

CW Blend

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December 12

IDC4U2a

SWOT Analysis

Strengths

- Providing an inclusive and calm space for performers and community to feel welcome and relaxed
- Giving recognition to art students and community
- Clear schedule- help run performances smoothly and inform audience members
- Taking place at the community dinner therefore attendance should be high
- Already interest for participation

Weaknesses

- Communication with performers regarding expectations of them
 - For example, keeping their performances appropriate
- Lack of directing participants and attendees to where they need to go during the event
- Communicating with tech crew about the tech and help that we will need from them
- Making sure there are enough volunteers to manage the door, help with coffee, tea, etc. and to MC the event
- Making sure there are people after the event to clean up

Opportunities

- Ability to improve relationships with the drama department through use of the drama room (by cleaning up properly, running a successful event, including drama students, etc.)
- Improving relationships with the community by having the event during the community dinner
- Highlighting the vast amount of arts students through music and drama performances and showcasing artwork
- Advertise to the community through the Wellington Advertiser and the Grand 101
- Possibly get support by a local business (they could supply coffee, tea, treats, etc.)

Threats

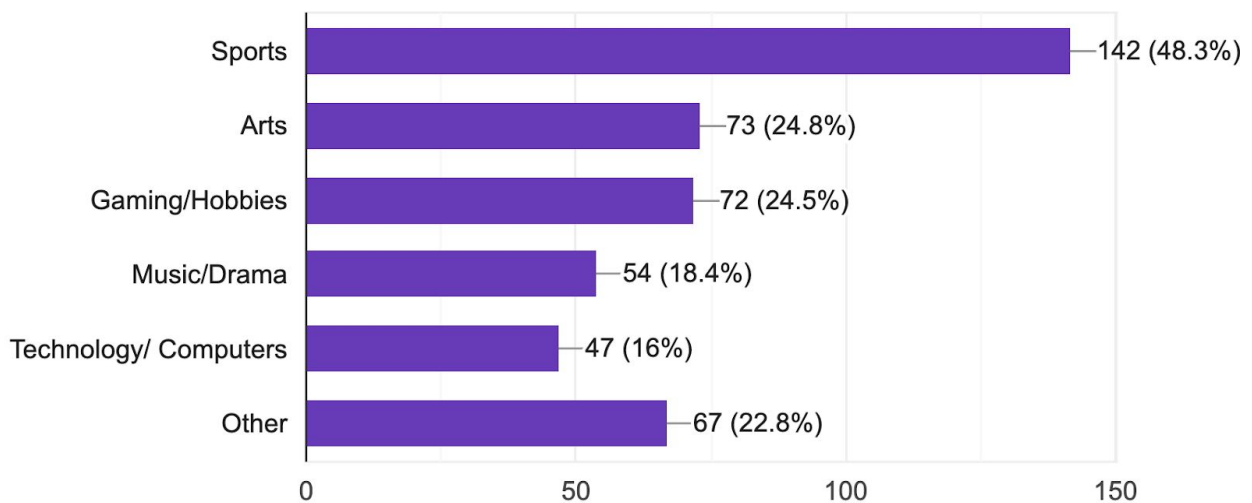
- May be difficult to get students to attend as the event will take place after school
- Student participation as performers and having a wide variety of acts

- There won't be much profit as the event takes place at the community dinner, therefore we won't be charging a fee to enter the event or selling coffee, tea, etc.
- Being denied the use of the drama room because of past events not cleaning up the room properly
- People may want to go right home after the community dinner instead of staying later for our event

Student Activity Survey

15. What kinds of club events would you like to see more of?

294 responses



How our plan will address past weaknesses and events...

Our event will be sure to carefully cater and manage the past weaknesses and threats from previous coffee houses/ CWs Got Talent. One of the threats that has been problematic in the past is the lack of participants as performers. By producing mass advertising many weeks ahead of time and being clear from the beginning of the date, time and expectations of the event, we hope to get many people to make sure they are free and come out in the evening. By advertising in advance many weeks ahead of our event, we should be able to gather enough volunteers to help at our event and to help out afterward with cleaning up- leaving the drama room cleaner than before we used it. Once we know who the performers are and how many we have, we will determine the appropriate length of their performance and ask to see what they have prepared to

present. Our event being completely free of charge should address the threat of having a small amount of spectators come. Having our event after dinner will also give other people within the community time to themselves after work and school to get chores, homework, etc. done before attending our event.

The Natural Planning Model

Purpose:

The purpose of our event is to give representation to the various arts students who make up our school community. In the future, if these students want to pursue a career in the arts, this event could give them some experience. Also, this event will provide a calm and inclusive environment for the community to enjoy after the community dinner.

Outcome Vision:

When completed, our event will be a calm and inclusive environment that will showcase the talent that our school's arts students have and also provide a relaxing evening for the community to enjoy. We envision that success is a positive reaction (people telling us they enjoyed our event, smiles, people telling us that we should run the event again, etc) by the community and school to our event.

SMART Goals:

S - We want to show off the talent our school's arts students have to the community in a relaxed and inclusive environment.

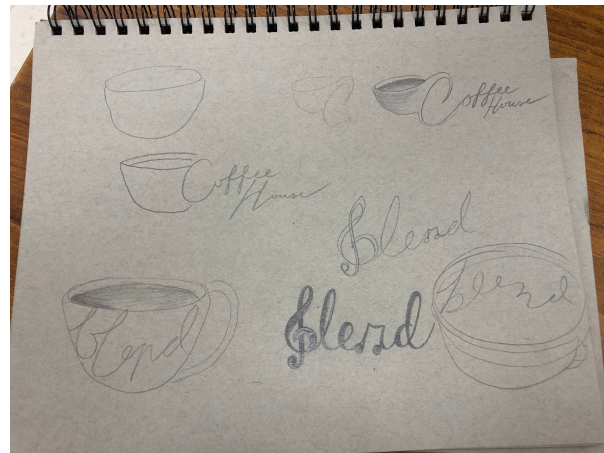
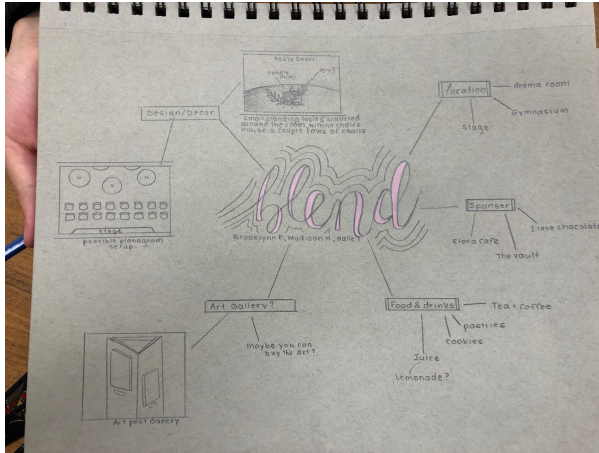
M - We would measure success by having at least 40 - 50 people filter in and out of our event.

A - Our event will take place during the community dinner, therefore there will already be people in the same location to participate. Also, our event will be serving free dessert items and coffee and tea, therefore people will come to our event to enjoy dessert and entertainment after they have had dinner. Finally, successful events like the one we are planning have been done before so we have a base to plan ours off of.

R - There are 73 arts and 54 music and drama students who may be open to showing off their skill. Also, our school has a concert band which consists of over 30 students, therefore there is a population of students who would enjoy an arts event.

T - The event is planned for November 14th, giving us about a month to plan it.

Brainstorming Techniques



Schedule of Events

<i>Date and Time</i>	<i>Event</i>
November 8th - 12 pm	Meeting with performers regarding the logistics of the event and screening lyrics, performances, art pieces, etc.
Dec 12th - 5:30 pm	Sound check - performers and volunteers should be here
Dec 12th - 6:40 pm	Let community dinner participants know the event is starting at 7pm
Dec 12th - 7pm	Introduction of the event and first performer
Dec 12th - 7:45pm	Intermission
Dec 12th - 7:55pm	Reintroduction and next performer
Dec 12th - 8:25pm	Final notes and thank yous
Dec 12th - 8:30pm	Clean up

Purple Cow: An event such as CW Blend has never been run at a community dinner, therefore we are attracting not just CW's own students but the community.

Components Checklist

3-4 weeks prior	<ul style="list-style-type: none"> ● Research past events ● Natural planning model ● SWOT analysis comparison with past events
3 weeks prior	<ul style="list-style-type: none"> ● Event proposal ● Create budget ● Talk to community dinner organizers to propose what we are going to do ● Catering: Make requests with food school ● Book the drama room (Talk to Ms.Ritter) <ul style="list-style-type: none"> ○ Talk to Ms.Love about booking rooms for after school events ● Book tech crew ● Talk to local businesses about possibly supporting our event <ul style="list-style-type: none"> ○ Elora Cafe (coffee), I Love Chocolate (treats), The Vault (treats and drinks)
2 weeks prior	<ul style="list-style-type: none"> ● Request Admin supervision ● Advertising <ul style="list-style-type: none"> ○ Announcements: regarding collecting performers ○ Posters ○ Newspaper ○ Radio: talk to whoever runs the community dinner to see if they want to go on the radio with us ● Present budget to student council ● Update student council on the progress of our event at each council meeting ● Have meeting at lunch that screens performers ● Urns for holding coffee and hot water for tea and hot chocolate
1 week prior	<ul style="list-style-type: none"> ● Begin making announcements ● Buy and make any baked goods, candy/chocolate, snacks, etc. ● Decorations <ul style="list-style-type: none"> ○ Tables (from learning commons) ○ Easels to display art on ○ Aesthetic lights ● Student council volunteers ● Make volunteer list of responsibilities ● Make programs ● Make a script for MCing the event
Day of	<ul style="list-style-type: none"> ● Meet with volunteer team prior to give instructions ● Ensure health and safety regulations have been met

	<ul style="list-style-type: none"> Steer through any problems that arise Take down
Day after	<ul style="list-style-type: none"> Make sure all cheques are complete Thank you cards to Ms.Ritter, admin and community dinner organizers Follow up announcement - thanking performers Remove advertising from walls
Within 1 week after	<ul style="list-style-type: none"> Cheque requests should be complete Complete volunteer hours
Within 2 weeks after the event	<ul style="list-style-type: none"> Event evaluation and report Peer and Self Evaluations

Covey Time Management Grid

<p>Urgent and Important</p> <ul style="list-style-type: none"> Talking to Community dinner organizers Talk to Ms. Love about after school events and book drama room ALL FORMS OF ADVERTISING for both audience members and performers Request Admin supervision Talk to local businesses about supporting our event - I Love Chocolate - Elora Cafe - The Vault Cafe 	<p>Important (not urgent)</p> <ul style="list-style-type: none"> Budget Order cookies and squares from Chef D Meet with all acts to go over their plans for their performances (screening) Ask for tall tables from the Learning Commons Buy coffee, tea, sugar, sweetener, cream and milk Buy fairy lights and table cloths Make Script Meet with team of volunteers All cheques are completed
<p>Urgent not Important</p> <ul style="list-style-type: none"> Talk to tech crew about their help Create volunteer responsibilities list 	<p>Not urgent (not important)</p> <ul style="list-style-type: none"> Urns for holding coffee, tea, hot chocolate Propose budget to Student Council Update Student Council on the progress of our event Collect Student Council Volunteers Make cookies Make brownies

	<ul style="list-style-type: none"> • Volunteer hours signed
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Delegation Chart

<i>Task</i>	<i>Name</i>	<i>Date to be completed</i>
Event proposal	Madison, Brooklynn and Halle	Oct 18
Budget	Madison	Oct 18
Talk to community dinner organizers	Madison	Oct 21
Order cookies and squares from Chef D	Halle	Nov 5
Urns for holding coffee, tea and hot chocolate	Halle	Nov 5
Talk to Ms.Love about after school events and book drama room	Madison, Halle and Brooklyn	Nov 14
Book tech crew	Brooklyn	Nov 14
Talk to local businesses about supporting our event <ul style="list-style-type: none"> - I Love Chocolate - Elora Cafe - The Vault Cafe 	Brooklyn Madison Halle	Nov 14
Request admin supervision	Halle	Nov 21
Advertising <ul style="list-style-type: none"> - Posters - Announcements (this will ask for performers) - Talk to newspaper - Talk to radio (also talk with community dinner leader to go with us) 	Brooklyn Halle Madison Madison	Nov 21

Present budget to student council	Madison, Brooklyn and Halle	Oct 23
Update student council on progress of event	Madison, Brooklyn and Halle	Continues up until December 12
Collect Student Council Volunteers	Halle, Brooklyn, and Madison	Nov 28
Ask for tables from learning commons	Brooklyn	Nov 28
Begin making announcements that event is taking place (collecting audience members)	Madison	Nov 28
Meeting that screens performers	Madison, Brooklyn and Halle	Dec 3
Buy coffee, tea, sugar, sweetener, cream and milk	Halle	Dec 10
Buy fairy lights, table cloths and fake candles	Brooklyn	Dec 10
Make volunteer list of responsibilities	Madison	Dec 11
Make programs for event and print	Brooklyn	Dec 11
Make script	Halle	Dec 11
Make cookies	Brooklyn	Dec 11
Make brownies	Madison	Dec 11
Make muffins	Halle	Dec 11
Meet with volunteer team	Madison, Halle and Brooklyn	Dec 12
Make sure all cheques are completed	Madison, Halle and Brooklyn	Dec 19
Get volunteers hours signed	Madison, Halle and Brooklyn	Dec 19

Budget

<i>Item</i>	<i>Estimated Cost</i>	<i>Actual Cost</i>
2 dozen cookies	\$4 a dozen → \$8	
2 dozen squares	\$4 a dozen → \$8	
2 pans of brownies	Free - Madison	
2 dozen of something	Free - Brooklyn	
Coffee (2 jars)	\$8	
Tea	\$3	
Hot Chocolate	Free	
Cups	Free	
Fairy Lights x4	\$3 → \$12	
White table cloths x3	\$1.25 → \$3.75	
Blue table cloths x3	\$1.25 → \$3.75	
Milk 1L	\$3	
Cream 1L x2	\$3 → \$6	
Sweetener 100 packets	\$3	
Sugar 240 packets	\$4	
<i>Total</i>	\$62.50	\$80

How our plan is remarkable....

We believe the plan for our event is truly remarkable as it targets and recognizes a large group of people who we feel don't get enough recognition for their talent. Our plan

provides a unique event that will highlight music, drama and arts students and in turn give those students a platform to share their talents with the rest of the community. Since our event takes place during the community dinner, we will be providing a calm and inclusive environment for the community to enjoy after they have finished their dinner. This will allow the community to see our arts students' talents, enjoy some treats and relax all for free.