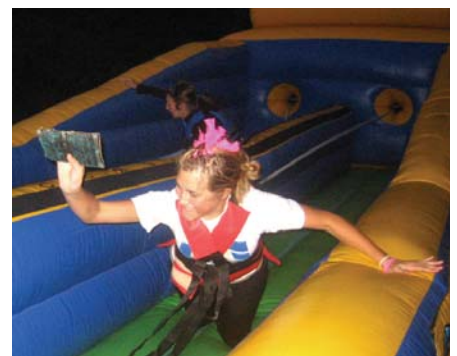
A Definitive and Methodologically Democratic 'Best of '07'

Chris McCluskey

Alumni Contribution



1. Wintersleep – Welcome to the Night Sky (Halifax)
Songs to iTunes: “Astronaut”, “Dead Letter & the Infinite Yes”, “Weighty Ghost”
2. Arcade Fire – Neon Bible (Montreal)
Songs to iTunes: “Windowsill”, “Antichrist Television Blues”, “The Well and the Lighthouse”
3. Feist – The Reminder (Toronto)
Songs to iTunes: “1234”, “The Park”, “Past in Present”
4. Joel Plaskett Emergency – Ashtray Rock (Halifax)
Songs to iTunes: “Nothing More to Say”, “Drunk Teenagers”, “Face of the Earth”
5. The Acorn – Glory Hope Mountain (Ottawa)
Songs to iTunes: “Low Gravity”, “Crooked Legs”, “Lullaby”
6. Matthew Good – Hospital Music (Vancouver)
Songs to iTunes: “99% of Us is Failure”, “She’s in it for the Money”, “The Devil’s in your Details”
7. Basia Bulat – Oh, My Darling (London)
Songs to iTunes: “I was a Daughter”, “Snakes and Ladders”, “Little Waltz”
8. Buck 65 – Situation (Halifax)
Songs to iTunes: “Way Back When”, “1957”, “Shutterbuggin”
9. The Weakerthans – Reunion Tour (Winnipeg)
Songs to iTunes: “Civil Twilight”, “Virtute the Cat Explains her Departure”, “Night Windows”
10. Raine Maida – The Hunter’s Lullaby (Toronto)
Songs to iTunes: “Yellow Brick Road”, “Confessional”, “The Snake and the Crown”
11. Dog Day – Night Group (Halifax)
Songs to... umm... MySpace: “Oh Dead Life”, “Lydia”
12. illScarlett – All Day with It (Streetsville)
Songs to iTunes: “Pacino”, “Life of a Soldier”, “Dance Macabre”





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Email may be sent to committee chairs via the COCA Website - go to: www.coca.org. Login using your "contact" username & password. Click on: Directory - Simple Search. Choose Associate Contacts or School Contacts under Use a Saved Search. Find the person you want under their School or Company/Artist name. Or, click on: Contact. Messages will be forwarded from the COCA Office to the individual your email is addressed to.

Wall to Wall: How to Use Facebook to Promote Events

By Chelsea B. Redger
St. Cloud State University (MN)

This article is reprinted with the permission of NACA—
National Association for Campus Activities, www.naca.org.

A generation defined by technology, instant access and individualism is now entering the realm of higher education. Students want information when they want it—instantly. They do not want to search for it. They want to hop on their computer or cell phone, type in a few words and be flooded with all the information they could ever need or want. I am one of these students—one of these Millennials, or at least that is the term coined for our generation. I think we could be referred to as the Google Generation—a population of students so plugged in we insist on Wi-Fi in every foreseeable building we might happen to walk through on our campuses. Who better than us to turn nouns into verbs?

One such “verb” has started to dominate how students function and communicate. “Facebook it” is such a commonly used phrase when a photo is snapped that we do not even think twice about the fact that we have created an action. Facebook and other social networking communities are hallmarks of contemporary college students’ lives. The beat and tempo of student culture can be garnered from such sites. This is an important trend for programmers to be aware of, for both research and promotion of our events. Many of the ideas, tips and suggestions that follow are transferable regardless of the social networking community under consideration.

Facebook was originally designed as a way to connect colleges and universities. The community began in early 2004 at select universities and has quickly grown to encompass a large number of schools. Nearly 90% of undergraduate US college students actively use Facebook (Golder, Wilkinson, Huberman, 2007). Students post profiles containing interests, political and religious orientations, favorite books, movies, music and quotes. They host photo albums, write notes and tag their “friends” on everything possible. Students speak out, join and create groups pertaining to everything imaginable. Whether it is a big game, a hot new TV show, or a favorite (or not so favorite) professor, class or group, it is out there and tells a lot about your campus climate.

Easily Accessible Information

For student programmers, it is extremely important to serve our target population—students. In order to do this, we must stay connected, informed and progressive with regard to our campus climate. Facebook is great for this purpose. With a click of a mouse, you can have statistics on your university’s network page containing information about the top 10 preferences in music, books, TV, movies and other interests. On this page, you can also find information on political orientation, relationship status and gender of those belonging to the network. These statistics can provide a lot of useful information to programmers.

New Groups and Activity Info

Another activity to be aware of is the development of new groups and the activity levels of those groups. Which groups are attracting new members? What are the topics on discussion boards? What issues do students seem to be concerned with? What are the groups that are forming around favorite musicians, comedians and other performers? While this information might give you ideas or names or performers that are way beyond your budget, they do provide you with an overview of preferred genres of music and types of performers, as well as trends and issues for lectures and debates. So, the next time you have the task of planning an event calendar or series, spend some time surfing Facebook. See what the trends are, what a diverse group of students list on their profiles and what groups are out there.

Promo Resources

After such research and subsequently contracting an event, one of the most important aspects of preparing for the event is promotion. Promo. P.R. Marketing. No matter what you call it, the intent is the same—get students, faculty, staff and community members (depending on the event) to pack the house. One of a programmer’s worst nightmares is an event with two people in attendance. Facebook is a great resource and mode of communication on today’s college campuses. Even better, there are tons of ways to use Facebook to promote events for free (or really cheap), which means more programming dollars for your organization.

When using Facebook as a promotional tool, there are a variety of different approaches that can be used by an individual or organization. The following are some useful ideas and suggestions, most of which would work not only with Facebook, but with MySpace, as well; some are social networking community specific. The important thing to

remember is to change your approach as your population changes. So as Facebook, MySpace or whatever is next evolves, try new ways of getting the word out. Use what is readily available and popular among students.

Facebook is a great resource and mode of communication on today’s college campuses. Even better, there are tons of ways to use Facebook to promote events for free (or really cheap), which means more programming dollars for your organization.

How to Use Facebook

- 1. Change your profile picture to an event poster, image of a performer, organization logo, or any image that would alert students about an event or your organization.**

This is one of the most basic and easiest ways to use a social networking community. It is also one of the most effective. Each time you write on someone’s wall or comment on a photo, a thumbnail image is posted in one more spot on the sixth highest traffic Web site on the Internet, according to Facebook. From there, others see the image when they visit the profile or picture on which you commented. “Online word-of-mouth” is achieved by a simple change of an image.

- 2. Create an event: invite friends.**

This is yet another easy and free way to inform your student body. Use this function for events, meetings, membership drives and any other need for which you can post a date, place and time. It is also a good idea to list a Web site for your organization in these invites.

- 3. Wall to wall: start a chain reaction.**

Post event information on a friend’s wall and have a tag line to send it on ... and on ... and on.

- 4. Use the Mini-Feed.**

The Mini-Feed is a function that has allowed us to become so plugged into Facebook that we can know if a photo album was added or a comment was made in the last 60 seconds. The great thing about this feature is that if you make the slightest modification

to your profile, somebody is going to know about it. Use this to your advantage. Make a change to your profile by listing an event in your interest section. People will then go to see what the change was and be introduced to the event. Make sure to list a URL for more information if necessary.

5. Write a note.

Again, this is just another format in which to put information on your Facebook page. Write a note and be sure to tag a ton of friends. When they get the notification they have been tagged in a note and check it out, they will have all the information they need to know about your event.

6. Buy flyers for your institution.

While this option costs money, it is a very inexpensive way to get information out to your entire network regardless of friend status. Make sure you select the length of your running time for your flyer in accordance with your event. There is nothing worse than having promo still up days after an event.

7. Buy flyers for surrounding institutions.

Depending on the location and rules of your campus, it is sometimes a good idea to purchase flyers for institutions that are in your geographic area. This is a great idea if the event is revenue generating and open to the public.

8. Host a program board profile.

This is a great way to allow students to “friend” your organization and become linked to your events. It also serves as a great spot to post minutes from meetings, organize members, and tell students what your organization is all about.

9. Create a Facebook badge and put it on other sites.

This is a relatively new function for Facebook, but certainly one of which you want to take advantage. If you have a profile for your organization, make sure to let people know about it. Place the badge on MySpace or any other social networking community site. If you have more freedom in terms of your university Web policies, post the badge on your organization’s Web site.

10. Post your MySpace URL or organization Web site on your Facebook profile.

This is the same concept, only in reverse. It is important to have multiple formats so that different students with different preferences can use the community with which they are most comfortable. Make sure your information is consistent regardless of what site on which you post it.

11. Host a program board group.

This is a great way to allow students to be “fans” of your organization. It also allows one more way for students to be linked to you as a programming entity. Make sure to update information often and post event photos when possible!

So as Facebook, MySpace or whatever is next evolves, try new ways of getting the word out. Use what is readily available and popular among students.

12. Create new groups specifically for events or committees.

This is yet another way to organize members and create awareness. Make the officers of the group your committee members. This is a great spot for recognition as well as a spot where you can offer informal discussion posts about what students want. If you host a concert group, post a discussion topic about who students would like to see on campus. Also, you can use this as a way to allow students to evaluate your event. Ask for their feedback!

13. Put your Facebook information and/or MySpace URL on your printed promotional materials.

This is pretty self-explanatory. It is important to let students know this is another resource available to them.

14. Designate a person to blog or post on behalf of your organization each week.

Put out information about events. Let students know what is up and coming. Give information about ways to get involved. Ask for co-sponsors. Review events. The sky is the limit when it comes to blogging.

15. Upload photo albums of students at events.

This is a great way for students to get excited about being at your events. Tag those you might know and then be sure to let students know on your profile that they are welcome to request tags for photos they might be in.

16. Have a sign-up sheet at all events for students who are interested in getting information via social networking communities.

Then go find them as soon as possible and “friend” them.

17. Use Posted Items/iLike™.

These and similar features, though not all are created by Facebook, allow you to post music, video clips and information about an upcoming artist. Give students a sample of what it is they can expect when they attend your events.

18. Use your top friends/top eight features.

Use them as a way to let students know about what performers are coming to campus by placing their profiles in these spots. Students then can link and see performers’ pages containing photos, music and video. This allows students to find out about events if they do not recognize the names of your artists.

19. Use the Marketplace.

If you have tickets for your event, use the Facebook Marketplace as another way to let students know about it. Tell them where to get the tickets, the cost (free or the dollar amount) and all other pertinent event information.

The More the Merrier

Whatever avenue you choose with respect to using Facebook as a promotional tool, just remember it is like the old saying, “the more the merrier.” Reach out to your students and keep constantly changing your Facebook/MySpace profiles to catch people’s attention. Make sure to have a designated person in charge of maintaining your club profile and/or groups. It is important to return messages, wall post and make comments. Make sure your personal profiles represent you, your organization and your institution well.

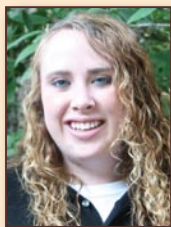
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FEATURE

Low-Cost Programming

Saturday Night Live Programming
on Gilligan's Budget

By Rebecca Chance, Mount St. Mary's University (MD)

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It's a constant battle. You want a full, not to mention exciting, schedule, but then there's that six letter word to consider ... BUDGET! How do you plan a full semester's schedule on so little? How can you keep college students entertained? There are so many entertainment options out there, but how do you find a good balance? Planning a semester's events could literally drive you crazy. Don't worry—there is a way to successfully answer these questions and provide excellent programming for your campus.

First, Know Your Budget

One of the most important things is to know your budget.

- Is it firm or flexible?

Before you decide how to allocate available funds, though, you also need to know your audience.

- Who has been coming to events?
- How many come to see a comedian versus a band?
- What traditionally has been successful on your campus? Every campus is different and has a different audience.

The best way to allocate your budget is to assign portions of it to specific categories such as comedy, music, novelties, etc. That will help you decide how much you have to spend on each individual category and will also help in deciding who and what you bring to campus.

Another important thing to consider is how you might be able to save money. There are several ways to stretch your resources. You can collaborate with other departments, take advantage of NACA's CO-OP buying, create your own programming ideas, develop good relationships with agents, and learn to negotiate contracts and riders.

Low-Cost Programming Ideas

There are several low-cost options for events out there waiting to be discovered.

● **Student Deejay**

If your campus likes dances, you can hire a student deejay to work the dance for much less than a professional. Students frequently enjoy seeing one of their friends deejay-ing, too. That will free up funds to pay for catering or decorations to help make the event more successful.

● **Acoustic Battle**

A low-cost event that has worked for us is called the Acoustic Battle. It is comprised of having students with musical talents compete against each other for prizes. It is a very simple event, but it works because students want to see their friends perform. We have found this event successful in part because we hold it in our café on Thursday nights. The attendance improves because students will be there to support their friends, but also because there will be students who simply come in to eat and stay to watch the event.

● **Comedy Contest**

Another spin on the Acoustic Battle is to make it a comedy contest instead of a musical contest. There are, in fact, comedy contests that are sponsored by comedians.

● **Other Events**

Other low-cost programs to try are bingo, karaoke evenings, movie nights (which require appropriate film licensing), board game contests and card game nights.

● **Ask Students What They Want**

The best way to find out what students want is to ask them. You can accomplish this by holding an open forum or conducting a survey. To encourage students to participate, have food available at the open forum and give a small prize for completing a survey.

Create programs that speak to the personalities on your campus. Events showcasing other students' talents are usually very successful. Unfortunately, there is no specific formula for planning a successful semester. You have to be willing to experiment, not get discouraged if one event fails, and focus more on the events that are successful.

There are several ways to stretch your resources. You can collaborate with other departments, take advantage of NACA's CO-OP buying, create your own programming ideas, develop good relationships with agents, and learn to negotiate contracts and riders.

Keys to Saving Money

In event planning, the keys to saving money and stretching resources are collaboration, developing relationships, and reading contracts and riders thoroughly.

● **Collaboration**

You can collaborate with other offices or departments on your campus by co-sponsoring a more expensive event with one or more clubs or organizations. One good example involves lectures, which, depending upon the speaker, can be one of the most expensive events on your campus. But they are also a vital part of any semester's programs.

The programming board has many options for collaboration. Choose an array of topics you would like to cover for the semester and then decide which office or club would be a good fit in collaborating on each particular topic. For example, you could collaborate with career services and academics on the topic of vocation, or with your intercultural development office for an event in February for Black History Month.

Collaborating with someone on campus not only stretches the resources of both organizations, it also increases the pool of people who will possibly attend your event. The more people you can get involved in the sponsorship, the better the attendance.

You can easily collaborate with other schools through CO-OP Buying. CO-OP Buying is the premise upon which NACA was founded. It involves routing artists in a sequential/convenient way to save them money on travel expenses, which allows them to pass the savings on to schools. You might have to compromise on dates once in a while, but in the end, everyone involved comes out ahead.

You also will have to plan in advance to participate in CO-OP Buying. Much CO-OP Buying takes place on site at an NACA regional conference or National Convention. It is important that every school is prepared when they arrive at a

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conference or Convention. Being ready to do business makes a much better impression and makes the process work more smoothly. Even though there is time after the conference or Convention to block book, it is easier to take advantage of CO-OP Buying while you are on site.

● **Developing Relationships**

It is important to form relationships with agents, get to know the agents with whom you work on a regular basis, and become comfortable speaking to them about pricing and contracts. It is crucial that you see them as a resource and not as someone who just wants to take your money and give you a product.

● **Contracts and Riders**

Contracts and riders can be very complicated and overwhelming. It is important that you take the time to read them completely. If you have any questions about the contracts, talk to your agent about them.

Another way to save money is to put your negotiation skills to work. Sometimes you may be able to negotiate the price

of an artist or event—you just have to be honest and tell the agent what you want and how much you can afford.

The rider represents the artist's needs and wants in a best-case scenario. If you cannot afford everything on their rider, you may be able to negotiate something closer to your budget. However, there is a fine line between respecting the performer's requests and seeking ways to stay within your budget. While the performer is providing you with a service, it is common courtesy to show them good customer service, too. Providing a bucket of chicken strips for an entire band is not good customer service. Sharing a meal with the performer is also a good time to talk and potentially do some networking.

When reading riders, keep your institution's policies in mind. Some artists request alcohol in their riders, but most colleges and universities will not allow a programming board to pay for alcohol with institutional money.

Be aware of who has signing power. A contract is a legally binding agreement and not everyone on your campus has the power to sign contracts.

The most confusing of all riders is the technical rider. You will definitely need a trained professional to help you decipher the terminology on a technical rider. When booking a musical act, remember that most of the time you have to provide sound to the artist's specifications. Know your inventory, if any, of sound equipment. This could save you money by eliminating the need to rent or hire equipment. If you possess sound equipment, who is going to be the sound engineer? Do you have a capable staff member, or will you need to hire crew?

When You Save, Splurge ... At Least a Little

So, when you know how and where to save money in programming, where do you spend it?

The list of ways to spend money in programming is, for better or worse, infinite. There are some things that are wise one-time investments and there are others that should be the normal part of the budget.

● **A Sound Investment**

A smart one-time investment would be some basic sound equipment. A basic sound system would include a couple of high speakers (and possibly two lows), two speaker stands, two amps, a small sound board, a couple of microphones, a deejay table, and all necessary cables and cords.

Usually, when you purchase sound equipment like this, the vendor will offer a complimentary training for your staff and students. It would cut down on costs if you could do sound for acoustic musicians on campus, so take advantage of such training when it is offered.

This equipment could also be used when you hold campus dances or events with a deejay. As I mentioned previously, hiring a student deejay is an excellent way to keep costs down. On the flip side, it is important to know when to hire a professional. If you have ever smelled a burning amp, you know what I am talking about!

Providing sound requirements for a band is a completely different story. Bands require exponentially more equipment and actual engineers with an ear for what sounds good to go with it. When you book the band, do yourself a favor, write the check and let someone else decipher what the little images on the stage plot mean.

● **Publicity and Promotion**

Publicity is an important part of organization's success. There are so many publicity options that it is easy to get carried away—and spend too much money. One thing every programming board needs is a brochure for each semester. It should list upcoming events, short artist bios, and contact information for the programming board executive officers and advisors. The communication/publication office on your campus may be able to help with the setup of the brochure and know of inexpensive and quick places to get it printed. The university may even have a place where they receive a price break for printing publications.

The admissions office on your campus could use this brochure as a recruitment tool for prospective students.

Create programs that speak to the personalities on your campus. Events showcasing other students' talents are usually very successful.

Another good thing about creating a brochure for each semester is that it forces the board to get organized and plan semesters in advance.

There should also be publicity for the organization as a whole to recruit new members and create awareness. It is usually free to participate in university sponsored activity/involvement fairs. These fairs provide a perfect opportunity to get prospective or new students interested in joining your club.

Low-Cost Programming Ideas

- Student DeeJay
- Acoustic Battle
- Comedy Contest
- Bingo
- Karaoke Evening
- Movie Nights
- Board Game Contests
- Card Game Nights

● **Conferences and Professional Development**

Conferences and professional development for the programming board and its advisors are essential and should be included in the budget. NACA's National Convention or regional conferences provide fantastic opportunities for students to learn from and network with other students, higher education professionals and associate members.

NACA is where the majority of the

business for the semester should be taking place. The CO-OP Buyer is not responsible for making all of the decisions, the whole delegation decides who and what would be a good fit for campus. Going to showcases and educational sessions, talking business in the marketplace, being an on-site volunteer and networking in CO-OP all provide excellent professional development opportunities—and they all add up to a really great investment for your organization.

No Fear of the Six-letter Word

I hope this has given you some insight on how to make the most of the resources available to you and spend less when your funds are tight. Hopefully, you won't have to shudder every time you hear that six letter word—BUDGET.

About the Author

Rebecca Chance is assistant director of Campus Activities at **Mount St. Mary's University (MD)**. Active in NACA, she is the volunteer coordinator for on-site volunteering for the NACA Mid Atlantic Regional Conference. She has also served as graphic arts coordinator, school registration coordinator (Mid Atlantic Festival) and showcase selection coordinator for the region. She holds a bachelor's degree in communication, with an emphasis in public relations, and a master's degree in college student development and administration, both from the University of Wisconsin-LaCrosse.

