Parents' Club of Stanford University
Extravaganza Chair
Job Description

Overview: The Extravaganza Chair auditions and selects the groups that perform at the Entertainment Extravaganza in Memorial Auditorium on the Saturday afternoon of Family Weekend. The Chair also prepares the program for the Extravaganza. The Extravaganza Chair works with the Family Weekend Chair and a representative from the Stanford Office of Special Events and Protocol (“Stanford Rep”) and must be present on the day of the event from 1 pm until the show is over. The busy times for this job are November (when we audition the groups) and February, right before the performance. The profit from Extravaganza goes to the Parents’ Club Scholarship Fund. We generally net about $20,000 for this event.

September:

Attend Family Weekend Organizational Meeting with Stanford Representatives.

Parents' Club attendees are: Family Weekend Chair, VP of Volunteers, President, and President Elect and Stanford staff in charge of Parents' Weekend. Discuss:

- Ticket price
- Ticket sales process
- Time of the event
- How event will be publicized
- Who the Stanford Rep for Extravaganza will be
- Any chances in charges or procedures for the use of Memorial Auditorium
- Discuss the audition location. In 2015, we held all auditions at Bing Rehearsal studio over two nights. In 2016, we held all auditions in Roble Art gym over two nights. The Stanford Rep will need to reserve the space.
- Discuss the stage management of the show. In 2016 and 2017, Stanford hired students to direct and stage manage the show. This has worked out GREAT, since they know the student groups and are very familiar with Memorial Auditorium.

Start work on the list of eligible groups, additions or deletions from that list, thoughts on narrowing done the list, what mix of groups we’d like in the performance, etc.

- The Chair from the previous year will give you a list of the eligible and ineligible groups. Some of these groups may now be defunct or there may be new groups that aren’t on the list. The Stanford staff member is familiar with current groups and can be of great help on updating and refining the list of eligible groups.
- To be eligible, groups cannot have performed in Extravaganza in past 3 years
- Ask for recommendations from Parent Club members
- Ask for recommendations from the Stanford director and stage manager
- Look at groups who perform at Orientation
- Look at Stanford Arts Website for listings
- Attend the Activities Fair in late September to scout for new groups

**October:** Continue to keep a lookout for new performance groups. Attend the Party on the Edge at the Cantor, as this is the place to find new and active groups. (Work with Stanford Rep to gain access to this student only event)

**Schedule Auditions.** Working with Stanford, make a shortlist of the groups you want to consider (8 - 10). Contact the groups (starting with those at the top of your list) to see if they’re interested in performing. (sample emails are attached). Make sure they know it is an audition and give them an idea on what to expect. If they are interested, tell them the dates and time slots of the auditions and work on a mutually agreeable time. Twenty minute time slots worked well in 2016. Half hour time slots are too long, The Stanford Rep must be at all the auditions.

**Involve Our Members.** Email the Parents’ Club local membership inviting them to attend the auditions. The President will prepare this email and send it out if you give her the information you want in it. She can just use the one from the prior year with minor changes. It’s up to them to show up or not. However, keep track of which parents DO attend auditions so you can get their input at the end of the process. The more parents that see a lot of groups, the better the input.

**November:** Attend auditions of groups. Gather input from everyone that attends the auditions. Determine which groups to invite to participate.

**December:** Before holiday break, notify the selected groups that they have been chosen. Find out the groups equipment needs and review this with Stanford. Ask for confirmation that they will definitely participate on the Entertainment Extravaganza day. Send the contract for their signature. Request a 2-sentence description of the group-this will be used for advertising online and for the printed program. Request a photo that can be used for publicity. Once the groups are finalized and we know what equipment they’ll need, Stanford will give you an estimate of what their costs will be for Extravaganza. This will include labor for both the rehearsal and the show. In the Extravaganza binder there are records of what revenues and costs have been in the past.

**January:** Meet with Stanford Rep, along with Family Weekend Chair, Parents’ Club President and President Elect, and Parents’ Club VP of Volunteers to finalize details of Family Weekend.
Stanford has held 50 tickets aside for the Parents’ Club to sell to members who are not current parents and others who did not purchase tickets before ticket sales close. Extravaganza chair keeps track of the names, addresses and email addresses of those who want those tickets.
February: Attend dress rehearsal(s), which have been scheduled by Stanford. Work with the Stanford student director to determine the order of the performances. Layout the program and send it to the Parents' Club Family Weekend Chair and Stanford for proofreading. Request checks from Parents Club Treasurer to pay each of the groups. Provide Stanford Rep the reserved ticket list so that the Stanford Ticket office can collect payment.

Week of the show: Print programs (expected attendance + 100), 2-sided, half-page). We have used PIP printing for the last several years, since they are close to campus and reasonably priced. Arrive at Mem Aud. at about 1:00 pm. Watch dress rehearsal, and then distribute checks to groups prior to the performance (and a gift like apricot jam, if you want).

-Debbie Denton/Marcia Hansen May 2017