

Special Events

AS Office of Assessment
Structure & Program Advisory Committee



The AS Assessment Process
2013 Board Recommendations

Introduction

Mission statement: AS Special Events provides events designed to bring the Western Community together for entertainment and community building. Events include comedy, spoken word, lectures, and various novelty events that meet the entertainment needs of Western students.

Created in 1981 to create more idiosyncratic and unique events and programs than its AS Productions counterparts, ASP Special Events has always sought to stand apart in its department and in the AS to provide exciting popular events which other offices would not be given to facilitating.

The office has put on speaker events with everyone from Ice T to Ralph Nader, and entertainment ranging from laser light shows to comedy performances from nationally-acclaimed acts.

Special Events is also distinguished by their outreach to freshman and newcomer Vikings through Late Night programming, which has provided a safe but exciting kick-off to the academic year while showcasing the Viking Union and the Associated Students.

Programs/Services Provided

Selected events from recent years have included:

- VU Late Night
- Last Comic Standing (a comedy competition/showcase)
- Lazer Tag (held in the Wade King Recreation Center)
- Performances and appearances by:
 - The Stanger's Dan Savage
 - Comedian (and NBC *Last Comic Standing*) Josh Blue
 - YouTube sensations Turquoise Jeep Productions
 - The upcoming *American Ham* performance by Nick Offerman

Strategic Recommendations

- 1. Advise the enhancement of office (and departmental) data collection for evaluation and assessment purposes.**
 - a. An expanded cataloging of demographic information (year in school, place of residence, various identities) would help AS Productions Special Events in executing their stated mission of serving the needs (and presumably, wants) of Western students from a wide array of personal backgrounds.
 - b. In the pursuit of this, the office is encouraged to research measurement methods and tools which would establish an assessment infrastructure helpful not only to Special Events, but AS Productions as a whole.

- 2. Encourage the office's outreach to all communities and identities within Western through inter-office and inter-departmental collaboration.**
 - a. The program's touted flexibility coupled with their desire to reach ever-broader groups of Western students and community members would be most feasible were Special Events to strive toward concerted collaboration and event co-sponsorships.
 - i. Alliances and creative partnerships with other AS entities (including AS Clubs) may help to alleviate the burden of entertainment costs while alleviating perceived demographic obstacles as well.
 - b. With that, current and future AS Productions personnel should continue to be wary of Special Events programming *replicating* the programming of other offices/departments.