



Bard Office of Student Activities

Program Planning 101

As you begin to plan your club's or group's program or event, you should spend some time thinking about the purpose of this program. You should explore the who, what, when, where and why of the program (the how can be determined later). To do that, you should start by answering the following questions.

Who's your audience? *Who do you envision participating in this program?*

What type of programs do the students want? *Does this program fall within those parameters?*

When is the best time to schedule these programs? *Consider classes, athletics, exams, and other events happening at the same time.*

Where is the best place to hold these programs? *Consider the type of event your hosting and what space would lend itself to a successful outcome. Also consider non-traditional spaces. Use the outdoors if you can, be creative!*

Why do programming at all? *What value do events and programs like these add to campus life?*