

Artistic Excellence Programming Grants Planning an Event @ SJSU

Contact: Dr. Katherine D. Harris, Director of Public Programming (katherine.harris@sjsu.edu)
Open Office Hours: [schedule appt](#)

Note: To see the various topics, click the grey square in the upper left of your screen

There is no single hub to help faculty and staff plan an event on our campus. Below are tips, contacts, sources, social media suggestions that may help with logistics. See also the [AEPG Application FAQ](#).

Budget FAQ

Including how to get people paid, hiring a student assistant, paying an honorarium, or purchasing technology. Use this FAQ to speak with your department admin and provide codes for purchase: [Budget FAQ created by the Dean's Office](#) (opens up a new document)

Required Sponsorship Language

Use the appropriate college sponsorship language and AEPG logo (see [Grant Resources](#)):
“Sponsored by the College of Humanities and the Arts Artistic Excellence Programming Grants”

Event Space @ SJSU

Outdoor Event on Campus

- Fill out [FD&O Request](#)

Tabling on the 7th St. Paseo Plaza

[SJSU Event Services](#) provides the permit for this kind of activity. [Fill out and email the completed permit](#) to be approved and assigned a spot.

Hammer Theater

The Hammer has professional staff and high-quality live-streaming equipment (with technicians) to create a professional live-streaming event. You may also elect to host a hybrid event with the Hammer (both live audiences and remote participants).

Fill out the Rental Inquiry on the [Hammer rental webpage](#) to initiate a quote

Scroll to the bottom of the page to see the various rate sheets – be sure to request the SJSU Academic Programming rate if the event is embedded into a course. and include as much info as possible in your query to the staff (including number of attendees, length of event, type of mics, suggested dates, livestreaming and/or in-person). You'll be asked to provide that syllabus with the event details.

See details for working with the Hammer's registration system - [Ticketing Info](#)

King Library:

Usually no additional cost

<https://library.sjsu.edu/public-meeting-rooms/public-meeting-rooms>

SJPL

For meeting room space, the SJPL Meeting Room Coordinator is Melissa Chheuy (melissa.chheuy@sjlibrary.org). You can find the public meeting space guidelines here: <https://library.sjsu.edu/public-meeting-rooms/public-meeting-rooms> . For other spaces (1st Floor lobby, etc.), the particular details would have to be negotiated with SJPL and SJSU.

Student Union Event Services

Expect additional cost for Student Theater - regular rooms are free

<https://www.sjsu.edu/studentunion/reservations-services/reserve-space/index.php>

Academic Technology (Next Gen)

(usually no additional cost)

<https://its.sjsu.edu/service-catalog/instructional-meeting-spaces-technology/meetings-spaces/>

Academic Scheduling University lecture rooms

(usually no cost – your dept admin can submit the form)

Details: <https://www.sjsu.edu/academicscheduling/event-scheduling/>

Hiring Students

Event Planner: Do you need an event planner intern? Contact Hospitality: create fliers for Hospitality interns; send to general hospitality@sjsu.edu & laura.shroder@sjsu.edu

If you need a student who is an expert at project management, consider contacting the student group, The Film Production Society. These students (faculty advisor, Barnaby Dallas) are part of the Department of Film and Theatre's producing club.

For more on how much to pay students, see [Frequently Asked Questions](#) from the AEPG application.

Marketing

DBH Communications

<https://www.sjsu.edu/jmc/portfolios/dbh-communications.php>

DBH Communications is the student-run public relations firm; they don't take every job or project (like H&A Marketing). This is a free service.

H&A Marketing

The basic services for creating content are available for free. Fill out the form to have them create a poster. <https://www.sjsu.edu/humanitiesandarts/resources/marcomm.php>

Posting Fliers On/Off Campus - Locations

There are particular rules for posting fliers on campus. These two documents will help:

- [Posting Locations for Fliers](#)
- [Advertising Policies & Locations](#)

Before hanging any printed posters in any building, be sure to get approval.

For instance, the library posters need to be approved and will be hung by Maria Ramsour <mariah.ramsour@sjsu.edu> .

Library directions: "You are welcome to place your flier in the **blue section** of the directories on each floor, but **we kindly ask you to remove the flier once your program concludes**. *Failure to do so may result in the inability to post in the future.* Please don't post anywhere other than those

designated places and use tape that can be removed easily and won't damage paint or the integrity of the physical structure. If you would like to post a digital flier, please send me with the digital version in 1920 x 1080px and we can add it to our digital screens located throughout the library.

OnCampus Promotion

Advertise your event to student groups

Submit via a [Google form](#) the Thursday prior to be included in the Monday newsletter to student groups.

Advertise on the Sammy App

The SJSU Events Calendar does not automatically integrate with the Sammy App (as of 3/1/22 - we're working on it!). In the meantime, work with DBH Communications to have your event posted to the "Student Feed" on the Sammy App.

Advertise on Digital Screens in the Student Union

This is a great way to get to many students who are on campus - the Student Union is always bustling. It's an easy email to send. See [Information at the Student Union website](#)

Post Fliers in Housing

No off-campus events allowed to be advertised. However, anything at the Hammer is allowed. Check out this [policy](#).

Post to Student Groups on Discord

Consider posting to the SJSU Discord channel to individual student groups. This has been the best way to reach students with specific interests. Ask your DBH team or PR team to investigate the SJSU Discord channel and all of the student groups open to any SJSU faculty, staff, or student.

SJSU Event Calendar

<https://events.sjsu.edu/>

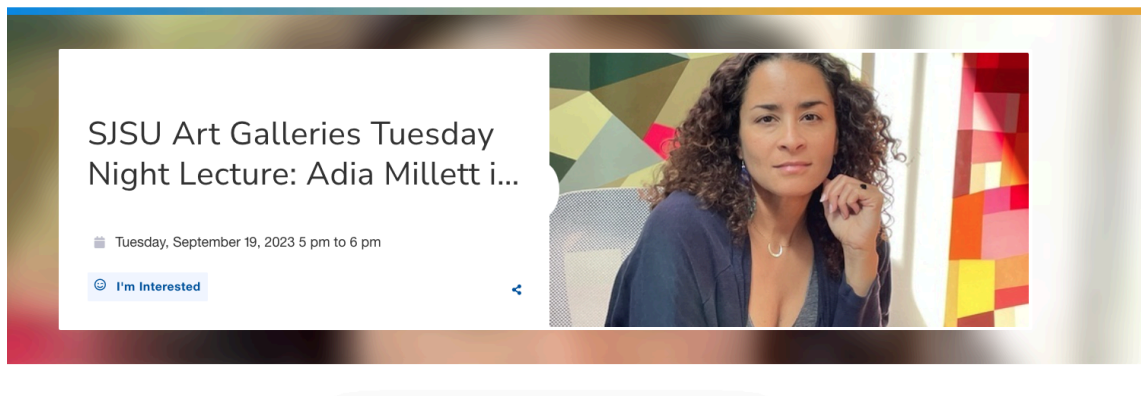
[Video on How to Fill out the Form](#)

HOW TO CREATE A **ROBUST** LISTING

Adding only the details of your event doesn't necessarily sound appealing to a variety of audiences. As you think about creating the content for your entry, consider what audience you are targeting. Can you amplify your language to invite community members (who may not know much about the reasons why you are offering this programming)?

To create a robust and full entry articulate the significance of your event to a general audience.

1. In the description, please include the following: "Supported by the College of Humanities & the Arts' Artistic Excellence Programming Grant"
2. Create an entry for master classes, student workshops, and other expert gatherings. (This is important to demonstrate that H&A offers students access to world-class guests.)
3. Mark the "College of Humanities and the Arts" as one of the Departments. Your event will show up on this filtered feed [here](#). Also, your event will show up on the [H&A in Action Events calendar](#) (which is *super important!*) and will be included in the Monday Mailer (which is sent to all students, faculty, emeritus faculty, and alums for H&A)
4. Include an engaging image - *this is very important*.
5. The calendar is set up so that high traffic hashtags will be prominent on the list of "suggested events" for any users. This means that if a hashtag has high volume on social media in general (Twitter, Facebook, Instagram, Mastodon, TikTok, etc.), it will get a better spot in the SJSU event calendar algorithm. *Don't include the character, "#"* in your entry. *It generates automatically. Include only one word for the hashtag - otherwise, it will render into a garbage 404 page.*
6. Abbreviate the title to only 45 characters (and then include the full title of the event in the description). The view of the event will cut off a title that is longer. Use an abbreviated title that articulates the event's central focus. See for example the cut off title:



7. **NEW (9/19/24)** Include a link to the new [SJSU Venues](#) page to help people navigate the campus. (The "map" feature in the event calendar does not work for campus buildings. Many students, faculty, staff, and community members will not attend because they can't find something on campus. SJSU is working on getting all of our buildings mapped for Google Maps)
8. Paragraphs should contain no more than 2-3 sentences. It's easier to read on a mobile device and desktop with important information divided with a space.
9. To add an image to the description, copy and paste it from another document.
10. Use language that is inviting and exciting.
11. Be sure to check the design and typeface for consistency and copyediting errors.
12. Include links for "more information" and registering.
13. If this is a free event, be sure to indicate.
14. If it's open only to students, add that.

15. Briefly describe why or how your event might be relevant. Your intended audience will likely only read a few sentences. Tell them why this is exciting!
16. **Location consistency:** Hammer Theatre Center, Sobrato Auditorium, Hammer4 Studio, Rooftop Terrace, The Curtain Call Cafe, Mercury Newsroom Lounge. Be sure that you use the above consistently in your descriptions. The above are exclusively for the Hammer, but this also applies to any venue on campus.
17. Send event calendar listing links to Dr. Harris at least 4 weeks from the date of your event.

The SJSU event calendar is robust and allows for the following:

- Each event can now include images, a flyer, or an embedded map.
- Updated categories and hashtag system for better filtering so you can find the events that matter to you - trending events get onto the sjsu.edu main page
- Filter by date, event type, topic, audience, trending, and more.
- Subscribe to these feeds and get notifications and updates when a new event is posted
- If you're faculty, you can set up feeds for events in your field or professional development opportunities.
- Events are now exportable to personal calendars like Google Calendar and Outlook, so event details are carried over without any copying and pasting.
- Hosts can also link events to their social media accounts, giving groups another route to drive engagement.
- All event entries are archived - which is important for demonstrating the history of H&A and AEPG events to external grantors and SJSU administration.

Help

Each event calendar entry needs to be approved by a manager in our College. Derick Truong is one of the managers and can help if you run into issues (derick.truong@sjsu.edu). PLEASE SET UP YOUR EVENT LISTING (or have your student assistant do it). Please *do not* ask Derick to do this for you.

Off Campus - Community Promotion

Check [H&A in San Jose](#) for a list of community partners (scroll down) and organizations that might be interested in your event or cross-promoting your event.

Invite Mayor Mahan to your event! See here to [email](#) his staff.

Promote your event through the San Jose Downtown Association Newsletter (30,000 circulation) - Dr. Harris can get your event listed with their newsletter, but this requires that you complete an SJSU Events Calendar entry so it can be included in the Monday Mailer.

Submit your event for free or paid promotion (\$250/event) to [SJToday](#) (17,000 circulation)

Social Media

H&A Marketing and DBH Communications can create a social media campaign for your event. They are *very* good at this.

Consider posting to the SJSU Discord channel to individual student groups. This has been the best way to reach students with specific interests.

If you are doing your own promotional campaign, consider how far a poster or an email will reach. You may want to establish an online presence using free tools to help you not only advertise your event, but also create buzz and conversation around it. An online presence also moves beyond the ephemeral nature of a performance of event and will archive your materials, videos, student responses. The use of a blog to post reviews, feedback, or student input can establish a sense of cultural community for the SJSU College of Humanities & the Arts.

Instagram

Consider creating brief, 1-min Instagram videos of a particular element for your event. For instance, soloists in a San Francisco Ballet talk over video of their solos for particular ballets. The content includes things like the difficulty of a particular step, the preparation of their ballet shoes for this particular part, or their affinity for that storyline. These kinds of behind-scenes videos could be intriguing to future students as well. (Speak with H&A Marketing about creating these kinds of videos, as well, what can be posted to the H&A IG account.)

Example: Here's the "Talking Dance" Instagram 1-min post in the feed (not in Stories) with the dancer articulating some intriguing aspects about the dance in the video:

<https://www.instagram.com/p/Bucm-yChUbo/>

Twitter

*Suggestion: **always tweet with an image attached.** We scheduled our tweets in advance (using TweetDeck). This made it very easy to keep up a constant flow of information. See our [Tweet Schedule](#) for an example.*

Twitter: @frank200yrs

Worpress Blog/Website: <https://frankenstein200yrs.wordpress.com/>

Instagram: <https://www.instagram.com/frank200yrs/?hl=en>

YouTube:

https://www.youtube.com/channel/UCeA0IMFwZIOHnFxz57cjdBw/featured?view_as=public

Examples of Twitter @ (accounts) that are useful:

[@SJSU_HA](#)

[@sjsu_english](#)
[@SJSU](#)
[@sjsulibrary](#)
[@SJSUScholarwork](#)
[@SJSUSpeccoll](#)
[@SJSUEngineering](#)
[@sjsucoss](#)
[@SJSUHumanRights](#)
[@SJSUJustice](#)
[@hammer_sjsu](#)
[@SpartanDaily](#)
[@getinvolvedSJSU](#)
[@SJSU_LucasGSB](#)
[@LucasCollege](#)
[@SJSUmosaic](#)
[@TheTechMuseum](#)
[@SJSUalumni](#) (lots of followers)
[@SJSUArt](#)

(many, many more Twitter accounts associated with SJSU departments -- see this list of accounts with "SJSU" in the name or the description:

https://twitter.com/search?q=sjsu&src=typed_query&f=user)

Twitter offers deep analytics for each individual tweet; use these analytics to demonstrate outreach (based on engagement factors: re-tweets, opening the tweet, clicking on a link in the tweet)

Contacts @ SJSU for Advertising an Event

Student Involvement: <https://www.sjsu.edu/getinvolved/about/contact-us.php>

Associated Students Events: <https://www.sjsu.edu/as/events/about.php>

Spartan Daily: <https://sjsunews.com/publication/spartan-daily>

Bonnie Sugiyama, [Director of the Pride and Gender Equity Centers](#) (*many other centers on campus!*)

Director of Residential Life, University Housing Services:

<https://www.sjsu.edu/housing/about-us/housing-staff.php>

Or make contact through the Faculty in Residence program for Housing:

<https://www.sjsu.edu/housing/residential-life/faculty-in-residence.php>

Parinaz Zartoshty, Director

International Student & Scholar Services, College of Professional and Global Education (CPGE)
|408.924.5920|Direct Line: 408.924.6144|
[International Student & Scholar Services \(ISSS\)](#)

Check out the list of [recognized student organizations](#) at SJSU
Check out the list of [Cultural and Social Justice Centers](#) at SJSU

Recording your Event

H&A Marketing - Videography & Photography for Event Coverage

Contact H&A Marketing by [submitting a Project Request](#) (should be free, but they need a lot of lead time)

Livestreaming Events

Facebook Live, Instagram Live, and YouTube live are all options for recording the event, which has a certain ambience to it. The Hammer Theatre has a professional staff with high quality live-streaming equipment and Vimeo pro access. Even if your event will not be in person, contact the Hammer to inquire about this service.

Photographs of Your Event

Note: Try to collect all photos of your event from the various cell phone cameras. Create a folder in Google Drive for the collection of these photos. They can be useful for a write-up for the Provost, President, or H&A [Expressions](#)

SJSU has official photographers that may be available for your event – fill out a request for a photographer as far in advance as possible [here](#).

Photo & Video Release Guidelines

The Hammer has its own release form and guidelines and has a blanket coverage: anyone who enters the building agrees to be in a photo or video. If you're taking or using photos or video at a San José State event or activity, you'll need to have all of your subjects fill out a [CSU Visual/Audio Image Release form \[pdf\]](#). (See more at [University Marketing & Communications](#))

Catering for Your Event

In order to reduce any food budget, contact [Spartan Eats](#) with your budget and needs; they are expensive and may not be able to meet your needs. In that case, Spartan Eats must see that budget first; you may bring along a bid from an outside vendor to show Spartan Eats to see if they can match that. If they can't match it, you will be allowed to use the outside vendor. Work with your department's analyst on this matter.

But, be sure to check if your AEPG budget allows for catering - if it doesn't, then your department will be stuck footing the bill!

Funding for food is allowed only in very specific instances (e.g., film sets). Check with Katherine Harris if you are unsure.

Curricular Connections & Event Email List

The CoHA Marketing Office has a long list of emails for publicizing your events. Contact Katherine Harris for publicizing to community organizations and partners.

Student Posters for Poster Session

AS Print Shop

Prints posters but at a cost; they provide a deep discount for 20 posters. They can turn-around printing within 48 hours from receipt. They take digital files. Get a quote first. If you're using SJSU funds, they can bill the department directly.

<https://www.sjsu.edu/as/departments/print-shop/index.php>

Available Equipment for Loaning

Easels

H&A has 20 easels for poster board presentations. Contact Elizabeth Quintana (elizabeth.quintana@sjsu.edu) in the Dean's Office for information.

Wireless Mics

H&A has wireless mics available for loaning: 1) Wireless System for Condenser Microphone and 2) Supercardioid Condenser Microphone. This equipment is housed with Music. Please contact Lucy Yamakawa Cox or Christopher Luna Mega to obtain the equipment.

Ways to Create Engagement

Easy Ways to Create "Engagement"

1. For visual artifacts, have participants post to social media using a hashtag that you can then aggregate (talk to Dr. Harris about how to set up a hashtag aggregator using an easy Google spreadsheet)

2. Perhaps have faculty talk to each other in a quick Zoom session (that's recorded) about how they used the Rankine book in an assignment
3. Have students in conversation with each other about the collaboration
4. Consider posting an annotated image of an app to explain why UX/UI is integral to sustainability (from a student POV) accompanied by a blog post (written by a student)
5. Consider posting an annotated page of the guest artists' work with annotations by students (using Hypothes.is) to demonstrate how students are interacting with the text prior to Rankine's events

See [Teaching Resources](#) for examples of assignments that can integrate your event into almost any discipline

Assessing the Success of Your Events

Since the AEPG initiative relies on active engagement of students and community partners/members, it's important to gauge the impact of your event beyond counting numbers of attendees:

- SJSU H&A in Action Program Participants Survey – **NEW (9/19/24)**
 - Qualtrics: https://sjsu.qualtrics.com/jfe/form/SV_6x7OZyzcCpBvXlq
PREFERRED
 - [QR Code](#) image
 - [Word Doc](#) - use this sparingly; these results may be left out of year-end calculations & assessment for awards; use of google form preferred

*We have found that attendees at events won't fill out surveys at the conclusion of an event but will instead fill it out 1-2 days later. Plan to send a follow-up email with the link 1-2 days after the event. If you're working with the Hammer, ask them to include the engagement survey link in their follow-up email. **If you are offering a workshop or master's class, please be sure to use the digital version of the engagement survey. Please use the Word doc only as a last resort back-up.***

Students should also fill these out for any AEPG event that happens in your classes. The responses will be sent to a spreadsheet and distributed to each AEPG coordinator via email response.

This survey is extremely important to demonstrate the value of H&A programming. The survey itself was created by Angel Chang and is cleared to collect information with an IRB exemption.

Archiving & Documenting Your Event

Final Report (required - due 30 days post-event or by May 15 *only if event occurs at conclusion of Spring semester*)

A [final report \(submitted in Google Forms\)](#) is required of everyone who receives AEPG funding. This report needs to be submitted 30 days after your event or by May 15. The sooner, the better, though, so we can see if you have any funding remaining which we can re-purpose. You will be asked to submit copies of receipts, the event poster, as well as any videos or behind-the-scenes media about your event (see below).

You will also be asked to reflect on how your event or program has

1. impacted your own RSCA agenda
2. enhanced student learning and student engagement

Both of these questions are very important and should articulate thoughtful responses, especially about student engagement (beyond numbers of students who attended). For an exemplary response to these two queries, see [Rhonda Holberton's 2021 responses](#).

Though we are often overwhelmed with writing reports and self-evaluations, be assured that we read these reports as soon as they are posted and have been using the data, [stories of engagement](#), media to promote the good work of our college. We have even been using the data we collect from these reports to support further grant funding in both the Humanities and the Arts.

Archiving Materials in ScholarWorks

SJSU King Library Institutional Repository is keen to archive any material from an event. You and/or the participants will need to sign a standard release form and provide digital files of the materials.

SJSU ScholarWorks: https://libguides.sjsu.edu/SJSU_ScholarWorks#s-lq-box-4639488

Documenting behind the scenes - Stories of Engagement

Our students, faculty, and community members are interested in how your event asks questions, engages in discussions, or pushes the knowledge in a field not just from the polished performance, but also behind the scenes. Consider creating a brief behind-the-scenes video or have students blog publicly about their experience or have a series of images. We'll ask you to add those links in the final report so we can link to those in the [Stories of Engagement](#) on the H&A in Action website. As of now, we don't have the staff to host a blog with these stories of engagement. This page is only for linking out to those stories that each AEPG Coordinator creates. Consider posting to your department's YouTube Channel, submitting the story for *Expressions*, or post to a local blog (or your own). And, then provide us with the link.

Behind-the-scenes material is especially helpful to advertise to prospective students about what they can participate in with these AEPG live programming! See Heather Cooper's *in the Garage - DANCE behind-the-scenes.mov*

Documenting engagement for public audiences

Since we now have [Amendment E](#) of the RTP Policy S15-8 that explicitly values "public engagement" as part of advancement, it's a good idea to document all of the valuable work you did to plan, implement, and engage a variety of audiences and participants.

1. Writing it up for the dossier & valuing as more than service
2. How to articulate your event as an argument or part of research - see the video at the start of the [Digital Pedagogy in the Humanities Introduction](#) -- it's not about how to use the project but instead taking "tasty bites" from the project to formulate ways that users could create, for instance, anti-racist pedagogy

3. Check out the Modern Language Association's [Guidelines for Evaluating Publicly Engaged Humanities Scholarship in Language and Literature Programs](#)

Since the AEPG initiative relies on active engagement of students and community partners/members, it's important to gauge the impact of your event beyond counting numbers of attendees. Here are some ideas for how to document the value of your event:

1. Pitching to media - see National Humanities Alliance toolkit:
https://nhalliance.org/wp-content/uploads/2023/05/Press_Outreach_Tip_Sheet.pdf
2. Write blog post for *Humanities for All*: <https://humanitiesforall.org/blog>
3. Write an op-ed
4. [The Academic Minute radio show](#), produced by WAMC, and hosted by Association of American Colleges & Universities (AAC&U) President Lynn Pasquerella, is looking for professors and post-doctoral contributors from colleges and universities around the world.
5. Perhaps contact Robin McElhatton, SJSU media relations expert (robin.mcelhatton@sjsu.edu) for your event; she may be able to send out press releases that get the attention of national and international interested parties
6. Publish in a peer-reviewed journal:
 - o [Public: A Journal of Imagining America \(Arts, Design, Humanities\)](#)
 - o [Public Humanities](#) (new as of 10/5/22 & in development)
 - o [The Public Historian](#)
7. Publish your assignment in the peer reviewed journal, [Journal of Interactive Technology & Pedagogy](#), with a short form or assignment piece