



SUPERIOR REFLECTIONS AGENCY

...Helping Reflect What You Project

Mission Statement: We strive to plan and execute superior events for our clients that reflect their unique visions, fulfill their individual needs, and help foster awareness for their respective causes. Our services are perfected through the use of innovative event planning strategies, meticulous attention to detail, creative networking channels, and opened and honest communication between all involved.

Vision: Within the next five years, we will earn client loyalty and respect through differentiating our event planning services, communicating and reinforcing each client's organizational identity, and operating our business in a socially responsible and sustainable fashion. Our main vision is to successfully reflect through our events, the values your organization embodies.

Group Experience: Each member of the Superior Reflections Event Coordinating Agency offers unique skills including, but not limited to: interpersonal communication, public speaking, public relations, conflict mediation, brand development, and event planning. Through past organizations, team members have contributed skills and knowledge to multiple

Core Values

- Integrity
- Social Responsibility
- Respect
- Humility
- Client Satisfaction
- Team work
- Community Giving
- Superior Service
- Diversity
- Citizen Leadership

Primary Client Contact: Jordan McBride

Jordan.Mcbride@live.longwood.edu

540-903-1931



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Liz Harris: Co-Team Leader

Liz is a junior Communication Studies major with a concentration in Public Relations and a minor in Psychology. Has experience with event planning from being Vice President of Public Relations as well as Vice President of Recruitment in her sorority.



Molly Spraker: Co-Team Leader

Molly is studying Communication Studies and hopes to become an Event Planner. She has gained valuable experience planning events such as a campus wide community service day called The Big Event, which allows the Longwood student body to give back to the Farmville community.



Lindsey Atkinson: Marketing Strategist/Brand Developer

Lindsey is a senior Business Administration major with a concentration in Marketing and Management. She is a member of the Phi Beta Lambda business fraternity and was awarded first place in public speaking at the State Leadership Conference. As an intern for a law firm, she was in charge of various marketing efforts such as creating a new website layout, designing and implementing a client tracking system, and fostering client relations through superior customer service.



Jordan McBride: Event Planner/Client Liaison

Jordan attends Longwood University where she is a junior Communication Studies major. She is a sister of Kappa Delta Sorority and is involved with different philanthropies in her area including Girl Scouts of America. Jordan has gained experience in public relations and event planning through the coordinating of National Women's Friendship Day on Longwood's campus.



Rachel Cave: Internal Public Relations

Rachel is a Junior Communication Studies major at Longwood University with a concentration in Organizational Communication and Public Relations. Her experience working in the First Year Experience office has allowed her to develop and maintain strong relationships with faculty and staff at Longwood as well as with students and other organizations on campus.



Bryan Rose: External Public Relations

Bryan is a senior Communication Studies major with a concentration in Public Relations. He is extremely involved in the Farmville community. Through his experiences as a local high school football and basketball coach, he has developed strong bonds with residents of the surrounding counties.



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Team Contract

The following contract is a guideline for group member performance. It can be edited at any time with the consent of the entire group. Please read carefully and sign.

- **Mandatory Meetings:**

- Meeting Times: Every Monday at 3:00 p.m., but meeting times are flexible weekly due to frequent conflicts in schedules
- Location: Greenwood Library Mac Lab (with The Student Union Café as a backup location)
- All members are expected to attend
- 24 hour notice is necessary for the inability to attend a meeting (with the exception of emergencies). Please contact Molly with this information via e-mail
- Everyone must come to each meeting prepared and with the proper materials, including the Team Notebook, in order to conduct an effective meeting
- 10 minutes of social time will be allotted at the beginning of each meeting to develop group unity, as well as keep the group focused during the remainder of the meeting. Liz will be in charge of ensuring that group members stay on task.
- We will use our meeting time effectively and stay on task
- Feel free to bring treats!

- **Group Member Responsibilities:**

- I will complete my assigned work to the best of my ability and pass it on to Lindsey on the assigned date



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- I will take responsibility for the work assigned to my position and complete it in a timely manner
- I will consider this project a priority

Each member is to withhold the responsibilities of their own position. Positions were chosen by each member on Monday, February 08, 2010.

Team Goals

- To achieve and maintain lasting client relationships:
 - We will maintain a professional relationship with our clients. One in which they can trust us with confidentiality, keep an open communication line and trust that our knowledge of public relations, brand marketing, and event planning will better their organization.
- To build a strong team:
 - We will strive to keep the lines of communication open through developing a unified and organized team. We will be dedicated to our team as well as our individual roles to better the overall strength of our team.
- To apply our knowledge to our organization:
 - We wish to approach each obstacle and decision in a professional manner and utilize our knowledge of communication in order to gain the most from this experience as possible. This does not mean we will be limited by challenges, but rather embrace them and apply learned communication skills in order to view the challenge as an opportunity to learn from experience.



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Client Expectations

- Professionalism at all times
- Flexibility while working for and with the company
- Feedback on the happenings and progression of the project
- An open mind to what the organization may want or suggest
- An effective plan for an event that will benefit and help the organization to grow in a measurable amount through testimony from the organization of their overall satisfaction with our event

Job Expectations

- **Co-Team Leader: Liz Harris and Molly Spraker**
 - Determine upcoming tasks and alert members of important events
 - Make sure team member roles are being fulfilled successfully
 - Ensure tasks are assigned
 - Assist in member problem solving
 - Ensure deadlines are met
 - Moderate group attitudes and group cooperation
 - Encourage all members to voice their opinion and thoughts
 - Ensure projects are completed prior to deadline to allow time for thorough editing, review, and feedback.
 - Acts as secretary, email team group members minutes from meetings, distribute agendas at least 24 hours prior to team meetings



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- **Marketing Strategist/Brand Developer: Lindsey Atkinson**
 - Develop business plan for project
 - Work with team leaders in monitoring the overall cohesiveness of team brand and any work submitted to Dr. Johnson
 - Responsible for keeping track of budget
 - Build brand personality and identity
 - Determine primary goal, vision and mission of project
- **Event Planner: Jordan McBride**
 - Serves as primary contact for Client
 - Serves as the liaison between Team and the Client
 - Create and organize event
 - Responsible for crisis management on the day of fundraiser, in the event that anything should happen
 - Works alongside Client in order to share fundraising event ideas and planning
 - Responsible for obtaining and securing all Client to Team documents
- **External Public Relations-Farmville Community: Bryan Rose**
 - Head of public relations in Farmville area
 - Responsible for community attendance at events
 - Liaison between team and Farmville community
 - Bring ideas of how to advertise event to the Farmville community
 - Responsible for creating any press releases needed for publicity in the Farmville area



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- **Internal Public Relations-Longwood Community: Rachel Cave**
 - Responsible for Longwood attendance at events
 - Head of public relations for campus
 - Communicate with Longwood campus on behalf of our organization
 - Responsible for creating any press releases needed for publicity in the Longwood community

Conflict Resolution

Each member is responsible for their own behavior and work load throughout the project. We hope to keep conflict to a minimum by each member being responsible for themselves and respecting other team members enough to hold that responsibility. However, if we are faced with a conflict in the productivity of a group member, the issue will be brought directly to the Co-Team Leaders. The Co-Team Leaders are responsible for overseeing and managing conflict. They will evaluate and act as the mediator, as well as address any conflict quickly so that it does not escalate into a bigger issue. If the problem remains, documentation will be recorded in the Team Performance Appraisal. If the problem is consistent or so extreme that it disturbs the overall satisfaction or productivity of any group member, further consequences will be discussed.



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Team Performance Appraisal

Team members will be evaluated on the following criteria:

1. Attendance and participation in group meetings
2. Quality and creativity of work
3. Communication with the group
4. Dependability- efficiency of member's work
5. Attitude towards the group and client

Criteria:

1. Attendance and participation in group meetings (15%)

- a. Without every team member being in attendance for every Superior Reflections meeting, it will be detrimental to the success of our audit. This project relies heavily on dependence on one another's opinions and work, so everyone is required to attend meetings and participate.
- b. Exemplary attendance is attending the meeting, being prepared, and having the assignment completed which is due.
- c. Unacceptable attendance is not attending the meeting without a valid excuse to team members and the client, being unprepared, and not participating in group discussion.



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2. Quality and creativity of work that is presented (30%)

- a. Our goal is to produce only the best quality of work we are capable of throughout each step of the project. By doing so, we will benefit ourselves by not having to spend ample amounts of time editing work. We will strive to achieve a high degree of professionalism with our client. Group members are encouraged to apply learned communication skills and tactics in producing creative work that will provide for the greatest overall experience for all included.
- b. Exemplary quality work is pre-edited, reflects the values of our group, is completed, and presented on time.
- c. Unacceptable work is incomplete, does not reflect the group values, late, not edited, or formatted improperly.

3. Communication with group members (15%)

- a. It is important that every group member has a full understanding of the group's goals and their job's duties. It is imperative that each member is easily contacted through phone or email.
- b. Exemplary communication includes keeping members updated on all team assignments, meetings, and ideas.
- c. Unacceptable communication is deciding major project decisions without full consent of the entire team, meeting with the client or Dr. Johnson without group discussion.



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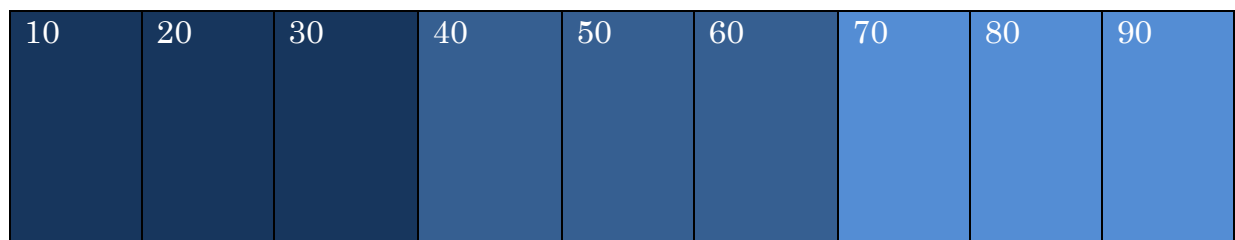
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4. Dependability (30%)

- a. Our group's success is fully dependable on our ability to turn items in by due dates.
- b. Exemplary work is turned in before its due date to ensure time for editing.
- c. Unacceptable work is turned in late, not at all, or last minute.

5. Attitude (10%)

- a. In order to ensure our group's success, a positive attitude and team mentality is essential.
- b. Exemplary attitude is positive, helpful, motivated, energetic, and respectful of fellow opinions or ideas.
- c. Unacceptable attitude is demeaning, distracted, selfish, and argumentative.



Unacceptable

Satisfactory

Excellent



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In conclusion, this team project will be a valuable learning experience in the Communication field. By following these guidelines, we will obtain experience needed to understand the importance of professionalism, efficiency, quality work and communication.

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MINUTES FOR SUPERIOR REFLECTION MEETINGS

Minutes: Wednesday February 3rd, 2010

Greenwood Library Mac Lab

- Distributed positions throughout team: Liz and Molly, Co-Team Leaders, Lindsey, Brand Marketing, Jordan, Event Planner, Rachel, Internal Public Relations, Bryan, External Public Relations
- Discussed possible organizations for fundraising event- SPCA, Prince Edward Schools
- Discussed pros and cons of each organization
- Decided on the SPCA for our project
- Brainstormed ideas for event: Dog Walk, dinner fundraiser, supply drive
- Brainstormed agency names and logo ideas
- End notes/reminders:
 - Next meeting: Saturday (2/6) at 2pm in the library. Come prepared to work on phase 1 of our team notebook due next Tuesday (2/9)
 - Be prepared to take pictures for our team notebook tomorrow after class

Minutes: Saturday February 6th, 2010

Greenwood Library Mac Lab

- BLIZZARD! Meeting cancelled. Team decides upon contact via email to meet Monday afternoon at 3pm in the library
- Remember to take the Kiersey personality quiz online, send results to Liz along with a short description of yourself with material/experience that relates to your position
- Also, review over the rubric for the team notebook and be ready to provide your ideas during Monday's meeting!

Minutes: Monday February 8th, 2010

Greenwood Library Mac Lab

- Team members brought in what they worked on for the team notebook over the weekend
- Developed rough draft of team notebook and profile
- Lindsey, Brand Marketing, took home what we worked on look over for further developing our image
- Further discussion of event plans for the SPCA
- Decision made to host a Dog Walk on campus during the day, with a fundraising dinner to follow at Big Dogs
- End notes/reminders:



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- Team leaders will have team schedule sheets by Tuesday's class
- Lindsey will email team notebook to team leaders by this evening, team leaders will make any final changes to team notebook and bring it to class Tuesday
- Remember to dress nice for class Tuesday, we have a presenter

Minutes: Tuesday February 9th, 2010 After Class Meeting-Unable to all meet in the library

- Discussion of editing the agency profile sheet due Thursday (2/11) because of confusion on its due date
- Lindsey to work on creating a more professional agency profile sheet during the day, email it out to team sometime before meeting time at 7pm tonight in the Greenwood Library
- Team to review over the profile sheet and come ready with any suggestions to improve it's quality

Minutes: Monday February 15th, 2010 Greenwood Library Mac Lab

- Decided to only hold a Dog Walk for event due to Dr. Johnson's suggestions
- Discussed email sent to SPCA asking for their interests
- Discussed what items to send in a care package to the SPCA
- Liz and Molly will mail care package before next meeting
- Decided to send canned dog and cat food, along with our agency profile sheet and formal letter addressing the idea of the fundraiser

Minutes: Thursday February 18th, 2010 Email Update

- Received an email from SPCA Board member, Katie Register agreeing to work with us
- Care package is in the mail, SPCA should be receiving it soon
- In contact with Katie Register to set up a meeting with Liz and Molly to discuss event plan and needs of the organization

Minutes: Monday February 22nd, 2010 Greenwood Library Mac Lab

- Liz and Molly informed the team that during meeting with Katie Register, she requested that we put on a Bingo night opposed to the Dog Walk
- Addressed possible date that was discussed with Katie Register
- Decided on date of March 31st for event
- Brainstormed ideas for Bingo to make it more relatable for Longwood students as well as community residents
- Discussed event venue options, settled on Big Dogs restaurant
- Jordan called Big Dogs as client liaison, received a verbal agreement over the phone to do event at their establishment
- Set up meeting at Big Dogs on the 2nd to discuss event with Big Dogs management, as well as conduct an environmental analysis



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Minutes: Tuesday March 2nd, 2010

Big Dogs Restaurant

- Introduced team to Big Dogs Manager and Owner
- Exchanged contact info
- Agreed on date of the event (March 31st, 2010)
- Decided to not ask for food or beverage proceeds as part of fundraiser, but rather strictly monetary and supply donations, as well as \$3.00 for each Bingo card
- Furthermore decided that each participant who brings in a supply can receive their first Bingo card for \$1.00
- Agreed to using the bar area for the event
- Agreed to decorating the entire restaurant to our liking (balloons, fliers, posters, streamers)
- Big Dogs explained that they have dog themed drink and food specials that they will happily promote for the event
- Big Dogs agreed to advertise the event on their marquee the week of the event
- Team discussed possible businesses to reach out to in order to receive donated items for Bingo prizes
- Team discussed press release dates; Rachel and Bryan were informed of who to address releases to: WMLU, The Weekly Announcements email, The Communication Major Announcements email, and WVHL
- Agreed that Molly would create fliers, but Public Relations positions would distribute around campus and town
- Discussed Spring Break plans to aid in team bonding

Minutes: Monday March 15th, 2010

Greenwood Library Mac Lab

- Molly brought a list of businesses in the area for the team to split up and conquer in order to receive donations of gift cards or merchandise as Bingo prizes
- Publication begins-fliers distributed, Facebook group created and distributed, press releases sent out to radio stations and campus (Rachel and Bryan)
- Work as a team to create final event plan assignment (due the 19th)

Minutes: Monday March 22nd, 2010

Greenwood Library Mac Lab

- Discussed specifics such as colors for decorations for event
- Rachel sent out a reminder message to students on the Facebook group
- Co-Team Leaders urged members to continue asking for donations for Bingo prizes
- Reminders for next meeting:
 - Review final event plan!
 - Continue to advertise event to friends and organizations



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Minutes: Monday March 29th, 2010

Greenwood Library Mac Lab

- Met to review event plan, and which duty each team member had for each hour of event
- Reminded team members to be at Big Dogs to decorate and set up at 3:00 Wednesday the 31st
- Final press releases are all sent out
- Received Bingo set from Richmond
- Decided on jeans and a black top for a uniform look during event
- Reminded team to encourage participants playing Bingo to please be respectful of borrowed Bingo cards
- Liz made name tags for team members to wear at Big Dogs
- Jordan is in charge of getting balloons on the day of
- Molly typed up fun facts to place on tables for guests to read during event
- We have 32 Bingo prizes! (Advertise to friends and organizations to promote event)
- REMIND ALL OF YOUR FRIENDS!