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Great VCU Bike Race Book Faculty Reflections

Great VCU Bike Race Book

2016

Event Planning and Promotion

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Event Planning and Promotion (<https://rampages.us/manika/>)

GET READY TO CRUISE ALONG!

An Instructor's Reflection into the UCI Bike Race Course

For me as an instructor, teaching the UCI Bike Race course had a twofold purpose, to actively engage students in the learning process, and to get them excited about this once-in-a-lifetime event. The fundraising experience acquired by teaching Service Learning classes provided the building blocks for this course. The questions that came to my mind were, how did Richmond 2015 accrue funds to stage this event? Who are the donors and sponsors? What are their interests in being a part of this mega event?

To acquaint myself with the nuances of online courses, I enrolled in an online course in the summer so as to prepare myself for the effective delivery of this course. One of the required assignments in the summer course was weekly blogging, which became the foundation for this course as well. Through blogging, students learned to use WordPress, which also assisted in refining their writing skills. Prior to the race week, students were provided with the readings which aligned well with the learning goals. It facilitated in understanding the content as majority of the students were from varied disciplines trying to work under one umbrella. The requirements for the successful completion of the course were to attend the presentation by Lee Kallman, Director of Marketing and Development, Richmond 2015, and to interview at least three corporate sponsors at the FanFest. Students overwhelmingly enjoyed the experience of interacting with the corporate sponsors. One student remarked, "My favorite part of this whole course was actually going to FanFest and interviewing the sponsors. Aside from the fun, we gained so much insight about what it takes for sponsors to get ready for huge events." The assignments gave them an opportunity to witness the race first hand, to learn what goes into the coordination of an event, and to enhance their oral communication skills through collaborative group work.

Overall, it was a great experience for all of us! These course offerings were one of the many ways we tried to make the most out of this pinnacle event.

Please check the following links for the great work put in by my students:

<http://rampages.us/manika/2015/10/10/reflection-on-univ-291-041/>

<http://rampages.us/manika/2015/10/13/group-twos-uci-bike-championship-fan-fest-experience/>

<http://rampages.us/manika/2015/09/21/lee-kallmans-presentation/>

<http://rampages.us/manika/2015/09/06/the-fit-in-sponsorships/>

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