



Association of Promotion for Campus Activities (APCA)
Assessment for Regional and National Conferences



The mission of The Association for the Promotion of Campus Activities (APCA) is to promote campus engagement through quality educational experiences, affordable entertainment and community service initiatives. APCA offers many opportunities for students and advisors to learn, serve, network at regional and national conferences.

Each experience provides opportunities for students to learn leadership skills, plan and advertise events and meet new people. Below are a learning outcomes students can achieve by attending a conference:

LEARNING OUTCOMES

After attending the APCA Conference, Students will:

- Identify different events/practices presented on other campuses
- Plan and produce an creative and affordable events for their campus
- Demonstrate new leadership skills in leading their student organizations
- Create networking connections with participants from other schools and agents
- Learn new methods to build a strong team unit
- Develop unique and creative marketing techniques
- Understand methods to utilizing their own campus resources

TOOLS OF MEASUREMENTS –Examples on the following pages

Ways to measure the students learning outcomes can be done in a variety of ways:

- During/Right after the trip
 - 1.) Observation of behavior from professional staff attending
 - 2.) Evaluation- written on a post trip survey
 - 3.) Evaluation- verbal at the final trip group meeting
- After the Trip
 - 1.) Demonstration of an example marketing plan for event
 - 2.) Expression of how their experience has impacted their involvement

*All data collected will be used to place students on the rubric below:

RUBRIC

Ranking	Achieving	Contributing	Emerging
Identify different events/practices presented on other campuses	Student can identify different events/practices and ways our campus might incorporate them	Student listed different events/practices on campus but did not provide specific detail	Student cannot identify events at other campuses
Plan and produce an affordable event for the entire Ithaca College	Student planned events for student organization with the entire campus in mind	Student focused primarily on their own student organization but did	Student only planned events for their specific student organization

campus	and brought back resources for other outlets on campus	contribute to discussion about events for entire campus	
Demonstrate new leadership skills in leading their student organizations	Student can demonstrate new skills that they learned and how s/he will apply it to their student organization	Student can demonstrate leadership skills they learned but not clear how to apply it to their student organization	Student cannot demonstrate that they learned any new leadership skills
Create networking connections with participants from other schools and agents	Student can identify the connections they made and how they might be helpful in the future	Student can identify connections about not how they will be helpful in the future	Student cannot identify connections made at the conference
Learn new methods to build a strong team unit	Student demonstrated new methods learned to build a strong team and how to apply them	Student demonstrated new methods learned on how to build a strong team unit but not how to apply them	Students could not demonstrate new methods learned on how to build a strong team unit or how to apply them
Develop unique and creative marketing techniques for events	Student developed creative marketing techniques and how to implement them for events	Student developed creative marketing techniques but not how to implement them for events	Student did not develop creative marketing techniques or how to implement them for events
Understand methods to utilizing their own campus resources	Student demonstrated strong knowledge of how to utilize college resources	Student demonstrated some knowledge of how to utilize college resources	Student did not demonstrate strong knowledge of how to utilize college resources

APCA Professional Staff Check List

As the advisor of the trip please complete this during the conference

- Student attended Student Social and the Late Night Social Events
- Student participated in discussion of acts
- Student discussed ways other department and student organization may utilize the acts
- Student attended all Education Sessions and Keynote Sessions
- Student could articulate what s/he learned from the educational sessions
- Student had positive energy throughout the conference

- Student actively volunteered during the conference
- Student made connections with other students at other college
- Student engaged with agents during the Exhibit Halls
- Student showed interest in the co-op buying process
- Student made impactful connections with all students in the group

Additional Comments:

APCA Post-Event Survey Verbal

The adviser should facilitate this conversation at the final trip group meeting. It is helpful to write down some answers from the group.

1. What was your favorite aspect of the APCA Conference?
2. What performer are you most interested in seeing perform at Ithaca College and why?
3. What have you learned about Ithaca College campus community and the types of events that would benefit this community?
4. What is that one thing that you will remember forever about this experience?
5. What is something you wish you knew prior to going to the conference?

APCA- Follow up Semester after

The adviser should either do this online or in person individually with each student who went on the trip.

1. How has your APCA experience impacted your current involvement on campus?
2. What effect did attending the APCA campus have on your own personal and professional development?

APCA Post-Event Survey Written

Please complete this survey by 9am on Sunday before we leave the conference.

Name:

Student Organization:

1. What educational session did you find to be most beneficial?

2. With whom did you make connections with and how will you use them in the future?

3. What events/practices from other college did you hear about at the conference that you would like to bring to IC?

4. What have you learned about the campus community and the types of events that would benefit this community?

5. What methods did you learn to build a team unit and how will you apply them to your team?

6. Describe new marketing techniques that you will use to promote your events.

7. How will you apply this experience to your involvement on campus?

8. What have you learned about Ithaca College campus community and the types of events that would benefit this community?

Marketing Plan for Event

Please complete this marketing plan for each event.

Event Name: _____

Event Date: _____

Time(s): _____

Location: _____

Background:

How did this event start? Is it a one-off or regular occurrence? Does it have a community, charity or commercial focus?

Event Description:

Briefly describe what will be happening – keep it to about 200 words.

Objectives:

Identify the primary objectives of your event. What are you trying to achieve? Objectives should be measurable.

1. _____

2. _____

3. _____

Target Audience:

Describe the type(s) of people who will attend your event and who you will be targeting. Consider their general interests (the sort of thing that will appeal to them, what activities will be available to keep them there.) Detail the more specific nature of individuals.

Budget

Evaluate how much money you need to get the event up and running. How much has been allocated towards marketing? Do you already have sufficient funding, do you expect to pay out of profits - or do you need to seek grants or sponsorship?

Event Promotion

Provide an overview of the measures you will use to implement your marketing strategies.

Please attach a sample of the graphic designs for the marketing materials.



Association for Promotion of Campus Activities Assessment

Student:
Gender:

Evaluator Name:
Class:

Student Organization:

Attendance:

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- **Be able to plan and produce an affordable event for the entire Ithaca College campus**
- **Identify different events/practices presented on other campuses**
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- **Demonstrate new leadership skills in leading their student organizations**
- **Create networking connections with participants from other schools and agents**
- **Learn new methods to build a strong team unit**
- **Develop unique and creative marketing techniques**
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APCA Conference Attended:

Sessions Attended:

Using the rubric below, select the perceived level of accomplishment for each area:

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Comments to support your selection:

How has their APCA experience impacted his/her leadership roles?