

Pacific Arts & Lectures Guidelines

This guide is to assist applicants when writing applications for Pacific Arts & Lecture grants. The metric below are used when reviewing applications by the Pacific Arts & Lectures Committee (PALC). Strong consideration is given to events/programs that have direct impact to student learning across multiple disciplines/majors and has mass appeal. When writing applications consider the following:

1. Is the event/program time, date, and venue appropriate for your desired attendee outcome?
2. Will the general student body be able to attend your program or is it scheduled during class times that may limit access to only a small specific group of students?
3. Does your event/program have mass appeal? The more students your event appeals to, the more likely your event will receive funding support from PALC
4. Consider your cost per attendee. If you're requesting \$10,000 for an event that can only accommodate 50 people your cost per attendee is \$200. In this case the committee will likely recommend you aim for a larger audience or lower your expenses.
5. How do you plan on marketing your event/program to students?
6. Will your program/event bring positive publicity to the University?
7. Is your program/event scheduled during a time when there may be other competing events/programs? We see this often and will frequently recommend a date change. Consult with the scheduling office when selecting a date and venue to see what other events may be scheduled during your desired event week.
8. Funding from the Pacific Arts and Lectures Committee is meant to be an additional resource for your event. It is not meant to underwrite the entire cost of your event. Are there any other sponsors for your event? If so, please identify them and their level of sponsorship.
9. Please list any and all video/website links/or audio recordings of your proposed event that will help the committee learn more about your request? Please list these helpful resources in the "Additional Resource" box in the application.
10. Clearly identify the expected learning outcomes of your event / program.
11. What Student organizations are helping to host event/how many?