

LAUNCH EVENT PLANNING

Goals for this section:

- Plan and hold an event to formally announce the launch of the new SparkPoint center

The purpose of hosting a launch event is to formally announce the SparkPoint center to the community, students, staff, and faculty. The launch brings awareness of services, shows institutional commitment, and serves as an end to the planning phase.

EVENT WORKPLAN

Before starting the process of planning out the launch event, make sure you understand the purpose of the event.

Guiding Questions:

- What is the goal of the event?
- Who is the intended audience? Who needs to know about the SparkPoint center?

- Who is going to plan the event?
- What is the budget for the event?
- What do you want to accomplish during the event?

Once you have a clear picture of your event, use this [sample planning checklist](#) to support event plan management.



SPARKPOINT AT COLLEGE OF SAN MATEO CASE STUDY

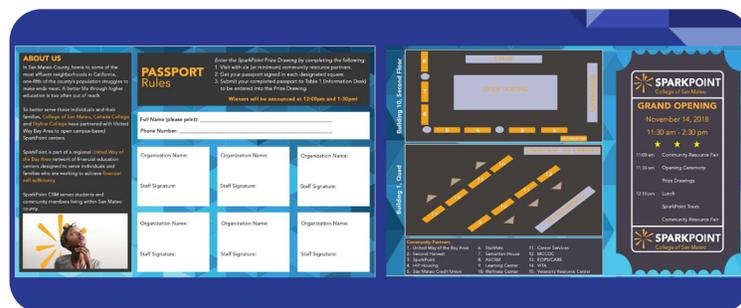
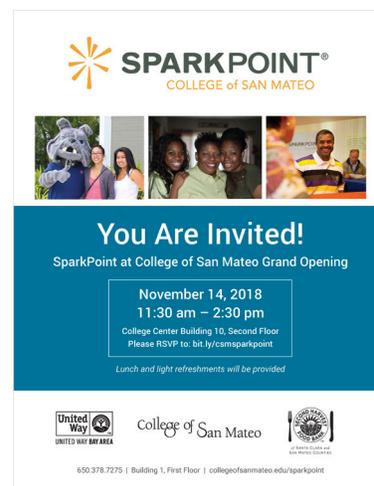
SparkPoint at the College of San Mateo held a launch event on November 14, 2018.

The event had five goals:

1. Introduce SparkPoint to the college and greater San Mateo community
2. Provide a platform for select individuals (e.g. Board of Trustees, funders, elected officials, students) to share their thoughts and experiences related to SparkPoint
3. Connect guests to community resources
4. Start building SparkPoint at CSM clientele
5. Have fun!

The main event took place in the student center, an open area on the second floor of one of the college's main buildings where many students normally gathered. Lunch was served, and students were able to freely walk in and out of the space. Community partners set up booths around the main floor where students dropped by to learn about resources and ask questions. Students also received a passport that introduced students to SparkPoint and encouraged students to visit community resource booths to be entered into a prize drawing.

The event opened casually at 11:00 am with community partners setting up booths and encouraging students to drop by and complete passports. There was a live band playing music in the corner of the room, and a popcorn stand in another corner of the room. At around 11:30 am, the formal program began with opening remarks from the college president, UWBA CEO, the Mayor of San Mateo, and two student speakers. The event was emceed by the Director of the Wellness Center, who acts as the SparkPoint Director. After a photo with these speakers ceremoniously cutting a red ribbon on stage, students and attendees lined up for lunch, and continued to encourage students to visit booths. Prize drawings for students who turned in their completed passports occurred multiple times in the following hour. The event concluded with SparkPoint staff taking interested attendees on a walk outside to visit the site of the SparkPoint center for a tour. Several hundred students and community members were in attendance.



SPARKPOINT AT CHABOT COLLEGE CASE STUDY

SparkPoint Chabot College held a virtual launch event on February 5, 2021, from 2:30-4:30 pm. The goal of the event was to introduce staff, faculty, partners, and students to SparkPoint. The event took place via Zoom and opened with a land acknowledgement, a welcome and recognitions by the college president and vice presidents, and an overview of the SparkPoint model by UWBA. The Director of SparkPoint at Skyline College spoke about the power of SparkPoint on a community college campus. SparkPoint Ambassadors – students who are SparkPoint clients at other colleges in the Bay Area – shared their experiences with the program. The Director of Student Equity and Success explained plans for services and workshops happening that year, and a community partner also spoke about what the organization was offering for SparkPoint students at the college. The event concluded with a virtual ribbon cutting video and music. The event was attended by over 70 participants.

