“Gear-Up” First-Year Experience Kick-Off Event

Rachel Bingham
First-Year Aggie Connections Coordinator
Advising & Retention Services
Student Academic Success Center
Making a Successful First-Year Transition

- ✔ Social
- ✔ Emotional
- ✔ Physical
- ✔ Financial
- ✔ Academic
Priority Funding Areas

1. Keynote Speaker
2. Marketing Materials
3. Facilities
4. Lunch
5. First-Year Planner
Video: Hoan Do
College Motivational Speaker

“You get a $15,000 speaker for a much more reasonable price, which makes him more available to change the lives of students not only in higher ed. but in public education.”

Belinda Han
Director of the Center for Advancement of Leadership
Utah Valley University
Questions?

Presenter: Rachel Bingham
Email: rmbingham@ucdavis.edu
Keynote Speaker: www.hoando.com
Budget Proposal

Council on Student Affairs and Fees (COSAF)

Student Programming Fund Application: "Gear-Up" First-Year Experience Kick-Off

(Rachel Bingham, First-Year Aggie Connections)

12:30AM – 12:40PM, MU Garrison

Funding Priorities

1. **Keynote Speaker Package (reduction in cost from $9,900 to $8,950)**
   
   *Hoan Do* is an award-winning motivational speaker, competitor on NBC's American Ninja Warrior, and author of "Succeeding in the Real World"
   
   - Conference call to discuss goals in advance
   - Personalized promotional video
   - Customized flyers and press release
   - 60-minute keynote, 30-minute breakout session, meet & greet session w/ postcards
   - 400 copies of Hoan’s book “Succeeding in the Real World”
   - Logistical cost: airfare, lodging, transportation & meals for speaker

2. **Marketing Materials ($500):** Printing and distribution of customized flyers & marketing materials

3. **Facilities ($300):** Room reservations and equipment fees
   
   - Large lecture hall for keynote address, meet & greet session, and breakout session
   - Accompanying greenspace for first-year resource fair
   - Tables, chairs, delivery, and set-up for resource fair

4. **Lunch ($4,800):** Boxed lunches for 400 attendees @ $12/ea.
   
   - Vendor: Lunchbox Express

5. **First-Year Planner ($3,580):** UCD academic planner for 400 attendees @ $8.95/ea.
   
   - Every new school year, the UC Davis Academic Planner helps Aggies plan a successful quarter. Used to schedule classes, exams, project date, and internships in a portable handy planner. Includes: Discount coupons, reminder stickers, campus map, campus directory, administrative and billing calendars, and campus involvement information.