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Creating a Campus Events Services Office

The Proposal



Explanation

- The point of this proposal is to establish a formal/centralized Campus Events Services Office at SUNY Cortland.
- Through the examination of the current event planning process on campus, this proposal focuses on the current campus challenges planning and hosting events and how they would be mitigated through the alignment of existing staff and office expectations. The outcome would be the improvement of our internal and external client experiences, while also generating a greater source of campus revenue.

Fostering Team

- Through speaking with a vast number of campus constituents who work in different offices on campus that support prior/existing/future conferences or events, I was able to establish a strong list of reasons this structure is greatly needed for our campus.
- In connecting with multiple facets of campus, I have been able to create the initial support needed to move this proposal forward to review and possible implementation.

Communication Strategies

- Focused on the issues faced by campus based on existing structure or lack thereof.
- Participated in numerous open meetings and took detailed notes related to planning events on campus.
- Connected with multiple members of the President's Cabinet and Council.
- Asked for feedback throughout the start of the process, this will also be the core of moving it forward.
- Researched what is presently offered at other institutions.

Conflict/Challenges

- What to do with existing structures.
- How would this affect staff currently managing this process on campus?
- What will be the concerns from current users comfortable with existing structure?
- What financial implications might this have for campus moving forward?
- Determined how to reorganize existing staff into a cohesive department.
- Developing excitement around the prospect of this venture.

Learn from CBO

- Implemented the Six Domains of Knowledge for creating the proposal and will continue to model while moving proposal forward:
 - Know Yourself
 - Know Your Skills
 - Know Your Team
 - Know Your Clients
 - Know Your Institution
 - Know Your Context

Future Project

- One of the main challenges in a proposal of this nature is how to move it forward constructively without having it dismissed before it can gain traction.
- Develop a way to involve potential members of the new office, without putting them on the defensive.
- Being able to market the positives and the challenges of proposal to show that all sides of proposal are being reviewed.
- Show you are willing to invest your personal time and effort.

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