

# O-Week Report 2008

Mark Wrzosek

This document consists of a detailed report of Orientation Week 2008 with suggestions made from the Executive Committee and all Coordinators under the VPSS portfolio.



Orientation Week Final Report 2008  
“Get Pumped Get Oriented Get Involved”



Introduction.....	3
Responsibilities.....	4
Orientation Coordinating Committee.....	5
Risk Management.....	5
The Planning Process.....	7
Sponsorship.....	8
Advertising.....	8
Summer Time! A Monthly Breakdown.....	10
May.....	11
June.....	11
July.....	12
August.....	13
September.....	13
Some Final Thoughts.....	14
O-Week! An Event-by-Event Breakdown.....	15
Move-In Day/Orientation Kick-Off.....	16
Tower Party.....	16
Vendor/Club Fair.....	18
Concert.....	19
Food and FLICK.....	20
Casino Night.....	21
Carnival.....	21
Shine Day.....	22
Final Shine Day Thoughts.....	24
Conclusion.....	25



## Introduction

Orientation Week is the largest event that the Brock University Students' Union plans. There are many players involved in the planning process of this big event ranging from BUSU's full and part-time staff. The entire duration of summer is devoted to the planning process of Orientation Week and this is necessary in order to make sure this week runs as smoothly as possible.

The biggest goal for the summer time will be to secure as much sponsorship dollars as possible. Securing these dollars as early as possible is crucial because you will need to set a budget based on your estimate for sponsorship. This report will bring forth some key suggestions in how to better secure a higher number for sponsorship. The goal this year was set at \$55,000. BUSU was only able to reach \$48,875, but made up for the remainder via donations made by many companies.

Although the goal we set for sponsorship was very important, there was a more important overarching goal that was set prior to the inception of Orientation Week. The intent this year was to infuse a sense of school spirit to all incoming students. This was done through a variety of methods, but one new way that was attempted this year was the Spirit Kits. These were a value added service added to the Access Gold cards this year. The Spirit Kits included megaphones, pom poms, thunder sticks, frisbees, laundry bags and a faculty t-shirt. The selling of the Spirit Kits went over much better than anyone had anticipated at just under 1600 units.

Since we decided to add a faculty t-shirt into the vast amount of Orientation Week SWAG, there are certain things one must be very mindful of. In order to do something such as this there must be a close tie with the University. To build an O-Week that will turn out to be memorable and great, it must be an effort made by all departments of the University. Remember, BUSU is but one realm under the umbrella that is Brock. One must also be mindful of the relationship between BUSU and the department of residence.

In order to properly run an Orientation Week, this report will first begin to describe some of the responsibilities required from BUSU VPSS and Special Events Coordinator and will then lay out a guideline as to the planning of O-Week during the summer time.



## **The Responsibilities**

### Orientation Coordinating Committee

In order to maintain the proper ties with the University and each department within it, the membership of the OCC consists of two BUSU representatives, the VPSS and the Special events Coordinator. The layout of the OCC for this year looked as follows:

Vince Wilson	Student Services	OCC Chair
Christine Briggs	Student Services	Secretary
Dr. Greg Finn	University Administration	Vice Provost/AVP Academic
Lianne Bradley	BUSU	Special Events Coordinator
Mark Wrzosek	BUSU	Vice President Student Services
Amanda Ziegler	Residence	Residence Programmer
Erin Bryer	Residence	Residence Life Coordinator (April-August)
Curtis Gadula	Residence	Residence Life Coordinator

The OCC will meet on a weekly basis during the summer time. The OCC was formed in order to keep each department of the University in the loop about what is to be happening during Orientation Week. Each party brought forth their ideas whereby the committee talked about possible plans of execution to ensure the smooth running of each event. This committee also helps to make sure that there is a variety of events running from each department and no duplication is present. This is also the place to maintain close ties with each department of the University in order to get any necessary support for certain project ideas. These ties aided in the approval of the faculty t-shirts for the Spirit Kits and involving the faculties in the Day-to-Day Guide also helped, but make sure that lots of time is given to anyone on the committee when coming with new ideas.

In order to make the transition process that much smoother, the chair of the OCC typically takes the VPSS and the Special Events Coordinator on a tour of the University to introduce them to some key staff members that they will be in a great deal of contact with throughout the year as well as setting up a meeting with facilities management. This tour is a very key part of the transition process and should be done each year. One thing to be mindful of is to make sure that a layout of events for the week is created by the time the meeting with facilities management occurs. Vince and facilities will, at this point, provide a list of some questions that will need to be answered regarding event details. One can never be too specific and providing as many details as possible, along with maps, is very key.

### Risk Management

If there is one thing that any BUSU VPSS or Special Events Coordinator will learn during their year in office is that risk management is a very crucial part of any event planning. Though the process is quite simple, detail is of utmost importance when filling out the risk management forms. The forms are very straightforward and Vince Wilson typically supplies incoming events coordinators and VP's with previously completed forms, as he is the University's risk assessment officer. In order to fill out the risk assessment forms just go to [www.brocku.ca/risk](http://www.brocku.ca/risk). Getting these forms completed early in the summer time, well in advance of any events is strongly recommended.

Accessibility will also be a key issue when filling out the risk assessment forms online. Margaret Sanderson is the Accessibility Coordinator for Brock University; she works out of Kim Meade's office. There was only one accessibility meeting this year with Margaret to discuss how to make each even as accessible as possible. Keeping in frequent contact with her and making each event accessible, thus displaying the accessibility symbol on each event poster is a very key thing to do.

There are a number of things to be mindful of when risk managing any event. If there are any mechanical items (whether that be a simple popcorn machine or a larger machine) there must be a fire extinguisher present. One should keep any emergency strategies (ie. Fire exits) in mind for any event and crowd control in case of emergency. Since Brock Aid is not permitted to run outside the bounds of the Student Centre building, make sure that first aid kits are present.

The risk management process will be the Bane of any event planner's existence, but toil is not necessary. The procedure may seem daunting, but it's a very simple process. Specifics are something that will be necessary.



## **The Planning Process**

## **Sponsorship**

The process of obtaining sponsorship is the single most important aspect of the O-Week planning process. The entire week's budget depends solely on how much sponsorship BUSU can bring in. Using previous years' sponsorship packages, one can modify it to suite their own needs. The earlier that this package is created, the earlier the sponsorship calls can be made.

Typically, the process is completed as follows. The sponsorship package is created and ready to go by the end of May whereby the calling of any local businesses or big corporations begins in order to bring in as much sponsorship dollars as possible. This process continues for the entirety of the summer. Something to consider for next year is to start this process for the following year MUCH earlier. Since the fiscal year for most companies ends in December, why not start soliciting for sponsorship dollars in November in order to be included in their budget for the year? By doing this, BUSU could potentially be guaranteed a larger amount of sponsorship from a particular company because they will have included BUSU in their budget for the year.

## **Advertising**

Advertising for Orientation is also a very vital part of the planning process. All possible outlets of advertising must be used in order to properly get the word out to students to ensure maximum attendance. There will be a variety of forms of advertising available such as posters, rave cards, promotional tables, ads in the newspaper, the smart start program, etc. The main forms of advertising to be used in the planning process will be the latter of the aforementioned list.

### Brock Press

The Brock Press has a spot in its weekly edition for BUSU to advertise, in colour, any events or news that are upcoming. Orientation Week is typically advertised the week before, the week during and the week after Orientation Week. The advertisement in the edition the week after is typically a thank you to the sponsors that donated for the week. During Orientation Week the press saw a full-page advertisement that displayed a map of the events for that week as well as the vendor fair directory. The vendor fair directory is a 4 page insert in the paper that displays a map of the vendor fair and the list of vendors participating in O-Week. This is created by the graphic designer and usually takes about a week to prepare.



Orientation Week Final Report 2008  
“Get Pumped Get Oriented Get Involved”



This insert must also be ordered through a company called *Hamilton Web Printing* and must be ordered the week before that issue of the paper is to come out.

Smart Start

Smart Start is a program run by the University whereby incoming students are invited to come to Brock University. Students will attend information sessions and go on a tour of Brock. The smart start program is a very effective tool for BUSU to market not only Orientation Week but all of its services as well. The groups of students that come through for their university tour will make a stop at the BUSU office whereby the executive will make a presentation each day to market its services and O-Week. Putting a huge emphasis on O-Week is very crucial and if there are any events that are already planned and ready to go this is the place to market them heavily! These are all incoming students and your major clientele for the year so make sure to put on a good first impression. No pressure.



Orientation Week Final Report 2008  
"Get Pumped Get Oriented Get Involved"



**Summer Time!**  
**A Monthly Breakdown**

## May

The first few weeks in the office are the most challenging. Everyone is still trying to find their way around their desk and attempting to figure out exactly what to do, but unfortunately it is a crucial time to kick off the planning process for Orientation Week. This is the time when the executive set out the direction they would like to see Orientation Week go and began laying out a general idea of events they would like to see run and event proposals were received from the coordinators.

A good solid idea of what O-Week is to look like should be created and solidified in May so that the sponsorship package can be created as well. The sponsorship package should be ready to go by the middle to end of May in order to reach out to potential sponsors as soon as possible.

Once the sponsorship package has been created, one should create a sponsorship goal. Working with the VPFA to create a solid idea of what the budget will look like for the week is crucial so as to not over spend. Looking at previous years' budgets will generate an idea of the budget of the day will look like.

Also be sure to keep in mind the volunteers you will need for O-Week. More specifically think about the SWAT retreat and when you would like it to take place. Setting a date for the SWAT retreat early will ensure location booking and will make the process of marketing it to the volunteers much easier and they can include it in their schedules early on.

## June

Since the sponsorship package will be ready to go by June, a rough list of potential sponsors should be drafted. Create a list and get on calling those sponsors as soon as possible! At this point, risk management on some events was done and a rough draft of the O-Week schedule and Day-to-Day Guide were created.

Now that some elements of the planning process are underway it is time to start thinking about free giveaways. It is prudent for the executive to get a good solid idea of what kinds of items they would like to use as free giveaways so as to obtain quotes as quickly as possible. The sooner a product is ordered the cheaper it will be. Also keep in mind storage space if ordering any product early. There is very

little space as it is to store just about anything so make sure there is room to store anything ordered (if at all at this point). Shop around for some SWAG quotes and when some are obtained, Brand Blvd is a trusted company that BUSU frequently does business with, so if any quotes are brought to them they will more than likely match, or beat the price.

This is also a good time to have price points for large items such as staging, tents, DJ's and lighting sought after. These items typically tend to be unavailable closer to the date therefore seeking these out early is a good idea. Since Rob Morosin and Nathan Pittman order those kinds of items on a regular basis it might be a good idea to have them look up those kinds of items to get them at a possible lower cost. You never know, Morosin might “know a guy” (as he often does).

June is the time to get mindful about some advertising. This year, BUSU did not have a web content coordinator at this point, therefore the website had not yet been created. Start thinking about the website for O-Week at this point as it will take time to get ready and live. Also, the process of poster and t-shirt design should be going on at this point. Let the graphic design coordinator know what you are looking for out of your posters and t-shirts so that they can get to work on designing something early on. Good work takes time so designing these posters early is crucial for some eye-catching work. Make sure to factor in the cost of posters into your budget; they are not free.

## July

Everything should be coming together at this point. The layout of the week should be solidified, sponsorship calls beginning to be made. A mad dash of sponsorship calls should be the focus of July since most of the grunt work will be taken care of. It is very important to keep in constant contact with sponsors during this month as well.

Those large items (tents, staging, DJ's, lighting, sound) for which prices were sought after in June, if they have not been ordered by Morosin or Pittman, should begin to be ordered in July to ensure that they are booked and they arrive on time.

July is the time to start thinking about some of the perks of Orientation Week as well, those being golf carts. They will be necessary to move items quickly and easily across campus. This year 4 gas powered golf carts were ordered as opposed to electric carts. The gas powered carts proved to be much more effective this year as opposed to the electric carts in years previous. They did not need to be fueled up very often and the combination of the 6 seater and 2 seater with pickup boxes was very useful. Something to keep in mind for next year is signage for the carts. There should be more BUSU branding on each cart to advertise any events coming up in the week. Print off a couple signs and laminate them so that they can withstand the outdoors.



Orientation Week Final Report 2008  
“Get Pumped Get Oriented Get Involved”



The SWAG that had been finalized with the executive earlier should also be ordered by early July. Keep in mind that ordering it earlier creates the possibility of it being cheaper and also ensures that it arrives on time.

Some details were finalized this month such as the Day-to-Day Guide and risk management. The guides were ordered in July and the risk management for each event was completed.

One should be keeping in frequent contact with the VPFA all throughout the summer, but it is crucial to have a finalized budget by July to know where all expenditures will be going and will ensure an O-Week that stays within budget.

Make sure to also get a good handle on your volunteers for Orientation week by this month. Have your volunteer coordinator remain in constant contact with anyone who is interested in being a SWAT volunteer and market the SWAT retreat that will be taking place in August to ensure as many numbers as possible.

## **August**

August is a month that should be spent tying up the loose ends. This month was spent making the final sponsorship count, though still obtaining more sponsors. You can never have enough. Keep in frequent contact with sponsors, there were quite a few that came in at the last minute so do not give up on your calls in August just because its near the end of summer.

Constant contact should be maintained with all BUSU staff, full and part-time alike throughout the summer. A weekly meeting was held for the last three weeks of August with all BUSU staff to ensure that all minor details were looked after and that solutions to any problems were met and a “To-Do” for the staff was created. Although this meeting occurred three times, it proved that these types of meetings are very crucial and hosting them more often, starting them earlier, is a good idea.

The Orientation and Shinerama t-shirts were ordered in the middle of August along with the Spirit Kit content. In order to store these orders, the TR room was booked to house any boxes of shirts and SWAG.

August is also the month that the SWAT retreat will be going on during the last week of the month. This year there was a good turnout of volunteers totaling 47 members. Guest speakers for the day spoke in Taro Hall, but the CATI program hat was brought in was done outside. The CATI program is great for team building and breaking the ice so that the volunteers get to know everyone on the team and build a sense of “spirit” for the upcoming week. Making the retreat mandatory for volunteers might prove to be effective next year, though it was not enforced this year.



Be sure to get LOTS of sleep before the end of this month and spend what time you can with your loved ones and get prepared for the craziest and most amazing week of your life!

## **September**

This big day, or week, is here! Get ready for an adrenaline rush! Seriously, you will need as that is all you will be running on because sleep is SCARCE! This will be the most amazing week of your life and this will be a test to the 4 months of planning. It's a blast so soak it in!

Once the week was over, the obvious clean up work had to be done. All supplies that could be used for next year were boxed up and taken to the basement and stored and any other boxes were either taken to goodwill or stored.

All cheques received were deposited and any outstanding invoices were sent out in order to receive prompt payment. At this point the budget was also updated to include all actual expenditures.

## **Some Final Thoughts**

Orientation Week went off extremely well this year! Record attendance was seen at events and all students seemed to be very pleased with the events that were planned for the week. Some things to mindful of next year are the coordinators. This year there was a good group of coordinators that worked extremely well together during the summer. They were the best group of coordinators that I could have ever asked for! Make sure to stay on top of your team in the event that next year's coordinators don't have the same kind of bond as this year's.

Something to make the Special Events Coordinator's life easier over the summer might be to appoint someone that is solely responsible for sponsorship. This could potentially ensure higher numbers for sponsorship dollars and will give the special events coordinator more time to concentrate on the planning and organizing of O-Week. This responsibility could potentially be taken on by re-shuffling some of the responsibilities of the current coordinators, therefore could be something that the Marketing coordinator could take on for next year.

Staff meetings were a very important aspect in the programming of Orientation Week. Although they did occur three times over the summer, it would be prudent to start these meetings earlier on in the year and continue them throughout the summer once a week. This will ensure that everyone is in the loop about what is to be happening during O-Week so there is no confusion and will help to alleviate any issues that may arise from certain events. It is important that this communication between all BUSU staff, full and part-time occurs early on so that during manager's retreat it will be easier to sell the ideas of the entire team to the full time BUSU staff.



Although there are specific responsibilities in each executive’s portfolio, in order to run BUSU as effectively as possible, the executive must work cohesively as a team. It is important that each executive know what is happening in each other’s portfolio so as to present a more concise idea.

During the summer time there will only be three coordinators under the VPSS’ portfolio working whereby the remaining three (Foot Patrol, Clubs, Brock Aid) start their term as of September 1<sup>st</sup>. I requested that each of those coordinators come in one week early in order to complete any training necessary for the job and so that they were able to get a grasp of what is to be happening during O-Week. Something to consider might be to have those positions start in early - mid August so there is more time to train them if necessary.

## **O-Week!**

### **An Event-by-Event Breakdown**

### **Move-In Day/Orientation Kick-Off**

This year’s move-in day saw a record amount of volunteers come out to help move incoming students into their residences. To make volunteer numbers greater this year, it was decided that each club had to bring out at least 2 representatives in order to ensure that a table was secured for them during the vendor/club fair. Initially this came with some hesitation from certain clubs but after speaking to some club representatives after the day was over, they stated that the new initiative was a great idea. One thing to be mindful of for next year is to make sure that clubs bring their own club t-shirts to promote their clubs because there was not enough SWAT shirts for everyone. Also make sure to set the expectation that the executive will be cooking breakfast in the morning that day. Not only is it a huge help for everyone but it’s good exposure for the executive as well.

There were times throughout the day when water became scarce. Be sure to work with the university for water next year, as BUSU will not be receiving free water from Pepsi.

The kick-off event this year was a new event that was attempted. It was received very well by the student body and could be a great new tradition to start off each O-Week at Brock each year. This event was intended to start once all the residence dinners and BOC BBQ were completed. This plan worked out well except that Quarry View’s dinner was scheduled at a later time therefore they were not present. Make sure to work closely with residence on this event to make sure there are as many students present as possible.

The kick-off took place in front of the tower in the bust loading area. All students stood on the grass out front and all speakers were on the second level of

the tower. One might consider a better sound system for next year as the wireless microphone cut out quite a bit which made certain speakers difficult to hear.

The event began with the BUSU executive singing a song, written by the executive, which spoofed some popular songs of the day. Each member of the residence staff spoke for about 30 seconds whereby the event closed with another song by the BUSU executive.

For next year be mindful of a few things. First, make sure that the O-Week banner that is to be hung in front of the tower is up by that Monday, NO excuses! Also, on the day of the event be sure to bring LOTS of SWAG, like t-shirts to throw out into the crowd.

### **Tower Party**

The Tower Party is an event that is a Brock tradition each year. All students are invited to come and kick off their University career at a party under the tower.

Fencing for this event is crucial and the company that was used this year was phenomenal. Fencing is booked through Rob Morosin as he also uses it the next day for the concert. Tower Party fencing arrived at 1:00pm to ensure everything was complete for the kick-off. The fencing company delivered the fencing and set it up as well, which made things very easy for us. Be mindful of the entrances that need to be set up for the party as well as emergency exits. These locations need to be mapped out for the fencing company so that fencing is not set up there. Keep in mind a fenced off area for smokers. Students were not allowed to leave the party and come back unless they wanted to pay twice.

The fencing was set up to create two entrances to the party. One entrance was dedicated to access gold members and the other for paid entry. Each entrance was home to one of our 10'x10' tents and security officers were stationed checking each student as they came in. A container with a lid will be necessary at each entrance in order to confiscate all alcohol from anyone attempting to bring any inside. Ask for a female security officer next year so that all females entering the party can be checked as well. Since there were only male officers, only their bags were checked. Ron and Will handled all the cash coming in to the party at the front entrance and ran cash up to the BUSU office as it was necessary. Each entrance will require lighting, chairs and a table. On the access gold side the regular school lighting provided ample light but the front entrance required a construction light, which was borrowed from one of the volunteers. Each entrance also required the use of the foot patrol barriers and caution tape in order to maintain the line in a neat and orderly fashion.

The lighting and sound came from Patrick's DJ Lighting and Sound. Chris from Patrick's DJ Lighting and Sound arrived at 1:00pm to set up all of his equipment. Once he had finished he left at about 5:00pm and came back for the kick-

off to make sure everything was working properly, though he left someone with his equipment while he was gone. The DJ was booked through Rob Morosin and Jody was the MC for the night. For next year, it might be a good idea to have Rob Morosin do all the stage, lighting, sound and DJ bookings to keep things simple and because this is the sort of thing that he does on a regular basis with his job and he knows what he is doing.

Staging came from Professional Show Service at 12:00pm. The stage was 20'x16' with two 4'x8' wings, one on each end. The company returned at 3:00am, once the party was over to pick up the staging.

The theme for the event this year was that of a badger bash. The area was decorated in red, white and blue and bleachers were even brought from the gyms to provide a seating area and fit with the motif of the event. Balloons brandishing school colours were used to decorate the area as well as streamers. The helium for all the balloons was arranged with Rob Morosin. He has helium downstairs in the bar and we arranged to borrow some of his. Make sure to make that clear with him early on if there will be any need for helium. A lot of decorations are not necessary for this venue as it happens at night in the dark and they will not be seen. The lighting provided enough “decoration” for the event.

Mock tails were served during the party for a donation to the Shinerama campaign and were served by BOC team leaders and members. Pepsi provided the supplies for the night as they donated 50 cases of assorted pop and 50 cases of water. This donation was over and above any other O-Week contract this year and unless they have some other agreement with the university, Pepsi should be doing this again for BUSU next year. Coolers with ice were brought over to the event in order to store all the pop. A mini bar was rented from the Party Shoppe and used during the night for the mock tails. The mini bar was relatively inexpensive and looking into purchasing one could prove to be cheaper in the long run.

With the serving of drinks also comes the need for washrooms. The washrooms, which were used for the event, were located in the basement of the tower. Accessible washrooms were located in thistle hallway.

Facilities management at 6:00pm barricaded the road in front of the tower. This was done at 6:00pm because it was the best possible time due to bus scheduling. Facilities must also provide you with a hose key and a nozzle in order to clean up the area where mock tails were served.

Signage will need to be created for the event by the Graphic Designer indicating where the washrooms are, accessible washrooms, mock tails, emergency exits, no entrances, song request station and signage for the two entrances.

### **Vendor/Club Fair**

Things were done a little different this year in terms of the vendor fair and the club fair. Typically the vendor fair runs on Tuesday and Wednesday and the club fair would run on Thursday as it's own separate event. In an attempt to maximize attendance for both events, the club fair was moved and made to run during the same time as the vendor fair on Tuesday and Wednesday. This proved to be very effective as the club fair typically does not receive the attention that the vendor fair does and by making it the same day, more students were able to see what kind of clubs were offered on campus.

The tables and chairs arrived on time and were provided by the Party Shoppe. The tables were dropped off at 7:00am on Tuesday and picked up at 5:30pm on Wednesday. A variety of sizes of tables were used (5', 6' and 8'), as the Party Shoppe did not have 90 tables all in one size. The setup of the tables and chairs ran very smoothly and was very well organized.

Tents this year were both rented and purchased. The smaller 10'x10' tents were purchased from Price Club for the same price they are rented for. Currently there are only four of these tents; it might be a good idea to buy more for next year. The large 20'x20' tents were rented from Capital M Productions, which was a great company to work with. If any company requires a tent, it must be made in their contract that they will be using one in order to help BUSU offset the cost of renting one. Community Connections and the Bookstore were the only companies to rent the large tents.

Tablecloths were a rather simple solution this year. They were all purchased from the dollar store because it was cheaper to buy them for a dollar rather than renting them for much more. Those cloths are now stored in the basement.

Any power that was needed for the day was set up by facilities management so be sure to give them a list of power requirements well in advance.

Vendor check in took place right outside Lot M in front of Earp residence. Jody and myself were at the table making sure that all vendors that were coming into the vendor had already paid. A more concise list will be necessary for next with all vendors listed as paid or unpaid on one sheet. All vendors were asked to come between 8:30am and 8:40am to ensure speedy setup. There was a slight problem with some of the vendors' vehicles. They are allowed to drive them into Jubilee Court but were asked to unload and move them immediately. Some vendors went in and left their cars in the court. Next year have some enforce the no parking rule in the court. Also make sure that it is written in each vendor's contract that they are responsible for the cleanup of their own area. Make sure to work with the university to set up a location for any cardboard as well.

A new method of distributing the bus pass was attempted this year, which proved to be very effective. Rather than having two big lines, more computers and

volunteers were added to make four lines. These four lines ran much smoother than the two and students were given their bus passes much quicker.

The spirit kits were available to be picked up during the vendor fair, but a more effective method is necessary for distribution. It might be a good idea to set up the tables giving out spirit kits much closer to the gold card table. As sales come in each day during the summer for gold cards, it is also a good idea to make up an email list in your contacts on your laptop so that it is easier later to send mass emails for people to come pick up their spirit kits if they have not already done so. If people also sign the proper waiver, that email list can be used for promotions, as it will reach a mass amount of students due to our sales of just under 1600 this year. The giving out of the agendas was strictly for access gold card holders for the first day of the vendor/club fair this year and later given out to anyone and everyone. This is not necessary next year as we ended up with left over agendas at the end of Orientation Week.

### **Concert**

This year’s concert was a fan-freaking-tastic show! There were two headlining bands, which was a BUSU first, Sloan and K-OS. There was a great turn out of students at the event as well. This is the event that Rob Morosin will need all the fencing moved from the tower party towards. The only work from BUSU’s end for this event is to help move the fencing the night before and volunteers will be required to keep an eye on the fence during the concert to make sure that people aren’t sneaking in or passing anything through the fence. One should plan for many volunteers for this event as there were not enough this year.

One suggestion to help make the event a better one for next year is to turn the area to the right of the stage into a VIP area. One could potentially sell tickets for that section at a higher price than the rest to help bring in some extra revenue. There is typically an after party at Isaac’s after the concert and getting the band to do an extra set in there could help to draw a bigger crowd. It could also be a good idea to do a quick meet and greet with the executive in order to give the band(s) a thank you for coming to play at Brock University.

This is also the event that receives the most negative media attention from local media. There are always claims that the concert is far too loud and the sound reaches deep into Thorold disturbing the residents. Vince Wilson and Chris Green stood at the McDonald’s across the street this year in order to listen to how loud the concert really was. According to them, they could not hear much noise at all. A proactive approach to the issue for BUSU could be to invest in a decibel reader. Take a reading of the concert while its happening to discount all the negative media.

### **Food and FLICK**

This event took place on Wednesday night. There was very little work to be done for this event as Jam Van Inc. took on most of the planning. Jam Van Inc. brought in a massive inflatable screen as well as their Jam Van in exchange for a spot at the vendor/club fair. They also asked if we could distribute some Sharp lanyards and popcorn.

The movie that was played was Superbad, which was a great movie to play and drew a very large crowd, although the choice of movies was given to us very late in the summer and upon mentioning that to Vince Wilson it became a “it’s easier to beg for forgiveness than ask permission” situation with the university. Make sure to stay on your contact from Jam Van and get your movie choice in early if this event takes place again. The choice of movie did draw a crowd of over 300 students, which was a much larger attendance than last year’s movie night. One should also be sure to organize a secondary location as well in case of bad weather.

Throughout the duration of the movie, volunteers sold popcorn and pop to students, of which the proceeds went towards Shinerama. The popcorn and pop were arranged through Michelle Post so make sure to keep on those staff meetings as they were a big help! The popcorn machine was borrowed from Community Connections and we plugged it into Jam Van Inc.’s van.

### **Casino Night**

This was a very largely attended event, which was held on the Thursday of the week. The Ian Beddis gym was booked for this event and was given to us at no charge along with the laying of the floor. This was a well-executed event that saw a good turn out of students and volunteers alike.

The equipment which was rented, 3 blackjack tables, 2 crown and anchor games, 2 over under games, 2 horse race games, 50 poker tables and 450 chairs, was rented from the Party Shoppe. Patrick’s DJ, Lighting and Sound took care of the sound and lighting for the event, though a lot of decorative lighting is not necessary because the main lights in the gym could not be shut off. Other items such as tablecloths and decks of cards were purchased from the dollar store and are now kept in the basement for future use.

Mock tails were again available for this event, but Bartender One ran the mini-bars and showed off some of their flare while mixing drinks. They are very cool to watch, and if you’re nice enough, they will even teach you some stuff. Mock tail supplies were the same from the Tower Party. That being all the left over pop that Pepsi had donated.

The live music was played by Michael Chess, a singer from the Centre for the Arts and sound equipment for his act was borrowed to BUSU by Vince Wilson. He played great music and attracted some attention from students.

Prizes were donated to BUSU by several different companies and the grand prize, a poker chest containing drawers with chips, was donated by Dave from Brand Blvd. The Stag Shop also donated \$400 in prizing in exchange for us handing out discount cards for their store. The Stag Shop prizing was using for the ‘Dirty Bingo’ game that was run during the night. One might consider acquiring a better megaphone for the speaker, as it was difficult to hear the numbers being called out.

Some things to consider for next year might be do acquire one large actual poker table for the final game so that the finalists did not have to sit crowded around a standard table. Along side of that, creating some kind of value system for the condoms (i.e. getting different coloured condoms) so that antis do not consist of a large number of condoms would make things easier. There will also be some late comers to the event as well which will need condoms in order to play some of the other games if not poker. Ensure that there is a method for them to obtain some condoms to bet. Also, if there are some games that are going to be considered to be added to the event, be sure to add casino war to the mix. Yes, war is now legitimately played at the casino and should be added to our casino night!

## **Carnival**

This was the final event of the week which was held on Friday throughout the day from 12:00pm – 6:00pm to ensure that we hit the largest demographic of students as classes have started at this point. Since it was held during the day it reduced the risk of students coming to the event intoxicated and removed the need to rent extra lighting for the event. The event cost \$5 for all day access to any rides and 2 food items and was free to access gold card members.

An important point to keep in mind when reading this section is that this event was BUSU’s highest costing event, highest involvement in risk management and received the lowest attendance out of any other event, though the bad weather may have been partly to blame. Although the logistics will be talked about a strong recommendation to run a different is urged. This day could potentially be used as a ‘pump up day’ for Shinerama.

There were two companies used for this event to rent both the inflatables and mechanical rides. Inflatables came from Checkers Fun Factory and the mechanical ride (spinning strawberries) came from Superior Events. Superior Events was not chosen to do all the rides because they have been known not to provide supporting documents, which stated they were licensed to operate their rides and this trend continued this year whereby they did bring the proper

certification for their machinery and delayed the opening of the ride for 30 minutes. Checkers brought all necessary documents and were very cooperative.

The hose that was used to fill up the dunk tank was arranged through facilities management. They came in the morning and hooked it up and this was used to keep refilling the tank as water splashed out of it.

The golf carts were a crucial asset in the cleanup of this event. They were used to move all equipment closer to the company trucks.

## **Shine Day**

### Morning

Shine Day began with Kristen and Chantelle arriving at 7:00am to start preparing Isaac's for the morning group. Tom Bonney and other BUSU staff were there to start cooking the breakfast. In Isaac's there was:

- 1) Registration booth 4 (volunteers)
- 2) Community Connections display where students could swipe their student card for experience plus/passport program (community connections staff)
- 3) A video being played about CCFF & Shinerama (two dvd's given to us at conference) → Nathan Pittman showed us how to use them.
- 4) Three tables connected with the t-shirts lay out.

There were 4 cooks and 2 servers and breakfast consisted of: pancakes, eggs & sausage. Dons & their students and anyone who had signed up during summer or O-week arrived between 8:00am & 8:30am. The dons signed in at the registration table (and knew their site prior because they had chosen it the Sunday before). Students then lined up for breakfast in Union Station where it was served as a buffet style serving line. At around 8:30am the line got extremely long so people were waiting 20 minutes to just to get their food and some people had to be out by 9:00am. While eating breakfast, volunteers watched the dvds of previous campaigns from other schools across Canada and another one regarding the details of what cystic fibrosis is. (These dvds were given to us at the National Conference in May)

Each site leader was given an information sheet consisting of important contact information. In addition were their bus times for: departure from Brock, arrival at site, and returning time to Brock. Schedules were looked up approximately ten days prior to the event to get the sheet ready. Chantelle gave a speech just before 9:00am thanking everyone for their time and efforts. Tammy Strong, mother of Mikayla and Madison Bianchin was asked to be a guest speaker that morning however it did not work out due to one of the girls having surgery the week before. Two years in a row, there has not been a guest speaker and it would really help the effect if someone from the local CCFF chapter or a contact made during the summer would be able to come and speak to the volunteers.

There were also two chartered buses, for Thorold Foodland (on Pine St) and Niagara Falls location (Beattie's Basics on Dorchester Rd.) Arrangements for these buses were made with St. Catharines Transit and Niagara Transit. The buses both came at 9am to pick up volunteers.

In total there were 4 cars to act as runners: Kristen, Jody, Rob & one of the community connection vans. Each of these runners had supplies in their cars, including extra buckets, washing supplies & signs and money boxes. I gave each car a map to 3 or 4 locations that they were to stick to for the day to prevent confusion. They also brought back money boxes that were full so that the counting process occurred throughout the day.

Having the Community Connections vans was a huge benefit because they were able to transport all the necessities for the barbeque including racks of buns, the burgers and two charcoal bbq's that were borrowed from the University for sites that did not provide them.

The morning shift had over 250 volunteers! After they had completed their shift they did not have to come back to Isaac's. They were free to go.

Money Counting: There were 7 money counters this year. Two ladies from the CCFF arrived just before lunch, Ron Gourlay, William Crothers, Katie Murray, Lianne Bradley & Shawn Carter. The drivers dropped off the money to the board room and they counted from approximately 11am-5pm.

### Afternoon

The afternoon shift also had over 200 volunteers and we ran out of Shinerama t-shirts and had to give out O-week shirts. Dons and their students started to arrive at 11:00am for lunch. Lunch was provided by Tom Bonney and consisted of a variety of subs, fruits, vegetables & pizza from Union Station. The number of volunteers that came out in the afternoon exceeded our expectations so there had to be a lot more lunches made. Similar to the morning, each don signed in and received a bus schedule (except for the chartered buses). They departed by 12 to get to their sites for 12:30pm and relieved the morning people. Similar to the morning group each don was given a sheet that had their bus times and a list of contact info for Kristen, Chantelle, Jody, Rob, & Kristen Smith.

### **Final Shine Day Thoughts**

The morning started out quite rough considering the weather. It was miserable in the morning and the volunteers were cold and tired. There were also less of them than expected. Some dons showed up with just themselves and therefore those particular sites only had 6 or 7 volunteers. In retrospect it was not a good idea to trust the dons too much and therefore we didn't bring in enough SWAT



on the day to cover these positions and also cover the time that it takes for a turnover from the morning group to the afternoon group. Calls were made throughout the day which stated there was no one at particular locations once the drivers went to do drop offs.

There were people who stayed all day (site leaders, SWAT members and just really cool volunteers!) and they were provided bagged lunches (provided by Tom Bonney) that the runners brought to them around noon.

In addition, there was trouble for the Dairy Queen site because the bus that would go directly from Brock to Dairy Queen during the week (#4 Oakdale) does not come to the school on weekends. So the morning crew (of only 5) had been sitting at the tower for ½ hr and were later driven to their site by Chantelle. For the site next year, volunteers should be sent to the Pen with people going to that area, and then they can catch another bus over to Merritt St.

Another problem that occurred two years in a row was with Boomer. Boomer is allowed to partake in Shinerama but only if he/she travels with the Community Connections van. The inconvenience is that he may be left in one place for too long. If you allow someone else to drive Boomers than he can go more places and spend less time at each one and have more breaks.

The afternoon worked out much better than the morning in terms of enthusiasm, turn out and weather. It is very difficult to handle situations that are out of your control (like the weather). Shine Day was one of the best that we have seen at Brock and we were able to make history with our totals of \$13,000 for O-Week and Shine Day.

## **Conclusion**

The planning of this week was a very long road that was traveled which entailed a great deal of hard work and sacrifice, but O-Week turned out much better than anyone could have ever anticipated. Anything that was touched that week just turned into gold. We saw record amounts of students attending events; record amounts of volunteers and the building of a new school spirit began with a great start. Although there were some issues that were seen internally to each event, also be mindful that what the students saw was a perfectly executed Orientation Week.

Although this document may appear to be very long and daunting, be sure to keep in mind while reading this that Orientation Week will be the most amazing time of your life. Be sure to motivate your staff and acknowledge them for all their hard work because this week would not be possible without them. If there are any



Orientation Week Final Report 2008  
“Get Pumped Get Oriented Get Involved”



problems or issues that come up, and there will be some that do come up, keep calm; there is always a solution to every problem.