

University Life at Arlington Program/Event Funding Application

University Life at Arlington awards funds for programs/events that impact the quality of campus life at the Arlington campus of George Mason University. Funding priority is given to requests received by the following dates:

- 5 weeks in advance of the program(s) for requests \$500 or greater
- 2 weeks in advance of the program for requests under \$499

Mission:

University Life at Arlington funds are awarded to programs/events which: build community; enhance co-curricular education; promote faculty/staff/student interaction; contribute to academic, career or professional development of our students; celebrate cultural diversity; increase collaboration across units within the university.

Funding Criteria:

Funds are awarded to programs geared toward a primary audience made up of students. Funding applications are evaluated on:

- Program rationale
- Academic or co-curricular connection(s)
- Extent to which the program fulfills the University Life at Arlington mission
- Likelihood of garnering an audience of the desired size and composition
- Promotion plan
- Alignment with other University Life or campus events (e.g., International Week, Heritage/History Month(s), Homecoming, etc.)
- Work plan and timeline
- Anticipated outcomes and benefits of project or program
- Evaluation plan
- Proposed use of funds

The University Life at Arlington Program will also consider:

- Significance of the project and its overall prospects for success
- Involvement of faculty, students and staff at the Arlington Campus
- Program's immediate and long-term impact on a well defined target audience, which may and generally should include the university community at Arlington at large
- The relationship of the project to the goals and priorities of University Life

Audience:

Because University Life at Arlington Program/Event Funds come from student fee money, programs with a primary audience of students are given priority. Requests will first be evaluated on their likelihood of garnering an audience of the desired size and composition. There is considerable evidence that advertising alone is insufficient to this task, so proposals with an academic connection will be given high consideration. Identify the specific classes the event will be connected to or the faculty who have agreed to assign or otherwise encourage student attendance.

Funding Application:

Requests for University Life at Arlington Program/Event Funds must provide information on the following.

University Life at Arlington Program/Event Funding Application

PROGRAM TITLE:
Date(s) and Time(s) of Program:
Location(s) of Program:
<i>Is this location confirmed through the Office of Events Management?: ___ Yes ___ No</i>

Sponsoring Organization Information:

1. Name of Sponsoring Organization (student organization, office, department, school or college):
2. Name of Co-sponsoring Organization(s) (student organization, office, department, school or college):
3. Contact Person (first & last name):
Phone Number:
E-mail Address:
4. Who Will Be the Person In-Charge <u>AT/DURING</u> the Program/Event?

5. **Description of Program and Goals / Importance to the Mason at Arlington community?** (150 words):

6. **Description of Target Audience(s) and Expected Attendance** (Mason students, faculty, staff; non-Mason attendees):

7. **How Does Your Program Fulfill the University Life Program Mission?**

8. **Please Check the Outcome(s) This Program/Activity Is Intended to Address:**
 Acquisition of new knowledge and understanding
 Introduction/development of new skills
 Impact attitudes and beliefs
 Increase ability/commitment to apply what is learned
 Contribute to sense of community

9. **To Date, Please List Steps Made in the Planning Process:**
 (Advertising/Promotion? Identification/confirmation of presenters? Contact with Sodexo or caterer?)

10. **Program/Event Evaluation Plan** (100 words):
How will you evaluate the program/event? Determine if it is successful?

11. **Is This An Annual Event or 1 Time Only Program?:** ___Annual ___1 time only

Budget Information

12. Please List All Funding Sources and Amounts Committed for Your Program (indicate here whether you have requested funding from another source):

13. Please enter the amount budgeted for each of the following categories:	
Advertising/Promotions:	\$
Speaker Fee:	\$
Equipment:	\$
Events Production (A/V & technology needs & wages):	\$
Facilities/Housekeeping: \$	\$
Food and Beverage (<i>Signed Food & Beverage Authorization required prior to event</i>):	\$
Other (Please Specify):	\$

14. Admission Price/Ticket Fee: \$
Anticipated Revenue from Fee: \$
How Will This Revenue Be Used?

TOTAL Program Budget: \$
TOTAL Revenue from Fees and Other Funding Sources: \$
TOTAL Amount Requested from University Life: \$

Questions regarding the approval process or application may be directed to: Lori Cohen,
Director of University Life & Academic Services, MSN 1C7, Original Bldg. Room 333B, Phone:
(703) 993-4495; Fax: (703) 993-8558; E-mail: lcohen@gmu.edu