



Be Our Guest: Put Our Students to the Test

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+ Soft Skills



- Communication
- Problem solving
- Decision making
- Teamwork
- Professionalism
- Experiences
- Leadership
- Desired by employers
- Can be difficult to teach
- Service learning helps
- All skills are utilized when planning an event
- **Event planning experiences requested by alumni**

+ ACOM 2200-Professional Development

- Event planning
- Cover letters, resumes, interviews
- Communications portfolio
- Professional dress
- Business etiquette



+ Event Planning

- Plan and execute an event during the semester:
 - Create a theme
 - Establish a timeline
 - Book a venue
 - Book catering (if needed)
 - Advertising and invitations
 - Designate and stick to a budget
 - Manage registration
 - Decorate (if necessary)





Previous Events:

Professional development
workshops

Student showcase

Agricultural issues forums

Alumni reunion

End of year functions



Photography workshop, Fall 2014

+ Measures of learning



- Rubric of participation
 - Timeliness, organization, communication, attitude, teamwork, work ethic, professionalism
- Partner evaluation
- Post event notebook and reflection

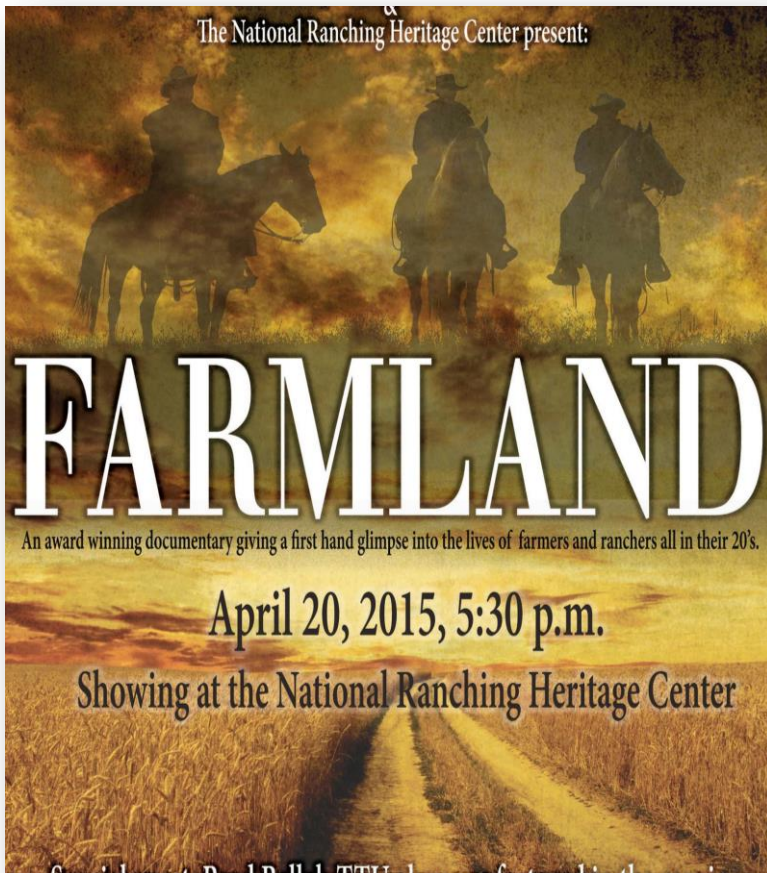
+ Results by the numbers

- Ag Issues Forum
 - 90-150 attendees
- Alumni reunion
 - 75 alumni
- Workshops
 - 8-15 per event
- End of year student functions
 - 45-100 attended





Student comments



- “Planning and executing this event will be very beneficial to all of our futures because of the obstacles we encountered.”
- “If we are ever put in charge of a work event, we will be adequately prepared with the skills and knowledge to create a cost-effective event.”
- “Our largest success was overcoming the struggles of working as a team to make the workshop a success.”

+ Funding

- Donations
- Registration fees
- Student organizations
- Federal grants
- Alumni association
- Department resources

LIGHTS, CAMERA,
NOW WHAT?

TT

VIDEO PRODUCTION
WORKSHOP

April 15th
9:00 a.m. - 1:00 p.m.

Learn advanced video techniques in Adobe Premiere from an experienced professional.

Get the most from your editing software.
Learn to manage projects quickly and efficiently.
Learn the ins and outs of Adobe Premiere.
Learn to professionally edit iPhone videos.

Agricultural Education Building Room 209

Register online at
<https://www.eventbrite.com/e/video-production-workshop-tickets-16291570526>

Space is limited to 25 people.

\$25.00

+ Successes and Pitfalls

Successes

- Great strides in maturity, communication, leadership, organizational skills, teamwork, and critical thinking observed
- Wonderful service to alumni, supporters and community
- Resume builder for students
- Great PR for the department
- Other groups are requesting our students plan events

Pitfalls

- This is a high maintenance class
- Can be difficult to balance the perfect amount of members per group
- Juggling three to four events per semester is stressful
- It's hard to let the students make mistakes

+ Advice to others



- Get a good teaching assistant
- Start the unit in the first or second week of classes
- Be very clear with expectations
 - (Handout)
- Let them make mistakes
- Try to keep enrollment less than 30
- Need department support
- Communicate events will all in the department
- Try to combine events
- Have fun with it!



Questions