

FEBRUARY 1, 2026 - REIGNITE

EVENT PLANNING

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ABOUT ME

Hi, I'm Katie!

I have been at Grand Valley since January 2022. I've worked in Higher Education since 2015.

I work directly with the Campus Activities Board; a team of undergraduate student leaders who design and implement large-scale, high-impact social programming for the GVSU community. Our signature events include Silent Disco, Homecoming, Haunted Library, Presidents' Ball, and the annual Spring Concert, along with dozens of smaller programs throughout the year.

When I'm not at work I enjoy hanging out with my dog, Jack, spending time in the sun, eating cereal & reading.

HOW TO PLAN AN EVENT



PLAN



DO



REVIEW

PLAN

THE MAJORITY OF THE WORK FOR A SUCCESSFUL EVENT HAPPENS IN THE PLANNING

- Room Reservations
- Promotions Office
- Supplies
- Food
- Volunteers



DO

What needs to be done the day of the event?

- Prepare
 - Laker Link Event Code
- Run the event!
- Clean up
- Put away



REVIEW

Things to do post event to help make future events better.

- Does your Org track event attendance?
- Reflect & Write-Up a post-event summary
- Post-Event Survey (Qualtrics)



Key Takeaways from Fall 2025 CAB Post-Event Surveys

1. Connection drives attendance.

Students primarily come to events to connect socially, have fun, and feel part of campus life — not just for the activity itself.

2. Belonging deepens when events are intentionally designed (not just entertaining).

Large, high-energy events create excitement, but belonging is strongest when connection is actively facilitated rather than assumed

3. Roles, identity, and purpose create the strongest impact.

Students feel most connected when they:

- see themselves reflected (identity-affirming spaces)*
- have a clear role or responsibility (performers, vendors, court, volunteers, etc.)*
- experience intentional facilitation and visible staff support*

4. Incentives lower barriers, but meaning sustains engagement.

Food, prizes, and giveaways help students show up — but traditions, creativity, and meaningful participation are what build lasting belonging and attract the most diverse audiences.