

FALL QUARTER REPORT

Session I

Name: Sienna Jarrard

Title: Events Representative

1. What were your major undertakings this quarter?

My major undertakings this quarter were holding multiple ASG events, growing our social media presence, increasing ASG awareness on campus, and contributing to all aspects of our organization. I came into my position with minimal resources from my predecessor, so I relied on my ingenuity and our ASG Advisor, Amy McCrory, to host multiple large-scale events. Throughout the events process, I continually received and implemented feedback that I received from students. I also collaborated with the API Affinity Coordinator, LGBTQ+ Affinity Coordinator, and Latino Students of Bellevue College Club. Beyond my job as Events Representative, I took on the role of graphic designer to promote said events, ASG information and Student Senate information. I created all our graphics for our social media, created all our physical media on campus, and promoted all our ASG events and student opportunities. Aside from events and their promotion, I worked jointly with the ASG President on the hiring, publicity, creation, and training process for our Student Senate, the first of its kind.

2. What was your greatest accomplishment?

One of my greatest accomplishments this quarter was hosting three events in the span of 6 weeks that received good student feedback and had over 250 attendees each time. Compared to no and minimal events in the past few years due to the pandemic, this was a major accomplishment for myself and ASG. My second greatest accomplishment this quarter was the work I did on establishing the Student Senate. Working with the ASG President and the rest of the Board, I was a part of every step in the creation process from the additions to the Bylaws, the hiring, and the

training material. This work led to the Student Senate we currently have that is starting in Winter Quarter.

3. What were your goals for this quarter and how are you measuring your success in these endeavors?

My goals for Fall Quarter were to hold two to three events and have at least 200 attendees at each event. Due to come-and-go nature of the events, it was difficult figuring out how to count attendees as they're walking in, so attendance was tracked via food. For our first event, we ran out of food, which we had estimated enough for 200 people, and had to increase our order on the spot to 300. This ended up being enough for the event and we started ordering quantities for 250-300 people which was the perfect amount. We had 250 to 300 attendees at all three of our ASG events and near 600 attendees for the Halloween Bash, which we sponsored and tracked via a registration requirement.

4. What barriers and/or difficulties did you face in implementing your goals this quarter? How do you plan to address these if they arise in the future?

As mentioned above, I had very little previous resources and training on the events process which was a difficult point to start from. Our campus had some events last year but prior to that, no events were held due to the pandemic. I learned from Board members who were on the team last year, our Advisors, Bellevue College Food Services, and the Bellevue College Events Office what steps were necessary to execute event. For each event, I learned from prior experiences and built on my previous knowledge to execute better events. When future difficulties and first-time moments arise, I know I'll be able to find the right resources and use the knowledge I've gained this year to solve any issues.

5. What are your goals for Winter Quarter? How will you measure success in these?

My goals for Winter Quarter are to similarly hold 2 to 3 events and find different ways to measure attendance. I will measure success in this goal by trying different methods to count attendees and trying to reach similar goals of consistently having 250 to 300 students. Additionally, one of my

goals is to maintain attendance throughout the whole event. Some of our events have students come, stay for some of the activities, then leave, while others have had students staying more consistently. I hope to this by finding activities that encourage people to stay to the end of the event. I will measure success in these by keeping track of attendance and fluctuations throughout each event as well as continue to gain feedback and ideas from the students.

6. How did you include and/or reach out to people external to ASG in your work (students, businesses, community organizations, student organizations, faculty, staff, etc.)?

In both of my major endeavors, events and the Senate, I worked with other people and groups on campus in almost all aspects. For all of my events I had to maintain close contact with Bellevue College Food Services and the Bellevue College Events office to ensure we had plans in place for food, location, layout, and the overall event goals. In addition, all our Fall quarter events involved working with outside companies to coordinate movie licensing, food, or a photobooth. This has built good relationships between ASG and the companies we work with. I also collaborated with multiple student organizations and Affinity coordinators this quarter in planning and sponsoring events. This has fostering a sense of community between ASG and the entities of Student Engagement and I hope to continue to work with them and reach our goals.