

ASL Deaf Culture Event

26 April 2019

Team Calcium 5

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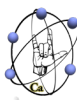


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Introduction

Much of society is not aware of the Deaf community and Deaf culture. By learning about Deaf culture, one also learns about their language, sign language. International Week of the Deaf starts on the 23rd of September. Deaf Awareness and Education event will take place at the end of International Week of the Deaf to teach the community of both USD and Vermillion the importance of the Deaf community and Deaf culture. This event plan and analysis will help to establish this first time event and help in its success. It will also examine the risks of the event, and measures to take to avoid those risks, strategies in marketing the event, and many other details to help make this event successful in educating the community at-large about the diverse Deaf community and their culture.

Event Management and Team Contact Information

Client Organization

Purpose: to educate and bring awareness to students of the University of South Dakota and the community of Vermillion about American Sign Language and Deaf culture.

Vision: to create a campus and community more informed of Deaf culture and that understands the basics of American Sign Language.

Mission: to raise awareness about Deafness, the Deaf community, Deaf culture, and American Sign Language; to learn and retain American Sign Language; to connect with members of the Deaf community.

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Event Scope

Before completing the entire Deaf awareness event, this project plan will layout the steps that need to be taken to complete the event, what is and is not included in the event, and how to judge the success of the event.

The Deaf Awareness and Education event is a new event at the University of South Dakota and in the town of Vermillion, South Dakota. Open to all ages, this event is an opportunity to educate students and community members on Deaf awareness while also providing them with an entertaining evening. This first time event will take place at the end of the International Week of the Deaf in September 2019.

Seeing as this will be the first year for an event like this one, the event management team assumes that the attendance of the event will stay around 75 attendees. The goal of the client was to have 200 attendees, but the event management team believes this is unattainable for a first time event and that 75 attendees would be more likely. This event will not be a formal event with a dance or formal dinner. Seeing as the client has a low budget, food will be minimal and entertainment for the event will be cost-effective.

Situation Analysis

SWOT Analysis

With this event being a first time event, there are many different challenges to overcome. Building up an event from scratch is difficult when you do not know what you are going to be working with. Our clients are looking at an event towards the end of September, and the ultimate goal would be to reach up to 200 participants in the event. Reaching that amount of participants may be difficult, but gaining a strong platform and making this event marketable will overall supplement the amount of participants at the event. Calcium 5 is here to understand these struggles and work through them. Our goal is to make this event a success with the client's wishlist in check.

Strengths: Because this event has never been done, there's a freedom to do what the client wishes. There are no limits to how good it can be and no other years to compare it to.

Weaknesses: This event is not known around the Vermillion Community. Being able to market to individuals to create the buzz of the event will become difficult.

Opportunities: This event can open up the conversation between the hearing and the Deaf community. This will also open up volunteer opportunities with students. This event also coincides with the week of the Deaf, meaning we are able to connect this event to a bigger meaning in itself.

Threats: The main threat with a new event is attendance, as well as weather related issues, or other events going on during the same time as our new event that is stabilized (event competition).



Benchmarking

Although this is a new event for the University of South Dakota, it is not uncommon to find other events related to Deaf awareness, especially during the international week of the Deaf the last week in September. One university that has a strong correlation with their deaf awareness group is Augustana University. At Augustana, they host meetings every other Wednesday at 7 P.M., and it is open to all students from all majors. They also promote that there is no need to have background sign language, making this a much more accessible and appealing organization and event. Augustana's Deaf Awareness organization is a great resource to create the new ASL Event here at the University of South Dakota. They created this event to create more awareness for the Universities student body as well as various deaf communities around them.

Event Goals and Objectives

Goal

Our goal is to raise awareness for the deaf community through education & entertainment.

Objectives to Accomplish the Goal

Objective 1: Create a Facebook event where 100 people say they're going by the event time and date.

Objective 2: Create 5 educational sessions to host during the main event.

Objective 3: Create at least two entertainment events to host during the main event.

Objective 4: Get at least 75 people to show up to the event.

Risk Assessment and Planning

Risk Team: a risk team for this size of event would not be as big as one for a bigger event. For examples things such as lawyers would probably not be needed. For an event this size a risk team would involve a meeting planner and possibly an accountant, and not necessarily an actual accountant but someone in charge of funding and keeping track of what money the event needs.

Risk Assessment:

1. No attendance -- for this risk, planning ahead is the best thing. Marketing and getting the word out is the best way to try to get people to the event. Something else is making it mandatory for the ASL classes offered at USD. This guarantees that there are at least some people in attendance. No attendance would affect the people that put on the event, and everyone involved within the event such as speakers because if no one shows up, there is nothing for them to do.
2. Entertainment no-show/cancellation -- the best way to avoid this risk is to have back up entertainment, and to stay in contact with the entertainment to make sure they are still coming. This risk affects attendees because if there is no speaker or entertainment, there is no reason for the attendees to be there, thus making them want to leave.
3. Weather -- this is low level risk because the event could be held indoors. However, it could affect attendance because if there is a bad storm or if the weather is bad, it could make people not want to go out, thus bringing attendance down. There isn't much to do to prevent this risk



from happening, because we can't control the weather. This would affect the event planners because if attendance is low it affects how the event goes.

4. Food -- this is a risk in many ways. The first is that there might be not enough food at the event. This would be bad because food is one way to entice people to come to an event like this. Another way this is a risk is food allergy. It is hard to tell what people are allergic to, so if someone ate something and had an attack from it, they could be liable for that. These are all things that affect the attendees because that is what the food is for.

5. A/V Failure -- this is a risk for the presenters. If any of the entertainment or speakers have audio visual things that could go wrong affecting the event, this would not only affect the speakers, possibly throwing them off, but it would also affect the attendees, giving them not as good of an experience at our events.

6. Offending Deaf Culture -- this risk could be avoided by doing research ahead of time. This would affect the attendees because a lot of those people are part of the Deaf community.

Risk Analysis

Risk	Probability/ Frequency	Consequence	Risk Level	Action
No Attendance	High	High	High	push marketing/ mandatory atten- dance
Entertainment No Show	Low	High	Moderate	have back up/stay in contact
Weather	Low	Medium	Low	accept
Food Quantity	Moderate	Moderate	Moderate	research/overesti- mate
Food Allergies	Moderate	Very	High	identify all foods
A/V Failure	High	High	High	test before/have backups
Offending Deaf Culture	Low	Very High	High	research



Risk Plan

Emergency Response Procedures

In the case of emergencies, the first priority is making sure all people at the event are safe. You must be prepared to stabilize the incident in the most calm and best way possible. In the case of a fire, all people at the event must evacuate the Muenster University Center and get as far away from the fire as possible. It is important to know the fire exits of the building. In the case of violence or crime, depending on the severity of the matter, either the University Police Department or the Vermillion Police Department will be contacted. In the case of a medical emergency, skilled paramedics will be called to either handle the situation on-site or take the person to a medical facility. Seeing as the event will be held inside, there is not much threat from less severe weather. In the case of severe weather like tornadoes, event staff will direct the peoples to the safest part of the building.

Facility Information:

This event will be held the Muenster University Center Ballroom on campus at the University of South Dakota. Since this is a smaller event, the event staff will be in charge of handling any incidents. However, seeing as we will be in the Muenster University Center, the staff of the building including the help desk and Doug Wagner will be notified if need be. University Police will also be able to be contacted to help with matters in the building.

Communication List:

EMS | 911

University Police | 605-658-6199

MUC Help Desk | 605-658-6000

Doug Wagner | douglas.wagner@usd.edu

Terri Bellis, event organizer

Teri.Bellis@usd.edu | (605) 677-6201

Alexis Sejnoha

Alexis.Sejnoha@coyotes.usd.edu | (605) 661-8126

Mitigation

As a contingency plan, event managers will reserve the Freedom Forum conference room in the Al Neuharth Media Building in case the Ballroom in the MUC falls through. This will insure an easy move to a new location on campus with similar plans. Seeing as it will be a relatively small event, the probability of having to change locations is low. As this is a low risk event, there is no need to purchase further insurance. In terms of security on-site, the event staff will act as crowd safety stewards to watch event attendees. If something major happens security wise, the University Police Department will be contacted.

In the case of low attendance to the event, the event staff will direct attendees close to the stage to provide a better experience for them. The entertainers and speakers will be asked to still give their best presentations for the attendees that are there. Should the event fail to bring in many more people throughout the event, the event managers will determine whether or not to continue the event. However, as a preventative measure, the event managers will need to push marketing for



the event through social media and finding areas where a mandatory attendance could be beneficial.

Should any entertainers show up late or not show up at all, other speakers and entertainers will be asked to play another set on stage or extend their performances. As a preventative measure, back-up speakers or performers will be selected by the event managers.

Implementing the Plan

All event staff, volunteers and vendors will have a copy of the risk management plan as well as the Muenster University Center staff. There is no need for an incident commander seeing as it is a small, low risk event. All event staff, volunteers and vendors will know the risk management plan in order to implement it in the case of an emergency. Seeing as Teri Bellis and Alexis Sejnoha are the event organizers, they will be the people of contact in case there is an urgent need to handle an incident.

Sponsorship Benefit Grid and Analysis

For this event, we will offer our sponsors several levels to come in at. Because this is the first event of its kind for this audience, we assume there will be a lower budget than we might like to have in order to provide the entertainment and educational programming we want. For this reason, we think it's fair to have the most sponsorship benefit at the higher levels of gold, platinum and diamond for our sponsors. The more sponsors we have at those higher levels, the more helpful it will become for us financially to bring in the entertainment and educational programming we want to host at our events.

Diamond and Platinum sponsors will gain verbal recognition and announcements during the event, meaning they will each receive a shout-out, or thank you message, at the beginning and end of the event. Diamond, Platinum and Gold sponsors will have pre-installed tables or tents at each installment of the event where they can "table," or speak with event attendees about their organization, demonstrate their products or services to attendees, etc.

Diamond, Platinum and Gold sponsors will have on-site promotion and sales as well, meaning there will be signs installed at each installation of our event that will promote the business or organization.

Diamond, Platinum, Gold and Silver sponsors will receive extra media recognition. This means that everywhere that the event is displayed in local media, whether on-air and print advertising as well as broadcast stories and print stories, the business or organization's name will be mentioned in that story or ad.

Diamond, Platinum, Gold and Silver sponsors can have their choice of any fliers they want distributed to event attendees and advertisements/coupons they might like to go inside the event brochures and educational materials we distribute to event attendees.

Diamond, Platinum, Gold, Silver and Bronze sponsors will have their organization's logo displayed on all the posters, graphics, social media images and other promotional materials we produce or distribute for the purposes of marketing the event. Diamond and Platinum sponsors, however, will have their logos displayed prominently larger than other levels of sponsorship.

All levels of sponsors including steel will have their organization featured on the event website.



Sponsor Benefit Grid

		Featured on event website	Logo on poster, so- cial media	Fliers, ads for your- business distributed at event	Meida Recogni- tion	On-Site Promotion and sales	Table installed at event for your business, organi- zation or service	Verbal & Signed Recog- nition & Annouce- ments during the event
Diamond	\$2,000+	*	*	*	*	*	*	*
Platinum	\$1,000 to \$1,999	*	*	*	*	*	*	*
Gold	\$750 to \$999	*	*	*	*	*	*	
Silver	\$500 to \$749	*	*	*	*	*		
Bronze	\$250 to \$499	*	*					
Steel	\$100 to \$249	*						

Sponsor Contact Information

National Association of the Deaf	(301) 587-1788	nad.info@nad.org	8630 Fenton Street Silver Springs, MD 20910
South Dakota School for the Deaf	(605) 367-5200	Kami.VanSickle@sdst. sdbor.edu	2001 East 8th Street Sioux Falls, SD 57103
Title IX Office	(605) 677-5651	Khara.Iverson@usd.edu	414 East Clark Street Vermillion, SD 57069
Center for Diversity and Community	(605) 658-3556	Laura.R.Chandler@usd. edu	414 East Clark Street Vermillion, SD 57069
Disability Services	(605) 677-6389	disabilityservices@usd.edu	414 East Clark Street Vermillion, SD 57069
Sioux Falls Pride	(605) 610-9206	info@siouxfallspride.org	Sioux Falls Pride P.O. Box 2403 Sioux Falls, SD 57101



Vermillion Public Library	(605) 677-7060	N/A	18 Church Street Vermillion, SD 57069
Student Counseling Center	(605) 677-5777	scc@usd.edu	414 East Clark Street Vermillion, SD 57069
Psychological Services Center	(605) 677-5354	clinicalpsyc@usd.edu	414 East Clark Street Vermillion, SD 57069
Relay South Dakota	(605) 362-2912	N/A	117 W 39th Street Sioux Falls, SD 57105
South Dakota Department of Human Services	(605) 773-3438	N/A	3800 E Hwy 34 Hillview Pierre, SD 57501
DIME (Diversity in Media & Entertainment)	(605) 677-5477	dime@usd.edu	414 East Clark Street Vermillion, SD 57069
Augustana Deaf Awareness Club	(605) 274-0770	daware@ole.augie.edu	2001 South Summit Avenue Box#1614 Sioux Falls, SD 57107
Heartland Humane Society	(605) 664-4244	hhspets@gmail.com	3400 East Highway 50 Yankton, SD 57078

National Association of the Deaf

- The mission of the National Association of the Deaf (NAD) is to preserve, protect and promote the civil, human and linguistic rights of deaf and hard of hearing people in the United States of America. Their vision is that the language, culture and heritage of the deaf and hard of hearing Americans will be acknowledged and respected in the pursuit of life, liberty and equality. We recommend that they come in at the Diamond or Platinum level so they can learn more about the services for the deaf in our area by tabling at our events and hearing from event attendees about the services that NAD could bring to the Midwest.

South Dakota School for the Deaf

- The South Dakota School for the Deaf's mission is to provide quality educational programs and support services for deaf and hard-of-hearing children and their families. This aligns well with the mission of the USD ASL Club. We recommend that they come in at the Platinum or Diamond level so they can receive the most recognition at the event, install a table to speak with event attendees, and receive the most verbal and promotional recognition for their services.

Title IX Office

- The Title IX Office on campus has a mission to prohibit discrimination on the basis of sex, race, color, creed, national origin, ancestry, citizenship, gender, sexual orientation, religion, age, disability, genetic information, veteran status or any other status. This aligns well with the many intersections in the Deaf community, and aligns with USD ASL Club's mission of protecting and representing all walks of life in the Deaf community. For the university's Title IX office, we recommend that they come in at the Silver or Gold levels so that they can have fliers distributed about the Title IX services on campus, and if they opt for the gold level, they could have their own table to meet and speak with event attendees and students about what they offer.

**Center for Diversity and Community**

- The Center for Diversity & Community (CDC) has a mission to serve the diversity and inclusiveness of the USD student body and support communities that have historically been marginalized. This aligns with the mission of the USD ASL Club to include the diverse Deaf community, which as we know, has faced marginalization from the hearing world. We recommend that the CDC come in at the Diamond or Platinum levels for this event so they can table at our events and receive verbal and signed recognition throughout our events pointing event attendees to other organizations within the CDC and the services offered through the CDC.

Disability Services

- USD's Disability Services office is committed to providing services and support to ensure that students are able to access and participate in all of the activities, programs and services at USD. This aligns with the USD ASL Club's mission to make campus, and the world, more accessible to the Deaf community. We recommend that the Disability Services office comes in at the Gold or Platinum level to help sponsor the event, and for their benefit of getting a table at the event to speak with event attendees about their services, and media recognition for their assistance to the USD community.

Sioux Falls Pride

- Sioux Falls Pride's mission is to advocate for LGBT rights in South Dakota and provide resources for LGBT people and their allies. This relates to USD ASL Club's mission to represent all aspects and walks of life within the Deaf community. We recommend that Sioux Falls Pride comes in at the Gold or Silver level so they have the option of tabling and receiving on-site promotion, and at the very least they receive media recognition and some flyers promoting their events and services.

Vermillion Public Library

- The Vermillion Public Library's mission is to serve as a welcoming community center whose staff, resources, programs and services enrich lives and provide for the educational and informational needs of our diverse community. This mission acknowledges the diverse community in Vermillion, which includes the Deaf community and USD ASL Club's mission. We recommend that the library come in on the Bronze or Steel levels so they can be featured on the event website and potentially have their logo on posters and other promotional graphics.

Student Counseling Center

- The Student Counseling Center's mission is to help students overcome challenges, attain life goals and enhance personal growth. This aligns with the USD ASL Club's mission to help students and the community at-large. We recommend that they come in at the Silver level so they can distribute fliers at our events and receive media recognition for their services.

Psychological Services Center

- The Psychological Services Center on campus holds the mission of serving as a teaching, training and research center supported by the American Psychological Association-accredited doctoral training program in clinical psychology in the Department of Psychology. This aligns with the USD ASL Club mission to study and represent the Deaf population in research, and in mental health services. We recommend that this office comes in at the Silver level, similar to the Student Counseling Center, so they can distribute fliers about their services for students and the community.

Relay South Dakota

- Relay South Dakota's mission is to provide telephone accessibility to people who are deaf, hard-of-hearing, deaf-blind, experiencing low vision and/or have a speech disability. This aligns well with USD ASL Club's mission to provide services to the Deaf community. For this event, we recommend that Relay South Dakota sponsors at the Diamond or Platinum level so they can receive plenty of



verbal & signed recognition at the event, and so they can have a table at our events to display their services to event attendees.

South Dakota Department of Human Services

- The South Dakota Department of Human Services' (SD DHS) mission is to help and represent individuals regardless of disability, injury, age, or other protected status. This aligns well with the USD ASL Club's mission to represent all walks of life and the Deaf community. We recommend that the SD DHS comes in at the Diamond level to help sponsor the event which benefits the Deaf community at large. The SD DHS would benefit from the verbal recognition of their services at our events.

DIME

- The USD student organization Diversity in Media and Entertainment holds the mission of working toward a consistent, comprehensive presence of diversity in all forms of media and entertainment on and off campus. Events like USD ASL Club's upcoming events are exactly the sort of awareness event that DiME would like to work toward promoting on the USD campus, so we recommend that DiME comes in at the Silver or Gold level so they can promote fliers for their upcoming events, and the Gold level may be more advantageous for them so they can table and communicate with event attendees about ideas for future awareness events.

Augustana Deaf Awareness Club

- The mission of the Augustana Deaf Awareness Club (ADA) is to promote awareness of deafness on campus and in the community by exposing people to deafness such as teaching American Sign Language (ASL), interaction with those who are deaf or hard of hearing, etc. This mission aligns with that of the USD ASL Club. Beginning a partnership with Augie's similar student group could prove fruitful for the two groups in the future. For ADA, we suggest coming in at the Bronze level just knowing that they are a student group, so at least they can have their logo featured on our posters and graphics, and so they can have a spot on our website for the event and gain more recognition through those routes.

Heartland Humane Society

- The Heartland Humane Society's mission is to care for animals and the community. This aligns well with the USD ASL Club, as members of the Deaf community may choose to adopt pets and maybe even seek pets as emotional support animals or as service pets. We recommend that they come in at the Silver or Bronze levels so they can for sure be featured on the website or have their logo displayed on posters, but the Silver may be a better option so they can have fliers distributed about available pets and receive media recognition for the business.

Vendors/Suppliers Rate and Analysis

Vendors/Suppliers			
Event Planning and Scheduling-Muenster University Center	(605) 677 5469	eventplanning@usd.edu	414 East Clark Street Vermillion, SD 57069
Hy-Vee	(605) 624-5574	N/A	525 West Cherry Street Vermillion, SD 57069



Old Lumber Company	(605) 658 9663	info@oldlumbercompany.com	15 Court Street Vermillion, SD 57069
Valiant Vineyards Winery and B&B	(605) 624 4500	wine@valiantvineyards.us	1500 West Main Street Vermillion, SD 57069
Dakota Inflatables & Entertainment	(605) 331 1404	garner@dakotaentertainment.com	27119 SD Hwy 115 Harrisburg, SD 57032
Dakota Entertainment	(605) 331 1404	garner@dakotaentertainment.com	27119 SD Hwy 115 Harrisburg, SD 57032
Hecks Dakota Style Bar-beque	1 (800) 488 1083	hecksbbq@yahoo.com	409 Sterling Street Vermillion, SD 57069
Mister Smiths	(605) 624 2624	N/A	812 Cottage Avenue Vermillion, SD 57069
Cafe Brule	(605) 624-2945	N/A	24 West Main Street Vermillion, SD 57069
Domino's Pizza	(605) 624-5577	N/A	702 N University Street Vermillion, SD 57069

Event Planning and Scheduling- Muenster University Center

- The Event Planning and Scheduling is located out of the Muenster University Center in Vermillion, South Dakota. They would be a great fit to work with the ASL event due to its accessibility. They know how to work with the University and it would be a more convenient option. This would also show university centered support for a new and upcoming event.

Hy-Vee

- Hy-Vee is an employee owned supermarket located in Vermillion, South Dakota. Hy-Vee comes greatly recommended from various organizations in the Vermillion Main Campus. Being able to be a vendor would enhance the ever growing relationship with the Vermillion community, as well as the students who choose to get supplies there.

**Old Lumber Company**

- Old Lumber Company is a local bar and grill in Vermillion, South Dakota. Mostly known as OLC, Old Lumber Company provides a great venue as well as food options to its customers and to the events they cater. OLC would be a great place to hold the ASL event if they choose to stray away from campus to get more of a community feel. The ASL event would also benefit OLC if they offer up discount opportunities towards the bar and grill to continue after the event in a more relaxed atmosphere.

Valiant Vineyards Winery and B&B

- Valiant Vineyards Winery and B&B is South Dakota's first and Oldest Winery, located in Vermillion, South Dakota. The winery would be a fresh new place to hold an event, or as a backup contingency plan if weather were not to cooperate. The Winery would also benefit sponsoring the ASL event to start gaining a relationship with the Vermillion community.

Dakota Inflatables & Entertainment

- Dakota Inflatables & Entertainment is a company out of Sioux Falls, South Dakota, that provides fun inflatables for any event. Dakota Inflatables has been used with the Dakota Days Downtown Festival in the past, and has been a selling point of entertainment for the community. This would be seen as one of our main sources of entertainment, especially for the younger generations of the Vermillion Community as a whole. Dakota Inflatables would be promoting themselves through our event to start gaining relationships with the Vermillion Community.

Dakota Entertainment

- Dakota Entertainment is a DJ rental based out of Sioux Falls, South Dakota. Dakota Entertainment will personalize your requested music per any event. They also promote themselves as a family friendly environment with a classy, yet fun energy level to liven up your event. Dakota Entertainment would benefit from sponsoring our event to get their name and experience out there to gain a relationship with the University of South Dakota, since they host a local street dance each year to celebrate school spirit during their homecoming week.

Hecks Dakota Style Barbeque

- Hecks Dakota Style Barbeque is home to the award winning pork, beef brisket ribs and chicken. Hecks would be a great addition to the event for some homestyle food for our attendees. Hecks would benefit by sponsoring our event by allowing our attendees to taste their products and let the old fashion barbeque speak for itself.

Mister Smith's

- Mister Smith's is a local sandwich shop located in the Ace Hardware in Vermillion, South Dakota. This local sandwich shop has been a community favorite for years, and would be a great addition to the ASL event. They would benefit sponsoring the ASL event by showing their support of the local deaf community, as well as us supplying discount offers on their products.

Cafe Brule

- Cafe Brule is a local owned bakery and restaurant located downtown Vermillion, South Dakota. They are known for their sweets and comfortable home styled dining atmosphere. An event would not be an event without some sort of dessert. Cafe Brule would benefit greatly by sponsoring our event to promote their products, and we could offer the attendees discounted opportunities of their products.

Domino's Pizza

- Domino's Pizza is a chain pizza parlor that is located in Vermillion, South Dakota. Domino's would be a great place to get food for the event for a more casual setting. Domino's is a reliable pizza parlor that is used to catering to other events, or any large orders, making them one of the most equipped restaurants in town with decent prices.



Event Program

Program Purpose and Direction

Our event type is an educational awareness event meant to increase awareness and understanding of the diverse Deaf community in Vermillion, and in the region at-large. This event will be held once a semester and could potentially increase in frequency after they host several events successfully and reestablish the organization's brand and purpose on campus. This event should be branded as an opportunity for the Deaf community in Vermillion and the region at-large to get together, share community and celebrate their culture. This event should also be branded as an opportunity for the hearing community to learn more about the Deaf community and how to interact and include them in everyday life. The event brand will contribute to, and reflect, the USD ASL Club's brand of creating awareness for Deaf communities and educating the public on how to interact with, include and involve the Deaf community. The goals and objectives of likely attendees include free food, educational materials, inclusive activities, access to new knowledge, etc.

The duality of these event attendees between the Deaf and hearing communities may prove slight difficulty in finding appropriate programming, but not too difficult as long as the SEP's are accessible to both communities.

With the MUC as a venue, this makes it more accessible to the campus community and the large attendee pool of students in Dr. Bellis' ASL classes. The versatility of the venue and the preexisting A/V setups will also benefit the ASL club and event professionals working the event.

The event will take place on a regular weeknight of choice to the USD ASL Club, but more than likely on a Thursday or Friday evening so as not to conflict with other weekend events that attract USD students. The event will take place at 5 p.m. to 7 p.m. on any given weekday in the MUC at a time when students are free from classes, still hanging around on campus and most tempted to opt for an event which offers free food.

Some programming that would be of interest and relevant to the target audience includes programming that in general educates about the Deaf community, how to communicate via ASL, etc. that is also entertaining, fun and includes all people.

Obvious program options include speeches from the USD ASL Club, presentations from ASL classes, etc. Not possible program options include very expensive motivational speakers, concerts or musical acts, etc.

Looking at Augustana University's Deaf Awareness Organization's events, such as their Burst of Sign event, they host an event where attendees can see entire plays, songs, skits, jokes and stories told in ASL for audiences. We can see that this is a successful event and something that the community has interest in seeing performed here at USD.

Event Program/Potential SEPs

Speakers:

- Dr. Teri Bellis, professor of several ASL classes on campus
- Alexis Sejnoha, president of USD ASL Club
- Request an ACLU Speaker online

Entertainers:

- Augustana University Deaf Awareness Organization performing part of Burst of Sign play

Performers

- USD Theater students with special presentation in ASL



Production Schedule

3 p.m. - 5 p.m. (Event Setup)

Aramark sets up event space with round tables in large Muc Ballroom.

SEPs load in A/V equipment.

Short soundcheck for speakers

5 p.m. - 7 p.m. (Event Runtime)

5:00 p.m. Dr. Teri Bellis kicks off event w/ short speech and pizza will be on buffet tables

5:05 p.m. Alexis Sejnoha speaks

5:20 p.m. Deaf entertainer performs

5:55 p.m. Plates are cleared

6:00 p.m. Speaker

6:20 p.m. Ice cream will be placed in dessert tables for guests; Next speaker begins

7:00 p.m. Event dismissed

Food and Beverage

It is appropriate for Aramark to cater the event as it's a campus event on their space, the MUC Ballroom. No alcohol is needed at this event, just food and dessert. Water and simple soft drinks such as lemonade and tea will be accessible for attendees to fill up with provided cups. Dominos pizza will be available for attendees and Aramark ice cream will also be provided.

Evaluation Process

To evaluate the success of the project, the event managers will look into whether or not they have achieved their original objectives and goals. Two of the main objectives, attendance and social media goals, are hard outcomes that can easily be measured. Attendance will be measured during the event by stationing a sign-in table at the entrance of the event. Having a sign-up sheet will help calculate whether or not the goal of 75 attendees was met. The social media goal of getting 100 people to say they are going to a Facebook event page will easily be monitored using Facebook's social media analytics.

The other main objective of creating an entertaining and education event will be hard to calculate as a soft outcome. When attendees sign in as they enter the event they will be asked to write their emails or numbers on the sign up sheet. This will allow event managers to send out post-event surveys to receive feedback on the event. They will also be encouraged to reach out to the American Sign Language club on campus as well as Dr. Bellis with any questions, comments or concerns they had throughout the event.

All information gathered from the evaluation process will be put together in a post-event report to display the event's successes. This will also allow for event managers to look at areas of needed improvement for future events like this one.

Contingency Plans

Fire

In the event of an uncontrolled fire, all attendees, volunteers and entertainers will be escorted out of the Muenster University Center using it's designated fire procedures. The event staff will then immediately contact the local fire department and EMTs. Staff at the Muenster University Center will evaluate any damage to the building with the help of the first responders to determine whether the event can continue.



Severe Weather

In most cases, weather shouldn't be a problem for this event since it is indoors. However, should an unexpected tornado arise, event staff will direct all attendees, volunteers and entertainers to designated safe areas in the Muenster University Center. In the case of severe thunderstorms that could cause power outages, event staff will keep lanterns and flashlights on hand to be able to use. If a power outage happens, event staff and staff at the Muenster University Center will evaluate whether or not to continue the event.

Death

Although a death at this event is highly unlikely, it is still important to be prepared. Should an incident occur, EMTs and first responders will be contacted and directed to the scene. The staff will keep the area clear so first responders can effectively work. Event managers will determine whether or not to continue the event.

A/V Issues

In the event of any A/V issues arising, the event staff will have backup equipment on hand. Should the backup equipment fail to work, the event staff will make an effort to find alternative equipment.

Physical Altercations

Physical altercations are a low probability risk for an event like this, but should a fight or brawl happen, police will be contacted immediately. All volunteers should notify law enforcement if any unsafe or risky situations arise during the event.

Additional Elements

Beyond the speakers and entertainers already planned for this event, there are no other additional elements at this time that event managers are considering for the day of the event. As for any additional elements throughout the weeks leading up to the event, the event managers might consider hosting masterclasses of American Sign Language classes or hosting the regular MUC events, like MUC Bingo to get the word out about the event.

Venue Design and Layout

Venue Selection

For the ASL event, the Muenster University Center (MUC) Ballroom would be the best fit. The ASL event is hosted by a University of South Dakota student and professor, so the MUC Ballroom is easily accessible, as well as free to rent out. This would also be a good middle ground between students that are wanting to attend the event, that are mandatory to attend the event, as well as the community members that are showing interest as well. This space is controlled, has the necessary technology for any pictures or video work they want shown. This space can also be separated into three different sections. Depending on the number going to be in attendance, they are able to choose between section A, B, C, or a combination of some.

Structures


The structures that we are using will be permanent since this event is going to be held within the Muenster University Center on their second floor. All of the supplies such as podiums, tables, and buffet tables, we can request once through the University room rental site, 25Live. The facility in charge of the MUC will be able to set up before and tear down after the event.

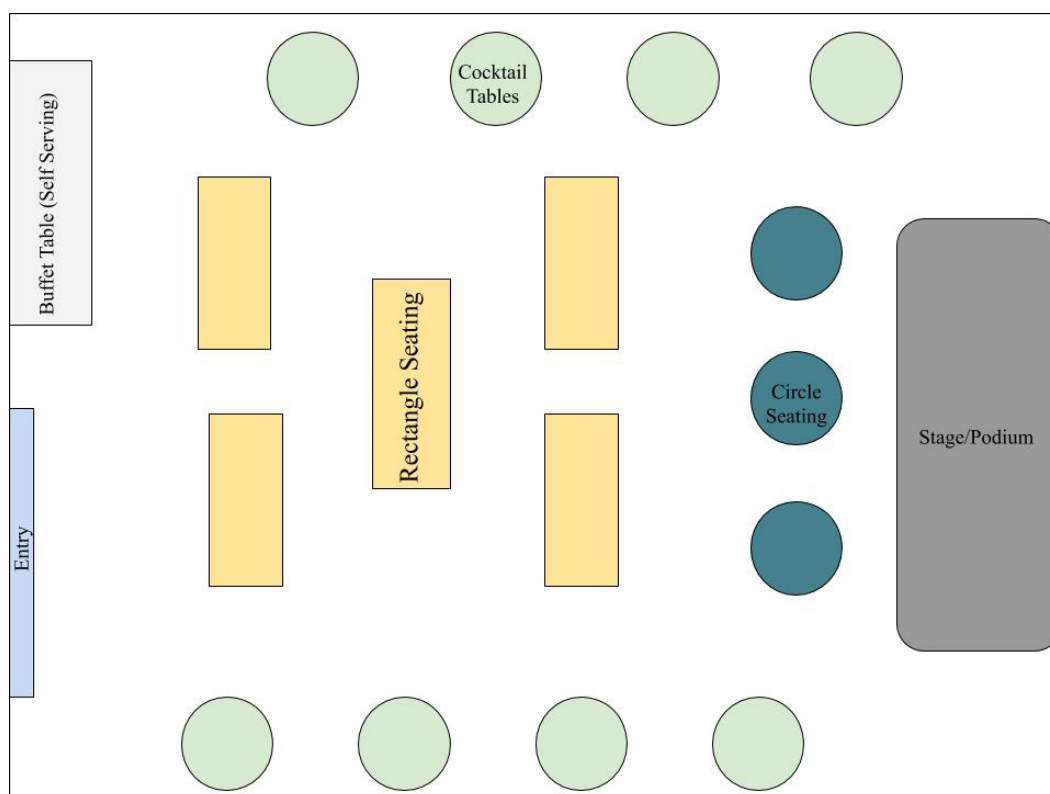


Crowd Management and Flow

The event will be an open event. This is due to the lack of alcohol being served at this event. This event is a university ASL event intended for more education and awareness purposes. There should be no need for alcohol to be served during this specific event. Attendees of this specific event should be able to freely walk around to the different attractions of the event, and to come and go as they please. Downstairs in the Muenster University Center, there will be signs leading to the Ballroom. That way the crowd is directed straight to the event and there should not be any question on where the event is located. There will also be signs letting our attendees know where the elevator access to the event will be as well if they are not able to use the stairs leading to the ballroom.

For this particular event, we would only want to use MUC ballroom AB. This will allow for 250 attendees max. Since we are Predicting the event will be smaller than that, it is still giving ample space for all attendees to roam freely. We would want to use cocktail tables as well as Buffet style tables for a more casual environment. We would also like to put down rectangle tables for others to sit so that the attendees do not have to stand the entire event.

 UMC*225AB	MUC Ballroom 225AB	USD	Access-Elevator, Access-Handicapped, Floor-Tiled, Food- Allowed, Internet- Wired, Internet- Wireless, Microphone- Standard, Microphone-Wireless, Podium-Full Length, Projector-Data, Projector-Screen, Seating-Moveable, Tables-Rectangular, Tables-Round, Wireless	U-Shape, Seating - Theatre Style (Middle Aisle), Square - Hollow Rectangle, Square - Closed Rectangle, Classroom - Rectangle Tables, Banquet - Served, Banquet - Buffet, None, Round Tables, Panel	250
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Utilities

Due to the fact that the structure is permanent, the students and professors overseeing the ASL event do not have to worry about the utilities. There is lighting, sound, audio and visual accessibility, as well as a bathroom facilities on the second floor and two others on the first floor.

Parking

Parking should also be fairly easy for this event. There are multiple different parking lots right by the Muenster University Center. The University Police Department should be called prior to the event to clear the parking lot to have students as well as community members park in these specific lots. There will also be signs up to promote traffic flow into the lots to make sure that no attendee should be having an issue. For this event we would not need more than one lot.

Signage

For this event, the best form of signage would be posters placed on easels that can be located behind the Muenster University Center Information Desk. The easels can be rented out for free. We would place these by the staircase leading up to the MUC Ballroom, Entering doors, near the elevator, as well as right by the MUC Ballroom doors. THis will help direct traffic flow into the ballroom, and to ensure that the attendees know exactly where the event is located.

Communication, Safety, and First Aid

Since the venue is so small, a group text message among everyone working the event will be an easy way to communicate and keep things documented. Volunteers evenly dispersed within and around the event will make sure that there are no problems. The signage will also help with safety. Not only will there be a first aid kit available in a central location for easy access, there will be at least two people on staff at the event will be CPR certified.

Target Market

The target market for this event would be all ages. The event is designed to educate the community of Vermillion and the community of the university. More specifically, a big target market for this event would be the community of USD. The demographic of the university is students 18-25. Amongst this target market of USD students, their key psychographics are learning new things, having new experiences and meeting new people. However, this target market has to have an incentive for them to come, otherwise there won't be an interest in them coming. For this target market, we would market our event to the students on campus to come to the event and get free pizza, a major selling point for USD students.

The other demographic for this event is the community of Vermillion. For this part, we would market to families in Vermillion, and the surrounding region, so the event will reach older communities while also helping younger children learn about the Deaf community so they can interact with their Deaf peers. This event has not been attempted for this target market, so the freshness of the event might be



something that draws the community in, something new to attend. Coming into Vermillion there is a warning sign that says “Deaf children” so there are Deaf children in Vermillion. Hosting this event can be a good way to get the community of Vermillion together to be able to learn more about others in the Vermillion community that are also part of the Deaf Community. This could also be an incentive for the Vermillion community to attend.

Key Messages

The key messages of this event should resonate with the target markets because the event focuses on education and entertainment. The key message for university students aged 18-25 is the focus on entertainment, education and free food. They will be more likely to seek fun experiences, especially if something free is offered to them.

As for the community of Vermillion, the key message is education and the novelty of the event. Parents of Vermillion will resonate with the education focus to bring their children to the event. Community members in general will resonate with the unfamiliarity of the event because of the exposure to the new experience. To resonate with college students, messages should focus on providing them with an entertaining experience and free food. To resonate with community members, messages should focus on providing them with a new, educational experience to learn from so they can interact with their Deaf neighbors and friends.

SMART Objectives

Objective 1: Create a Facebook event at least one month in advance of the event where 100 people say they are “going” to the event by the day of the event. This is an effective objective because Facebook is the best social media platform to gain interest in an event and create lots of posts about them, and Facebook does an effective job of reminding users of upcoming events and helps them find other users who will attend.

Objective 2: Design, create and print 100 posters to hang around campus and the community promoting the event at least one month before the event. This is an effective objective because posters are creative ways to garner event interest and catch students’ attention.

Objective 3: Purchase advertising space in local print media (The Volante, Plain Talk, The Equalizer) that will run the week of the event to promote different aspects of the event. This is an effective objective because people read these media.

Objective 4: Purchase broadcast advertising/airtime on local stations (KAOR, KUSD, KYOT, SDPB) running the week of the event to promote the event. This is an effective objective because students pay attention to these stations and they have a great reach in the region.

Objective 5: Send news releases to local media four weeks ahead of the event as well as the week of the event. This is an effective objective because it will help our audience see the problem at hand and realize how important it is to communicate with the Deaf community and learn about Deaf culture.

Objective 6: Have members of the USD ASL Club table in the MUC the week of the event to promote the event and create student interest, as well as sell tickets, get students to join our email listserv, submit their



phone numbers, etc. This is an effective objective because it gets students to see members of the USD ASL Club in person and creates that human interest and word of mouth that is necessary for first-time events.

Objective 7: Update the USD ASL Club's email listserv on a weekly basis starting four weeks before the event about the event and ask them to attend and volunteer. This is an effective objective because students pay attention to their email and save emails pertaining to important upcoming events.

Objective 8: Communicate with ASL professors and Modern Languages & Linguistics professors to offer this event as an extra credit opportunity for their classes. This is an effective objective because when we look at other events we've benchmarked against, we see that many campus events that offer extra credit to students are the ones that get high attendance.

Marketing Promotion and Tactics

To put the intended tactics into action, Calcium 5 will utilize several advertising messages to increase the awareness of the ASL Education and Awareness event as well as grow engagement and interest in attending the event. Multiple social media platforms, as well as advertising, direct messaging, and social media postings towards the target markets of the Deaf community families and college students, will combine into a cohesive campaign contributing to the overall objectives of the American Sign Language event.

Advertising

College students are more likely to be accessed via new media while the family demographic will be more likely to use traditional media. The social media and on-campus advertising will be most effective for gaining attendance from college students, including tabling in the Muenster University Center, where the event will be located at, using the University of South Dakota's marketing department, as well as strategically placing posters around the University's campus.

Public Relations Marketing/Sample Poster

By utilizing poster usage, it is an easy, eye-catching and effective way to reach college students that may be interested in going to the event for fun, or for extra credit if they are in the ASL Class. Posters can be hung up in multiple different buildings on campus including the MUC, Al Neuharth Media Center, Beacom, and Slagle. This ensures that a lot of high traffic areas are getting the word out to students as they are passing by. By using a big and bold font, the American Sign Language Event should stick out to students. That is also why using a brighter color such as a yellow, makes the poster stand out even more. Since this event is unlike any others that are held around campus, it will cause more discussion among students.



Social Media Marketing/Sample Social Media Post

Another way to get the ASL event out there for others to hear, is through a Facebook/ Social Media posting. This will help target the older audiences, as well as the Deaf community located in Vermillion. Social media usage is also universal between Facebook, Instagram, as well as twitter. The ASL event coordinator can also get in contact with the University of South Dakota's marketing department to have them advertise the poster and event before as well as taking over the University Snapchat during the event that up to 2,000 students view every day.



By using social media for both of the college aged students as well as the Deaf community in Vermillion, they are able to give more frequent updates, be readily available to answer questions about what the event will entail, as well as continue to raise awareness of the event not including the individuals who attend the event.



Ticket/Sample Ticket

Tickets can be very useful for this type of event if the ASL Event coordinators use tabling as a form of marketing and promoting their event. Other organizations such as the Improv club, Sororities as well as Fraternities use this tactic to sell tickets to their events they are hosting. Although this event is not charging a fee to get into the event, it is an easy way to give a student a ticket, do some face-to-face promoting, and give them a small reminder of the event that will be held on University property.



Front



Back

Conclusion

The information set forth in this event plan above lays out the ASL event information and goals as well as the risks involved in the event and how to mitigate them. The venue layout, SEPs, entertainment, and marketing are also included in the event plan. The plan will allow for the successful execution of a educational and entertaining first ASL event and can be used to plan future yearly ASL events.