



# PLANNING YOUR EVENT

## College Decision Day: Event Planning Checklist

This suggested planning timeline is designed to guide you through organizing a successful College Decision Day, based on recommendations throughout this Resource Guide. Feel free to adjust the schedule to best suit your school's needs. The scale of your event will depend on available time and resources—but with early preparation and the support provided in this guide, we hope to save you both!

### Planning Timeline

Weeks Before Event    Tasks

8–7 Weeks	<ul style="list-style-type: none"> <li>- Form a College Decision Day planning committee (e.g., counselors, teachers, administrators, students, parents/guardians, higher education staff, LCAH representatives).</li> <li>- Evaluate available budget and resources.</li> <li>- Begin brainstorming speakers, programming, and event agenda.</li> </ul>
6 Weeks	<ul style="list-style-type: none"> <li>- Confirm event date, time, and location.</li> <li>- Share initial plans with school administrators and staff.</li> <li>- Collaborate with teachers to explore curriculum tie-ins.</li> <li>- Share finalized event plans with CHE.</li> </ul>
5 Weeks	<ul style="list-style-type: none"> <li>- Extend invitations to potential speakers.</li> <li>- Contact local businesses and colleges for donations or sponsorships.</li> <li>- Coordinate with catering services (if food will be provided).</li> </ul>
4 Weeks	<ul style="list-style-type: none"> <li>- Distribute enrollment checklists to seniors (see Senior Checklist).</li> <li>- Begin volunteer outreach, if needed.</li> <li>- Launch publicity efforts: Draft and prepare a press release (template provided), identify places to display flyers around the community.</li> </ul>
3 Weeks	<ul style="list-style-type: none"> <li>- Send informational letters to students and families with event details, college reminders, and financial aid tips.</li> <li>- Use automated calls, texts, or emails to notify families (if school has such systems).</li> <li>- Promote the event through school announcements, website, newsletter, social media, marquee, etc.</li> </ul>



## Weeks Before Event      Tasks

2 Weeks

- Finalize the speaker lineup and event agenda.
- Distribute press releases to local media outlets.
- Confirm volunteer list and assigned roles.
- Purchase remaining non-perishable supplies.
- Coordinate any additional staffing (e.g., custodial support).
- Wrap up senior meetings to confirm college plans and review event expectations.

1 Week

- Send reminders to staff and teachers; encourage wearing college gear and decorating classrooms.
- Confirm food orders and organize supplies.
- Share a media advisory the day before or day of the event and follow up with media contacts.

## Day of the Event

- Set up venue early and ensure everything is in place.
- Capture photos and videos throughout the day.
- Share highlights on social media using #CollegeDecisionDay and #ReachHigher.

## After the Event

- Send a follow-up letter to participating students and their families (see Parent and Student Letters), congratulating them and sharing summer next steps.
- Send thank-you notes to volunteers, staff, guest speakers, local businesses, colleges/universities, and any sponsors or partners.



# Budget

In the early stages of planning, we recommend that you determine your school's budget for this event, as well as a list of supplies and services you will need to execute the event. While it is up to each school to figure out what works best for them, College Decision Day does not require a large budget. Even if your school is interested in providing food or prizes, many businesses are willing to donate supplies.

Funding from High School: \$\_\_\_\_\_

Other Sources of Funding/In-Kind Donations: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Item/Service	Purchased/Donated	Anticipated Cost	Actual Cost	Notes