**EVENT PLANNING TIMELINE**

**FEBRUARY**
- **PLANNING COMMITTEE**
  - Identify and connect with campus partners to review last year's FGCC events and brainstorm this year's plans. Consider opportunities that:
    - center the first-generation student intersectional identity (adult learners, students with children, military-connected students, etc.);
    - include experiences of graduate and professional students;
    - support professional development for staff and faculty; and
    - allow first-generation students, staff, and faculty to connect with each other.
  - Reference the "101 Ways to Celebrate on Nov 8" blog for more ideas.

**MARCH**
- **COMMUNITY PARTNERSHIPS & ENGAGEMENT**
  - Reach out to community partners including local high schools, colleges and universities, news outlets, non-profit organizations and sponsors to share information about the first-gen student identity.
  - Consider engagement and funding opportunities connected to FGCC efforts.

**APRIL**
- **PLANNING & IDENTIFYING A STRATEGY**
  - Meet with the planning committee and discuss FGCC strategy:
    - How will you leverage senior leader engagement?
    - Are there opportunities to collaborate with Institutional Research to review the first-generation student impact and disaggregate the data?
    - Does your campus have TRIO programs? Do your plans engage TRIO offices?
    - Does your strategy include multiple communication outlets including email, social media platforms, text-messaging, and local and regional news?

**MAY**
- **SECURE EXTERNAL FUNDING**
  - Apply to the First-Generation College Celebration Grant Opportunity.
  - Identify possible funders to campus to learn about dedicated first-generation student success efforts. Identify opportunities for partnership, as appropriate.

**JUNE**
- **DETAIL CELEBRATION DAY ACTIVITIES**
  - Begin mapping your day-of, week-long, or month-long plans and align with other events taking place on campus during that period.
  - Considering submitting the events to the campus-wide calendar to increase visibility and bolster participation.
  - Consider building a campaign around a central theme.
  - Consider engagement and funding opportunities connected to FGCC efforts.

**JULY**
- **BUILD SOCIAL AWARENESS CAMPAIGN MOMENTUM**
  - Leverage the Marketing and Communications or Strategic Communication offices on campus and build an editorial calendar to raise the profile of Celebration Day:
    - Identify key handles and used frequently social handles.
    - Consider which accounts may be used for social media take-overs.
    - Map content needed to contribute to the editorial calendar:
      - Testimonials
      - Student, staff, and faculty profiles
    - Social shareables
  - Develop social media content for the Celebration Day:
    - The Media Kit on the Celebration Day page includes a number of templates and examples.
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    - Identify locations across campus where signage could be placed. Be sure to secure approval where applicable.

**AUGUST**
- **STUDENT INVOLVEMENT**
  - Engage students in event planning, execution, and marketing as soon as they return to campus.
  - Create connections with student groups or organizations who could and should be involved.
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**SEPTEMBER**
- **ORDER COLLATERAL & PRINT MATERIALS**
  - Brand the event for social media and across your campus!
  - Create a space for next year’s planning materials, and include the feedback in a document that you can reference next February.

**OCTOBER**
- **REVIEW PLANS & TIMELINE OF EVENTS**
  - Regroup with your planning committee to review the timeline of events and logistics.
  - Through the editorial calendar, detail:
    - The event is:
      - Where it is located
    - Who is organizing the event(s)
    - How will it be promoted across social media platforms, emails, etc.
  - Share the detailed plans with the planning committee and institutional leadership. Encourage everyone to get involved.

**NOVEMBER**
- **CELEBRATE AND RECORD**
  - After nine months, it is time to celebrate!
  - Record snippets of Celebration Day and save them.

**DECEMBER**
- **REFLECT AND DEBRIEF**
  - While the plans and events are still fresh in your memory, conduct a debriefing session with all of the members of the planning committee (including students).
  - Create a space for next year’s planning materials, and include the feedback in a document that you can reference next February.