

What's the Hottest!!

Program Application

Sponsored by the Department of Residential Life and U-Choose

Due Friday, November 20 – Please submit via email to Amhaggerty@stcloudstate.edu

Overview

Residential Life Leadership Organizations including Community Councils, NRHH, and RHA will have the opportunity to compete for programming money to be used to support a What's Hot Event Spring Semester, 2010. Each organization that chooses to participate will be asked to submit a program application. Applications will be judged by a subcommittee of the St. Cloud State University Alcohol & Other Drug Advisory Board.

Prize:

The winning organization will receive \$3,000 in programming funds for a WOW What's Hot event in Spring, 2010. The winning organization will also receive recognition at the EAGLE awards.

Goals:

- I. Create high-risk alcohol prevention programming for students with a WOW factor
- II. Empower and teach residents, CA's, Hall Directors, and Professional Staff the process of creating best practice programming consistent with the NIAAA and the Higher Education Center
- III. Host an event that draws students and provides an opportunity to learn about U-Choose and high-risk alcohol prevention.

Applicant Information

Organization:		Date:	
Applicant(s):		Email:	

Proposal

I. Description of the Event

This narrative should include a the proposed event date, description, and detailed timeline for successful planning for the event. This should also include technology requirements for the event as U-Choose will serve as the technical assistance provider.

II. WOW Factor

The WOW factor is what makes the program the "Hottest." This needs to be create and student-focused. In other words, what will make students remember the event and want it to happen again.

III. Infusion of U-Choose

Each application must include some element of U-Choose. The more elements that are successfully infused the more points that are awarded. We encourage groups to meet with the U-Choose team prior to submission to discuss this element. Note: Simply having mocktails at the event will not count in this category.

IV. Assessment

Applicants must be able to count the number of students in attendance and some sort of qualitative or quantitative design. This could be as simple as a survey conducted after the event or as complex as a pre/post survey.

V. Advertising Plan

This should include the mediums for advertisement (posters, Facebook, PromoTv, etc.) The Department of Residential Life and U-Choose designers can help you with the graphic design.

VI. Budget

A complete budget must be included. The budget must include all expenditures for the program. U-Choose will supply \$3,000 to help with programming. U-Choose cannot spend funds on food or give-a-ways. Funding can come from other sources. If external sources are included in the application, applicants must include letters documenting the source of those funds.

Bonus Points

Partnerships

The U-Choose program places an importance on collaboration with internal and external partners. Applicants that successfully partner with other student organizations, departments, community group, or others will be awarded extra points.

In-Kind Funding

Applications that have secured funds from their own accounts or sought other partners will be given extra points. This is not a requirements so please do not feel obligated to seek out funding. Please note, if you want food or give-a-ways at your event you must seek other funding sources.

Diversity

Any application that incorporates some aspect of diversity into their application will be given bonus points. This could occur through a wide-range of approaches such as partnering with the LGBT Resource Center or a student organization that has a multicultural focus.

School Spirit

Any application that incorporates some aspect of school spirit into their event will be given bonus points.