

SPACE VISION AND GOALS 2005

SPACE'S VISION STATEMENT (When you think of SPACE, think....):

Entertain and Educate

SPACE'S FIRST VALUE:

Entertainment

SPACE'S MAIN PROGRAM FOCUS:

- Special events, one-time events, high-profile events
- Music program will be our defining entertainment program.
- Academic Honorarium Fund will be our defining academic program.

SPACE WILL NOT FOCUS ON:

- Series programming(movie series, PUB series, Comedy series).
- Craft programming
- Programming centered on one location on campus (USU, SSU).

WHAT IS THE MAIN PURPOSE OF SPACE?

1. To complete the college experience for students by providing memorable entertainment that make students proud of being at CSUN.
2. To create a culture of fun, spirit and involvement on campus.
3. To give students to talk about and look forward to.
4. To offer an outlet for students to balance the pressures of school.

WHAT IS THE PURPOSE OF BEING ON THE SPACE EXEC. BOARD?

1. To get experience in making decisions and having genuine authority for those decisions..
2. To explore the entertainment industry as a career option.
3. To learn to work as part of a healthy, vibrant, full-participating team – and have a sense of belonging to that team.
4. To have the opportunity to learn from working with others who have more experience and to grow from their experience.
5. To have real-life opportunities to learn by doing.
6. To practice things being learned in the classroom.
7. To have the freedom to express ones own ideas, values and beliefs, as well as to learn from those expressed by others.
8. To learn and practice good communication skills.

WHAT IS THE ROLE SPACE EXEC. BOARD WANTS THEIR ADVISOR TO PLAY?

1. Motivate students to do programming.
2. Do not discriminate or tell students what to do – give them ideas, but be open-minded.
3. Offer guidance and professional advice from experience.

4. Be a Mentor/Obi-Wan-Kenobi/Yoda
5. Realize why students are in SPACE and keep that in mind.

WHAT DOES THE ADVISOR EXPECT FROM SPACE?

1. Know your Code.
2. Use your working documents (program proposal forms, event management forms).
3. Be professional – return phone calls, keep promises, handle business matters in a business-like way.
4. Remember your purposes of being here, and stay true to them.
5. Communicate with one another and your advisor.
6. Ask for help when you need it.
7. Remember you're students first, and SPACE members second –keep those grades up!
8. Learn lots, but please HAVE FUN while you're learning.
9. Don't be afraid to try something new, or hard – and think outside your own experiences.

WHAT ARE SPACE'S PRIORITIES FOR PROGRAMMING?

50% music; 50% other programming (entire variety)

WHAT KIND OF MUSIC PROGRAMS SHOULD SPACE OFFER?

- A diversity of music types
- Noontime concerts 2x a month – PUB/Bookstore Lawn
- A music/arts festival
- Music in the dorms (acoustic, women rock)
- Bring large groups of fans together – larger shows.
- Bigger crowds
- Artists of significance that have strong local following/buzz

LECTURES:

- Oprah Winfrey – HIGH profile, large-draw speaker (to balance Big Show)
- Diverse – comedians, speakers, activists
- MTV opportunities – keep relationship
- Academic Honorarium Fund – smaller speakers in classroom settings on a topic.
- Margaret Cho (speaker that combines education/diversity message with comedy)
- Lectures that make SPACE more memorable/creditable
- Lectures should always be of quality

COMEDY:

- Dave Chappell
- One big comedian/comedy night
- No regular comedy series.

FILMS:

- Focus on special events like Big Screen Movie Nights – Rocky Horror at Halloween, etc.
- No series films; no films in Housing
- Classic movies/drive-in style movies/movies with star/director appearances

PAC PROGRAMMING:

- Too expensive.
- Use Northridge Center for large programs (larger audience capacity; smaller overhead/rental use fees; more flexibility for space use).

CULTURAL CELEBRATIONS:

- Clubs and organizations already do a very good job on these.
- SPACE will collaborate with clubs/orgs but will not do them as a major emphasis of programming.

DIVERSITY PROGRAMMING/ISSUES:

- Focus for this year's Academic Honorarium Fund proposals.
- Provide a variety of genre's of music.
- AIDS Awareness.
- Speakers

COLLABORATIONS IN-HOUSE:

- Continue collaboration with Homecoming – use them more to create spirit/fun at events.
- Something greater has to be designed to highlight Homecoming.
- Look for opportunities to program at the same time as other events to make a bigger splash/more of an event for students and more PR for A.S.

WHAT DO YOU WANT CSUN TO THINK OF WHEN THEY HEAR “SPACE”?

- The organization that entertains and educates
- An organization that stands out for providing fun, life, spirit, and great entertainment to the campus.
- Identify “SPACE” as an integral part of the campus – THE place for entertainment.
- SPACE should signify a fan base; students should feel a sense of belonging and community when they think of SPACE events.
- SPACE should make you want to check out the web page, or information to see what we're doing now/next.

WHAT ARE WE DOING WELL NOW?

- Communication is good
- Structure is good
- Team work is good – great relationship between students, and with advisor.
- Big Show was outstanding in ALL elements within our control.
- We have a good base of volunteers to draw from.
- Understanding of the basics is good among current board members.

- We are off to a good start.
- We have laid good ground-work for the reputation of SPACE to continue to grow.
- Members are committed to trying and learning.

WHAT DO WE NEED TO IMPROVE ON?

- Sometimes good things happen by accident/good luck instead of from good planning.
- Need new Board members and have them fit into the team.
- Surveying.
- Work on a full year's schedule.
- Making our programs more diverse (variety of music, types of events offered).

KEY CHANGES COMING UP:

- Freshman Orientation – what will happen to clubs/orgs fair?
- Welcome Back Picnic – what is happening with that? Which time slot will we get? How big can we make the music?
- Programming on the Student Services Lawn – how much can we use that?

UNDER DISCUSSION – DRAFT LIST #1 (NOT final!!!!)

KEY PROGRAMS FOR SUMMER 2005:

- Dodger Night – June (YOLIE) - FUNDED
- Summer Movie Night/kick-off in housing (AUGUST)
- MTV Cast appearance (AUGUST)
- Museum Trip -?

KEY PROGRAMS FOR FALL 2005:

- Academic Honorarium Fund (diversity emphasis)
- High profile lecturer.
- Welcome Back event in housing (Hypnotist? Comedy Show?)
- Welcome Back Picnic (large concert)
Matachella music/arts festival (in connection with Homecoming?)
- Big Movie Night for Halloween (Rocky Horror Picture Show?)

KEY PROGRAMS FOR SPRING 2006:

- Academic Honorarium Fund
- Big Show 6