

# Best Practices Information Request Form

## Sections and Branches

The Leader Training Committee (LTC) is continuously expanding their Best Practices Guide to document successful activities and practices in our Sections and Branches.

Please use this form (Word format) to document your group's successful activity so we can share it with other leaders. We strongly encourage you to attach relevant graphics and photos (either embedded in the Word document or as attachments, PDF, jpg, tif, or other formats). We will incorporate the new Best Practice in the Guide and post it to the web site. Please return your completed form to Brian Pawula at [blpawula@hornershifrin.com](mailto:blpawula@hornershifrin.com) and/or Nancy Berson at [nberson@asce.org](mailto:nberson@asce.org).

<b>Date</b>	9/5/2024
<b>PROJECT TITLE</b>	<b>Field Day</b>
<b>1. Section/Branch</b>	Florida Section – Miami-Dade Branch
<b>2. Section/Branch Size</b>	Medium Sized Branch
<b>3. Project Contact</b>	
Name	Ryan Ocampo
Phone Number	(305) 796-9968
Email	<a href="mailto:ocampob02@gmail.com">ocampob02@gmail.com</a>
<b>4. Project Category</b>	Membership Development
<b>5. Project Description</b>	This annual event, primarily aimed at civil engineers, is hosted at Zoo Miami, where companies bring their teams to compete in various small challenges for a chance to advance to the final rounds. The main objective is to raise funds for scholarships awarded to undergraduate and graduate students at local universities. Throughout the event, attendees and companies are encouraged to network and build connections.
<b>6. The Process</b> (What you did, When and How)	<u>Event Planning Overview</u> To begin organizing one of our largest annual events, we set a detailed schedule with specific deadlines for each sub-committee within the Field Day Planning Committee. Planning kicks off in late September or early October and continues until the event itself, with post-event materials like photos, recap videos, and final newsletters shared with Branch members in the days or weeks afterward.

#### Initial Reservations

Initially, we focus on securing an event space that is cost-effective, spacious enough for all the planned games, and able to accommodate the expected number of attendees. Once the venue is reserved, we move on to selecting and booking catering, a DJ, and a photographer/videographer. We also ensure that all committee members are prepared and engaged. Our goal is to have these logistics finalized by the end of October.

#### Task Assignments and Meetings

Following the reservations, we assign tasks with corresponding deadlines and explain them during scheduled meetings. These meetings focus on decisions regarding event activities, necessary marketing materials (like poster boards and teardrop flags), event merchandise, volunteer needs, promotion strategies, and the overall theme. We also review the previous year's financials to develop a budget for the upcoming event.

#### Budgeting and Financial Tracking

As items are purchased—whether for games, marketing, or merchandise—we maintain an updated financial spreadsheet to track expenses and calculate how many tickets need to be sold. Before spending, we determine the number of sponsors needed to break even on projected costs. By combining sponsor contributions with ticket sales, we estimate the event's income and potential surplus.

#### Promotion and Sponsorship

As the year winds down, we begin promoting the event on social media with a "Save the Date" flyer, a promotional video, and newsletters. In early December, we also release a sponsorship package to potential sponsors.

#### Game Test Day and Pre-Run

Once the new year begins, we schedule a Game Test Day and Pre-Run. During Game Test Day, we check for broken or missing game items and ensure volunteers are familiar with the rules. The Pre-Run involves committee members and select Branch members testing the games and providing feedback, while volunteers practice scoring for Field Day.

#### Team Registration and Final Preparations

By mid-January, we share the Team Registration form with companies, giving them details on how Field Day will operate. We anticipate a large turnout, so maintaining organization is key. When the day arrives, volunteers are stationed at their assigned games, marketing materials are displayed, the DJ is ready, and committee members are prepared to assist attendees.

#### Organizational Tools

Throughout the planning process, we rely on Google Drive to create and manage To-Do lists, checklists, and spreadsheets, ensuring everything remains organized and on track.

<b>7. Those in Charge</b> (Committee, Task Committee, Etc.)	Chair, Advisor, Chair-Candidate, Marketing Committee, Games & Rules Committee, Aesthetics Committee, Awards & Trophies Committee, Planning Committee, and Volunteer Committee.
<b>8. Time Frame</b> (When Started, When Completed)	Planning began in October 2023. Post-event tasks ended in March 2024.
<b>9. Success Factors</b> (The Parts that Worked Really Well)	<p><u>Effectiveness of Forms</u></p> <p>The forms we created were highly effective. The Team Registration Form allowed us to track which teams registered, their assigned team numbers, and the names of their members. This streamlined the process of distributing Team Number Cards, which also functioned smoothly. The volunteers used the Game Scoring Form effectively, as it automatically updated the scores in a spreadsheet, making it easy to determine which teams would face each other in the next round.</p> <p><u>Scheduling and Organization</u></p> <p>The detailed schedule provided to the volunteers and Committee members was very successful. It offered a clear view of how the event would unfold, without revealing too much to attendees, who only had access to a general event schedule. Additionally, visiting the event space prior to planning helped visualize how everything should be laid out, ensuring a well-organized setup.</p> <p><u>Committees and Volunteer Engagement</u></p> <p>Forming committees and holding regular meetings also proved to be beneficial for the event's success. To boost volunteer engagement, we organized a raffle as an incentive for attending Game Test Day, the Pre-Run, and Field Day. Volunteers who participated in all three events were entered into the raffle for a chance to win a gift card. This strategy resulted in higher-than-expected volunteer attendance.</p>
<b>10. Setback Factors</b> (The Parts that did Not Work Well)	<p>Some minor logistical setbacks occurred, such as an insufficient number of speakers and initial issues with the game scoring spreadsheet, though we were able to resolve the latter.</p> <p>To reduce future challenges, we utilize Event Feedback forms from previous Field Days, allowing us to learn from the experiences of attendees and address any issues that arose in past years.</p>
<b>11. Creativity</b> (This is something off the wall that we did)	<p>We created Team Number Cards that had all twelve (12) games to be played in the first round as cutouts that a team would give to the volunteers/judges before their game is played. A Game Scoring Form was also created so volunteers/judges can score the teams, and we would get the results in a scoring spreadsheet that is linked to the form. Also, we modified the rules to ensure that each game between two teams finishes quickly, allowing the next two teams to play without delay.</p>

<p><b>12. Administration</b> (What was most Important?)</p>	<ol style="list-style-type: none"> <li>1. Reserving the event space and catering months in advance.</li> <li>2. Begin planning months in advance.</li> <li>3. Creating the different committees and assigning tasks/deadlines.</li> <li>4. Promoting the event on social media.</li> <li>5. Providing a detailed explanation of the event for the attending companies.</li> <li>6. Creating a sponsorship package after reviewing financials from previous Field Days.</li> <li>7. Create the Eventbrite event page with all event details to attract the viewers and entice the members so they can purchase tickets for the event, as well as companies so they can sponsor and attend.</li> <li>8. Creating a general schedule and a detailed schedule.</li> </ol>
<p><b>13. Follow-Up</b> (What was most important?)</p>	<ol style="list-style-type: none"> <li>1. Attain the recap video and the event pictures from the videographer/photographer to post them on social media.</li> <li>2. Send final newsletters with links to the event pictures so members that attended the event can see.</li> <li>3. Send an event close-out report to the Branch Board of Directors with the surplus made.</li> <li>4. Send the Event Feedback form to all attendees to receive ideas and comments to apply them in future Field Day planning.</li> <li>5. Prepare a final inventory (an initial inventory should have been prepared before planning stages) of everything used in Field Day to ensure nothing was misplaced or lost.</li> <li>6. Ensure all the payments from sponsors were made.</li> </ol>
<p><b>14. Recommendations</b> (What you should ALWAYS do with this project?)</p>	<ol style="list-style-type: none"> <li>1. Create committees and assign tasks with deadlines to each committee.</li> <li>2. Visit the event space before planning begins to have an idea of how much space you must use.</li> <li>3. Recruit volunteers from local universities or young professionals from the industry months before and provide a rundown of what to expect from the volunteers as some may drop from the overall volunteering group.</li> <li>4. Organize your financials with a spreadsheet and update periodically as planning moves forward.</li> <li>5. Create a general schedule and a detailed schedule to provide to the attending members and the committee/volunteers, respectively.</li> <li>6. Have enough volunteers and create this number by knowing how many games will be at the event and how many game stations will be added for each game.</li> <li>7. Send detailed emails to sponsoring/attending companies with all the information they need about the event so they know what to expect at the event.</li> <li>8. Reach out to all the companies in your area, even if those companies are not specifically civil engineering companies. They can be construction and architecture companies.</li> </ol>

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	<p>9. Sponsorship benefits provided in the sponsorship package should always be granted to a sponsoring company. Do not specify any benefit in a sponsorship tier if you are unsure that you'll be able to provide it. The goal is to create trust with the companies so they can sponsor the same event in subsequent years.</p>
<p><b>15. Cautions</b> (What you should NEVER do with this project?)</p>	<ol style="list-style-type: none"> <li>1. During planning stages, delay task completion in a specific committee.</li> <li>2. Cause unnecessary delays in the schedule the day of. Plan to ensure the event runs smoothly.</li> <li>3. Not explaining the games, game scoring, or instructions for the volunteers as they need to have an idea of how the event will run.</li> <li>4. Cause unnecessary distractions or discussions between committees. One can always come to an agreement if the committee members are willing to continue help plan the event.</li> </ol>
<p><b>16. The Outcome</b></p>	<p>27 companies, 20 sponsors, 500 members total attended the event.</p> <p>Both 2025 Society President-Elect nominees, Marsha Anderson Bomar and Kenneth Rosenfield, spoke at the event to encourage members to vote.</p> <p>Three companies were ranked from First Place to Third Place. Four scholarships were awarded to undergraduate and graduate students attending local universities.</p>
<p><b>17. Ongoing Activity</b> (Would you do it again?)</p>	<p>This is an event we host annually and expect the attendance to increase throughout the years.</p>
<p><b>18. Speaker Contact Information</b> (person from your group who would be willing to speak about the Best Practice)</p>	
<p style="text-align: right;">Name</p>	<p>Ryan Ocampo</p>
<p style="text-align: right;">Phone Number</p>	<p>(305) 796-9968</p>
<p style="text-align: right;">Email</p>	<p><a href="mailto:ocampob02@gmail.com">ocampob02@gmail.com</a></p>

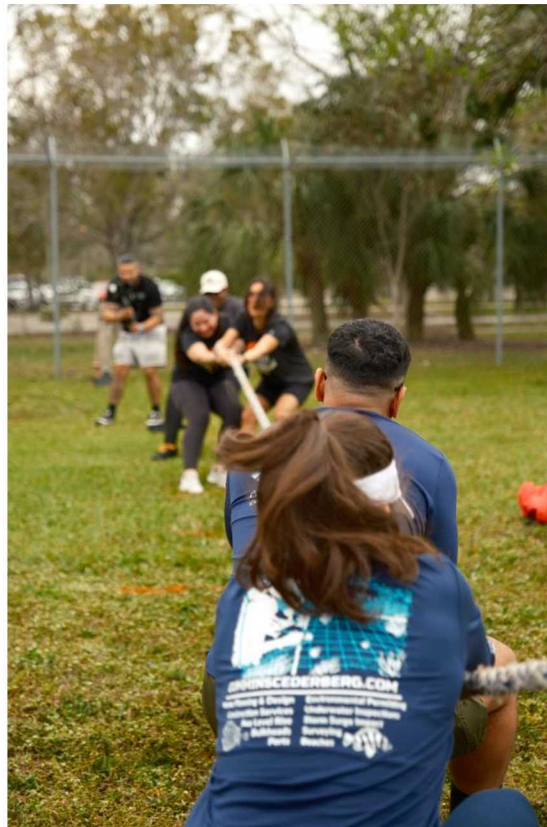
**19. Additional Comments**

(We strongly recommend attaching relevant photos and graphics)

Picture 1 of 6



Picture 2 of 6



Picture 3 of 6



Picture 4 of 6



Picture 5 of 6



Picture 6 of 6

