

**IF YOU
BUILD IT
(CORRECTLY),
THEY WILL COME**

*strategies for successful
activity programming*

Jamienne McKee, Mercer University
2016 GAIE WINTER CONFERENCE

Introduction

- JAMIENNE MCKEE
Mercer University's English Language Institute
- ROLE: Special Programs Coordinator



Relevance

- Integration (socially and geographically)
- Practice and fine-tune their English
- Foster a sense of community/belonging
- Encourage good will toward your office
- Something to look forward to

= RETENTION

OUTLINE

1. CREATION
2. BEHIND THE SCENES:
budget & staffing
3. MARKETING
4. INTEGRATION
5. OVERCOMING COMMON ISSUES

Successful

- Diverse offering of activities
- Decent amount of opportunities
- Met my original goals
- Attendance (@ least 5% of targeted population)
- Feedback

CREATION

Calendar Strategies






- Choose your time period
- Realistically determine what you have time/money for
- Each session, I try to have
2 'big' events and 4-5 smaller scale



Calendar Strategies

1. Clean, empty calendar
2. Plot recurring events
 1. Weekly grocery trip, English Table, orientation/graduation
3. Plot events with set dates (festivals, holidays, etc.)
4. Check the university calendar, student affairs
5. Plot other activities, spaced out

SPRING 2, 2015 ACTIVITIES

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
MARCH 1	2 Check-In & Registration	3 Placement Test	4 New Student Orientation	5	6 Teacher Meet & Greet Scavenger Hunt	7 Fernbank Museum + Decatur 
8	9 FIRST DAY OF CLASSES!	10	11 	12 English Table 11-1pm 	13	14
15	16	17	18 The Improv Atlanta Comedy Club 	19 English Table 11-1pm	20 Mercer Spring Fling Pool Party	21 Pharmacy 5K Run
22 	23	24 Library Workshop	25 Library Workshop 	26 English Table 11-1pm	27 The Shakespeare Tavern 	28
29	30	31 Easter Egg Hunt 	APRIL 1 Open Mic Night in the MAC 	2 English Table 11-1pm	3 Easter Friday NO CLASSES	4 ATL Color Run 
5 Easter	6	7	8 	9 English Table 11-1pm	10	11
12	13	14	15 	16 English Table 11-1pm	17	18 
19 	20 FINAL EXAMS	21 FINAL EXAMS	22 COMPLETION CEREMONY	23	24	25

*The schedule might change, so always check your email!

FALL II, ELI ACTIVITIES

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
OCTOBER 18	19 Early Check-in	20 New Student Check-In & Testing	21 New Student Orientation	22	23 ATLANTA WALKING TOUR	24 MERCER HOMECOMING FOOTBALL 
25	26 FIRST DAY OF CLASSES!	27 GIVE ME MORE (SESSION #1)	28 GIVE ME MORE (SESSION #2) 	29 English Table 11-1pm 	30 NETHERWORLD Haunted House	31
NOVEMBER 1	2	3 GIVE ME MORE (SESSION #3) 	4 GIVE ME MORE (SESSION #4) 	5 English Table 11-1pm	6	7
8 CORN MAZE & OUTLET SHOPPING 	9	10 GIVE ME MORE (SESSION #5)	11 	12 English Table 11-1pm ALL FIRED UP GIRLS NIGHT!	13	14
15 HAWKS BASKETBALL GAME 	16	17	18 	19 English Table INTERNATIONAL THANKSGIVING DINNER	20 MERCER INTERNATIONAL DAY	21
22	23	24	25 NO CLASSES	26 NO CLASSES 	27 NO CLASSES	28
29	30	DECEMBER 1	2 CHRISTMAS TREE LIGHTING  	3 English Table 11-1pm	4	5 SKYZONE TRAMPOLINE PARK
6	7	8	9 	10 English Table 11-1pm	11 CHRISTMAS MOVIE NIGHT	12
13	14 FINAL EXAMS	15 FINAL EXAMS	16 COMPLETION CEREMONY 	17	18	19

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Activity types

1. EDUCATIONAL



MERCER ELI "GIVE ME MORE" SERIES

The meetings are in the Day Hall Computer Lab
Time: 11:30-12:00pm **OR** 12:00-12:30pm

WEEK 1

TUESDAY, AUGUST 25TH

MAKING OFFICE REQUESTS

- Learn who to talk to for your different concerns
- How to request schedule changes, transcripts, letters of attendance, driver's license letters, etc.



WEDNESDAY, AUGUST 26TH

TRANSPORTATION & DRIVER'S LICENSES

- Learn how to get your U.S. Driver's License or ID card
- Learn about car insurance and different companies
- Tips on weekend traveling
- Using MARTA (Atlanta's public transportation system)



WEEK 2

WEDNESDAY, SEPTEMBER 2ND

U.S. HEALTHCARE SYSTEM

- Learn the basics of U.S. healthcare
- Learn what Mercer's insurance covers and what it doesn't
- How to use your insurance



THURSDAY, SEPTEMBER 3RD

COPING WITH CULTURE SHOCK

- Discuss ways to fight homesickness and loneliness
- Learn what resources are on campus to help you



WEEK 3

TUESDAY, SEPTEMBER 8TH

LIBRARY: FIND A BOOK

Learn answers to:

- Where do I find a thin book that is easy to read?
- How can I choose a book at my reading level?



This meeting is in the Library from
11:00-11:50pm **OR** 12:00-12:50pm

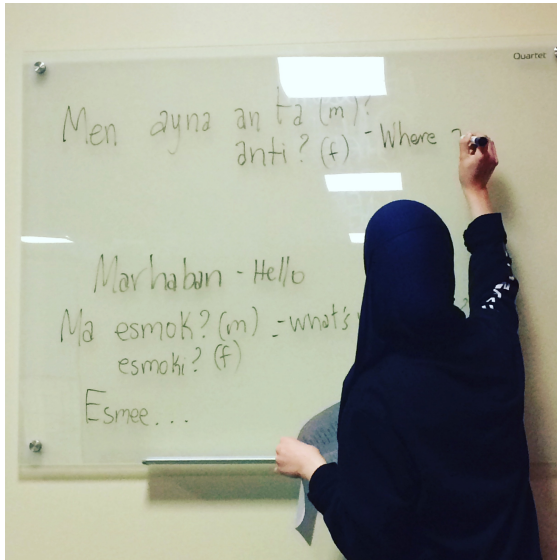
Activity types

2. SOCIAL



Activity types

3. CULTURAL





Activity types

4. OUTDOOR/PHYSICAL ACTIVITY



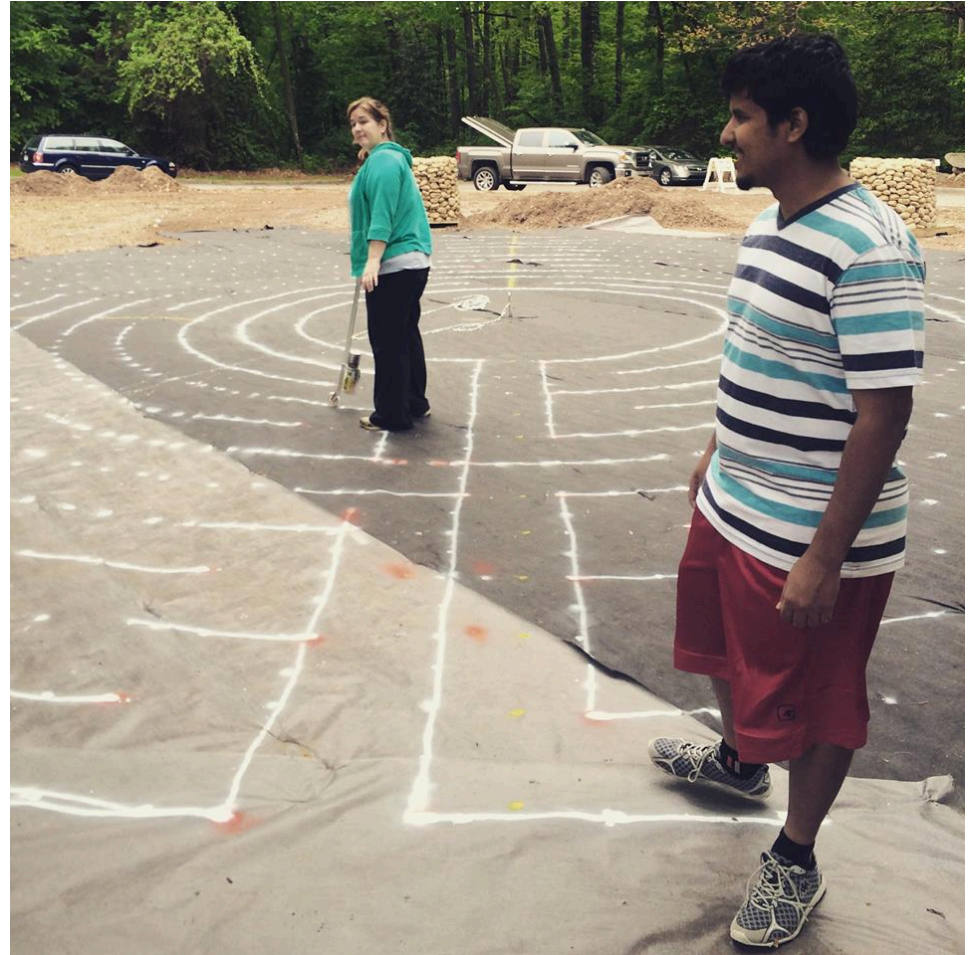


Activity types

5. VOLUNTEER



***Special
Olympics***
Georgia



SPRING I, ELI ACTIVITIES

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
JANUARY 3	4 Early Check-in	5 New Student Check-In & Testing	6 New Student Orientation	7	8 DOWNTOWN ATLANTA WALKING TOUR	9 ICE SKATING & DINNER AT ATLANTIC STATION 
10	11 FIRST DAY OF CLASSES!	12 	13 "ASK ME ANYTHING" FORUM 	14 English Table 11-1pm	15	16
17	18 NO CLASSES 	19	20 	21 English Table 11-1pm	22 MUSEUM TRIP 	23
24	25	26	27 	28 English Table 11-1pm	29	30 Mercer Bball Game 
31	FEBRUARY 1	2 ELI GIRLS NIGHT 	3 	4 English Table 11-1pm	5	6
7	8	9	10	11 English Table 11-1pm	12 SKYZONE TRAMPOLINE PARK 	13
14	15	16 GIANT BOARD GAMES 	17 	18 English Table 11-1pm	19	20
21	22	23	24 FINAL EXAMS	25 FINAL EXAMS	26 COMPLETION CEREMONY	27
28	29					

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Input & feedback

- Student Programming & Advisory Committee
- All-student survey
- Catch them at orientation
- Open-door policy



To consider

- SPACE: reservations
- TRANSPORTATION: van, MARTA, carpool, rent
- TIME: best for students
- POLICIES
- BUDGET
- STAFFING

B E H I N D
T H E
S C E N E S

Working within a tight budget

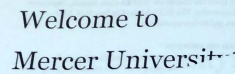
- Analyze and plan ahead
 - Keep meticulous records
-
- Student co-pays
 - Spot isn't guaranteed unless I have the cash
 - Group rates
 - On-campus events, walking tours
 - Discounts (free museum days, AAA, Groupon)
 - Collaborating with other organizations

Staffing

- Student workers
- Programming & Advisory Committee
- Faculty/staff
 - Required
- Church/volunteer groups

M A R K E T I N G

1. Present & distribute



Marketing Strategies

2. Weekly activity email to all students



Marketing Strategies

3. Create and post flyers



A flyer for a corn maze event. The top part features a brown wooden sign with the words "CoRn MaZe" in green and orange letters, flanked by two ears of corn. Below the sign, the text "& Outlet Shopping" is written in green. The bottom part of the flyer is a solid brown rectangle with white and orange text.

CoRn MaZe
& Outlet Shopping

Friday, November 7th
Leave at 2:00pm (after class),
Return to Mercer around 10pm

Cost: \$25 (includes ticket to corn maze,
hay ride, transportation)



A flyer for a basketball game between the Atlanta Hawks and the Oklahoma City Thunder. The top part features the logos of both teams, with "VS" in the center. Below the logos, the text "MERCER UNIVERSITY ELI NIGHT WITH THE HAWKS!" is written in red. The date and time of the game are listed below. The bottom part of the flyer features a photo of two Hawks players, one holding a basketball. Text on the left side of the photo mentions discounted tickets.

ATLANTA HAWKS VS THUNDER
MERCER UNIVERSITY ELI
NIGHT WITH THE HAWKS!
Friday, January 23rd, 2015 at 5:30pm

Discounted tickets
are only \$25!
(includes bottomless
popcorn and soda)

Questions?
Email Jamie at
mckee_jn@mercer.edu

ELI LADIES LUNCHEON

DETAILS

Friday, July 24th 1:00pm at the Swan Coach House
(We'll drive together from Mercer)

We'll enjoy soup, tea sandwiches, dessert,
beverages, and also tour the beautiful
Swan House mansion

Sign up in the ELI, or talk to Jamie, by Wednesday, July 22nd



ELI INDOOR ROCKCLIMBING

Thursday
Feb. 19th

3:00pm

Meet at
Day Hall



Brought to you by the Mercer Climbing Club and the ELI



ATLANTA LANTERN FESTIVAL



SATURDAY, SEPT. 12TH
6:00PM - 10:00PM
(MEET AT MERCER)
COST: \$5

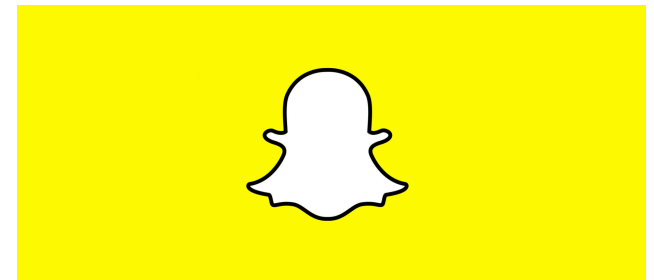
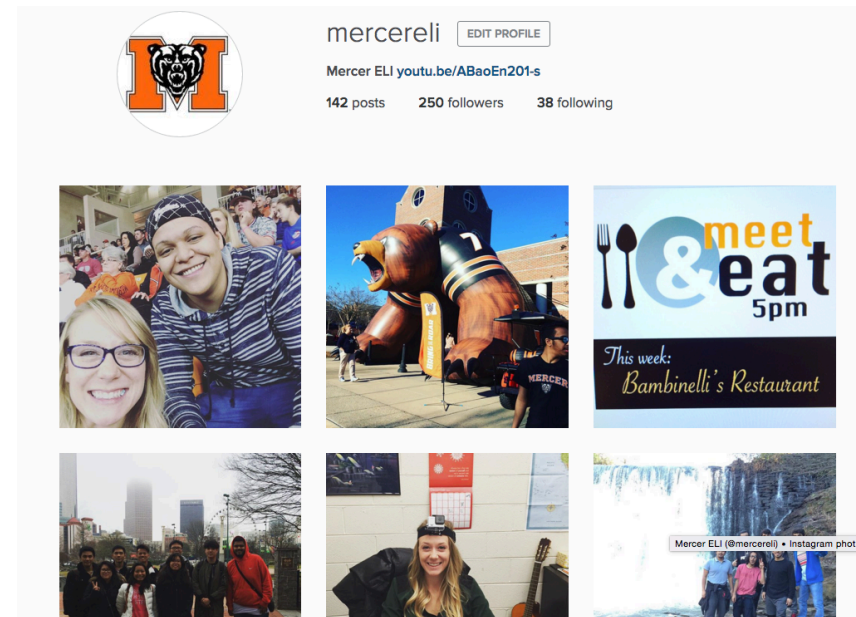
MAKE YOUR OWN
LANTERN AT MERCER
THIS THURSDAY!



IN THE ELI BY THIS FRIDAY!

Marketing Strategies

4. Use the social media platforms the students use

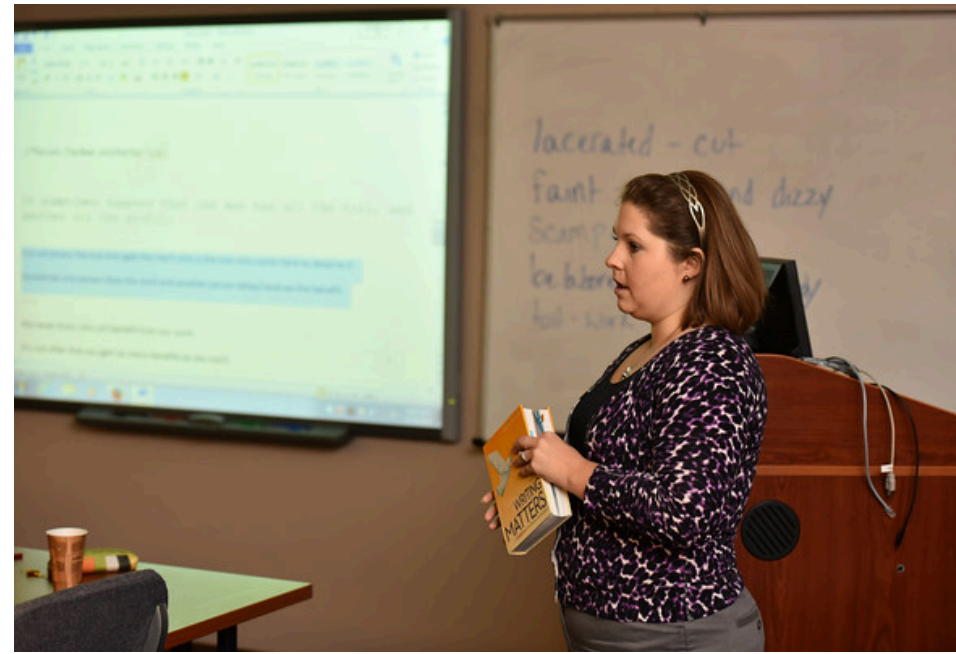


- Where's Toby? Contest
- International Ed Week [Photo Contest](#) using Shortstack



Marketing Strategies

5. Word of mouth



I N T E G R A T I O N

Partnerships on-campus

- Student Affairs
- Specific departments (Pharmacy, Nursing, Education)
- Student organizations (Rock Climbing Club)
- Faculty/staff
- Key influencers

Partnerships off-campus

- Local Churches
- Mission Organizations
- Connect to existing resources (AMIS, Atlanta Sport & Social Club, JASG, Atlanta Hikes)



OVERCOMING
COMMON
ISSUES

Common issues

- Students sign up, but never show up.
- I get stuck setting up and tearing down every event
- I hate ice skating.
- I don't want to be a taxi driver.
- Students claim I didn't let them know about activities.

Favorite Resources

- Shortstack
- Hootsuite
- Dafont.com
- Events12.com



Conclusion

- Incorporate a variety of activity types
- Always get input/feedback from students
- Be creative when working within a budget
- Choose and use social media intentionally
- Seek out collaborators to make your life easier

Have fun!