

**GOALS STATEMENT**  
**SENIOR PROJECT**  
**JACQUELINE GRAGNOLA AND VANESSA REAPOR**  
ADVISOR: DR. DAWN CHANDLER  
SPRING 2012

**GOALS FOR THE EVENT**

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- Create positive publicity for Greek life
- Accomplish date and location of the event
- Obtain sponsorship from local businesses
- Motivate 100-300 participants to attend
- Continue to motivate participants through duration of event
- Educate peers about alcohol abuse and prevention
- Make this an annual event and tradition on the Cal Poly campus
- Raise at least \$5,000 for the Aware, Awake, Alive program

**JACKIE'S PERSONAL GOALS**

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- Build sales-related experience
  - Contacting sponsors
  - Scheduling announcements at clubs and organizations
  - Working with t-shirt company
  - Contacting performers in regards to event entertainment
- Hone organizational and communication skills
- Gain further experience in event planning
- Learn more about social media through senior project partner Vanessa
- Develop graphic communication skills through advertising campaign
- Practice oral presentation skills through announcements in various clubs and organizations
- Give back to the Greek community and provide positive publicity

**VANESSA'S PERSONAL GOALS**

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- Apply management tactics (i.e. training, rewards, culture, staffing) through the entire Senior Project process
  - *Staff* event with performers, participants, sponsors, "motivators" (event staff of people we trust)
  - *Reward* participants, performers and sponsors for their efforts
  - *Train* potential successors
  - *Boost* morale and event culture prior, during and after event
- Gain further management and marketing experience
- Inspire participants through the art of dance
- Implement social media experience obtained through previous internship
- Increase alcohol awareness and prevention to fellow peers