

Iran Cultural & Educational Center



Iran Cultural & Educational Center

Nowruz Committee Meeting November 8, 2014

Ali Tajaddini

Email: Nowruz@iraneducationalcenter.org

Agenda



- About Nowruz Committee
- Organization
- Review of Last Year Nowruz Program
- Next Steps
- Question

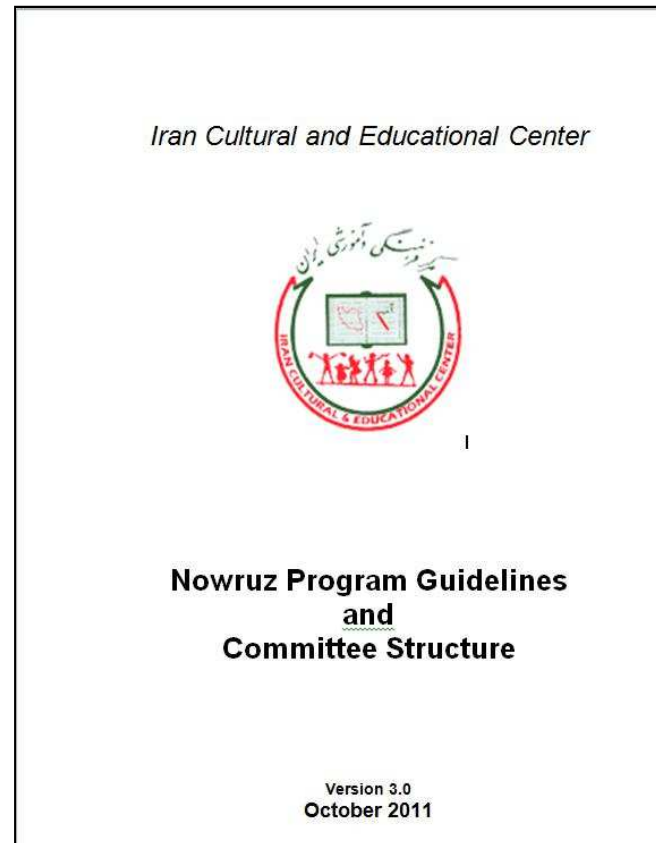


Nowruz Program Guidelines



Available on ICEC Website:

<http://iraneducationalcenter.org/community-school-association/>



Program Purpose and Content



- The program is **BY** and **FOR** ICEC present and past students, their family and friends. No adults shall be involved in the actual performance on stage.
- Maximum participation of ICEC students, teacher assistants and previous students should be encouraged and supported by the committee.
- **No program of any political or religious nature is allowed.**
- The content of all proposed programs, including the class programs and student group programs, shall be reviewed and is subject to approval of the program committee and ICEC officers and /or their designees.
- The Nowruz Committee shall give full support to the ICEC student groups, such as Persian Dance Group (PDT), Young Iranian Musicians (YIM) and Young Iranian Performers (YIP) and assist them in practicing and performing on stage.
- Every attempt will be made to make the entire length of performances, including announcements **not to exceed 120 minutes** total.

**Committee Chair
&
Co-chairs**

**Production
Manager**

Tasks:

Stage
Management
Sound/Light
Control
MC's
Class Liaisons
PDT
YIP
YIM
Stage Decoration
Slide Show
Auditorium
Haftseen

**Logistics
Manager**

Tasks:

Location rental
Equipment rental
Security
Signs
Financial
Final check

**Public
Relations
Manager**

Tasks:

Typing Program
Typing Ads
Ready to print
Booklet
Photo
Video
Website
Invitations
Printing
Post Event
Evaluation

**Reception
Manager**

Tasks:

Order Food
Cafeteria Setup
Cafeteria
Decoration
Food Preparation
Food Serving
Drinks
Sweets
Fruits
Tea
Music
Haftseen
Supplies
Goodie Bag
Amoo Nowruz
Cleanup

Overview of activities



Logistic

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NOWRUZ COMMITTEE ACTIVITY REPORT

Date- March 14, 2015

1: GENERAL INFORMATION

Committee Meeting Dates:	8-Nov	6-Dec	10-Jan	31-Jan	14-Feb	28-Feb	7-Mar	PROGRESS					
	In School (11:15 - 12:15)							20%	40%	60%	80%	100%	
Program Information:	Watkins Mills High School				Program Time: 4:00pm to 6:00pm								
Committee Chair and Co-Chairs													

2: LOGISTICS:

Ali Ghaemi

Location Rental	Auditorium 8:00-7:00pm	Cafeteria 1:00 pm to 10:00 pm	Media Ctr 8:00-7:00pm										X
Audio System Contract	8:30 to 7:30												
Ticket Pricing	\$x before March aa, \$yy After march aa	School children & sib. under 18	Outside children over 5:	zz									
Security(1)	Need to watch the doors and the kids. Volunteers are needed during the program												
Signs & Traffic(1,2)	Need to prepare signs for outside and inside school, place them and remove them at the end of program,												
Truck loading & unloading (1)	A couple of volunteers the morning and evening of the program to move stuff from the storage to school and back												
Financial & Budget (1,2,3)													
Final Checkout (1)													

- 1- Activity for the day of celebration
- 2- Activity before the program
- 3- Activity for after the program

Overview of activities



Public Relation

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3: PUBLIC RELATIONS		Afshin Sharifi				
Donation collection						
Typing Program (2)	Volunteer to start working on the booklet starting in January . The booklet must be final and ready to print one week before program					
Printing (2)						
Ticket Sales (2)	Need a couple of volunteers, to sell Nowruz tickets, starting in mid February.					
Video (Performances) (1)	Someone in charge of videotaping or arranging for someone to videotape and edit the entire program					
Photo (Performances) (1)	Volunteers to take photos of the performance and the preparations					
Video (Cafeteria & Back Stage)(1)	Someone to videotape activities in the cafeteria					
Video Edit and Duplication (3)	Editing/duplicating video fro the program, and short summary for website					

- 1- Activity for the day of celebration
- 2- Activity before the program
- 3- Activity for after the program

Overview of activities



Reception

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4: RECEPTION		Ehsan Motazedi						
Food options and quantities(2)								
Order food (780 half orders)								
Cafeteria Setup(1)								
Cafeteria & Hallway Decoration(1)								
Serving Food(1)								
Drinks, juice and water(2)								
Sweets(1)(2)								
Pizza (1)								
Salad & Fruits(1)								
Tea(1)								
Supplies(trays,cups,etc)(2)								
Goodie Bags(1)(2)								
Music/DJ(1)								
Cafeteria Haftseen (1)								
Amoo Nowrouz(1)								
Final Cleanup(1)								

- 1- Activity for the day of celebration
- 2- Activity before the program
- 3- Activity for after the program

Overview of activities

Reception



Overview of activities



Production

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5: PRODUCTION		Behzad Bashiri, Brian Oliner	
MC Coordinator (1)(2)			
Class Liaison Coordinator (1)(2)			
Stage on/off control (1)			
Children seating assignment (1)			
Program timing and order(1) (2)			
PDT	Nooshin Nikakhtar, Kathy Hosseini		
YIP	Hessam Yousefi		
YIM	Hassan Partovi		
Stage Decorations (1)			
Stage Management (1)			
Slide show (1)			
Auditorium Haftseen (1)			
Stage cleanup (1)			
Backstage cleanup (1)			0
Auditorium cleanup (1)			0
Water/snack for students (1)			

- 1- Activity for the day of celebration
- 2- Activity before the program
- 3- Activity for after the program

Overview of activities Production



Overview of activities



Program Details

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PROGRAM NAME	MINUTES	GRADE	TEACHER	COMMITTEE LIAISON
SLIDE SHOW	0			
MRS ARBABI MC (X,Y,Z)		8th	Mrs. Honarfar	
KINDERGARTEN SONGS (No. students)		k	Rasa Davoodpour	(1)(2)
Haft seen (19 students)		1-A	Mazaheerian	
Program (17 students)		1-B	Shariat	
(19 Students)		1-C	Zolgaghari	
XXXXXXXXX (23 Students)		2-A	Hobbi	
XXXXXXXXX (23 Students)		2-B	Hedayati	
		3-A	Kalantari	
XXXXXXXXX (14 Students)		4	Voskanian	
XXXXXXXXX (15 students)		Fifth	Mostofi	
Ey Iran , Iran Iran (20 Students)		Sixth	Fakharzadeh	
Ey Iran, Iran Iran (15 Students)		Seventh	jahanbin	
PDT Dance, Young Girls (Kordi)			Anahid Meyssami	
PDT Dance, Middle Girls (Mazandarani)			Neda Movahed	
PDT Dance, Young Ladies (Lezgi)			Anahid, Neda & Ariana	
PDT Dance, Boys (Junoobi)			Ariana Faizi	
YIM 4 pieces (Chekar e aho, Jane Maryam, Dokhtar Boier Ahmadi, xxx				
YIP Performers (Shaparak) (16 Students)				

Need to provide Detail of each performance (timing, equipment, music, etc.)

2014 Nowruz Summary

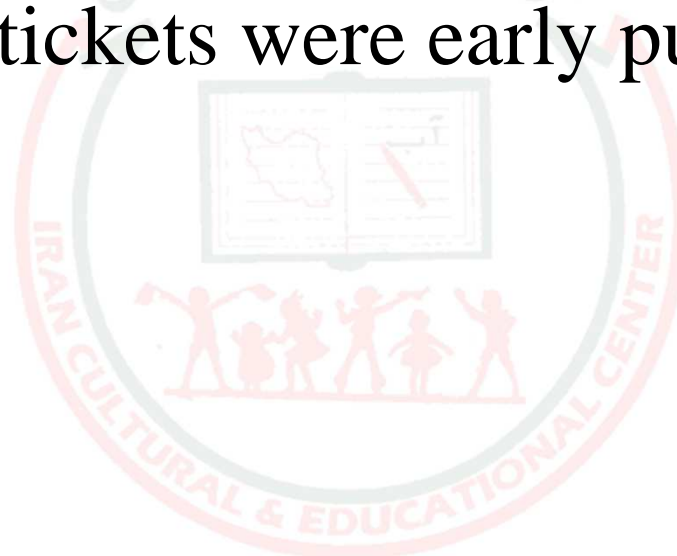


760 Guests

Close to 100 Volunteers

Ticket Price \$35.00, \$30.00 Early purchase

Almost all tickets were early purchased





Participants Statistics

Group	2012	2013	2014
Paying Adults	482	434	438
Non- Paying Adults Tickets	31	50	65
School Kids and Siblings	211	260	248
Outside Kids	44	12	9
Teachers Kids	27	*	*
TOTAL	795	756	760

Expenses



Group	2012	2013	2014
Food, Drinks	6118	6579	5885
Location Rental	3855	4160	4401
Sound System	2200	2200	2200
Printing	952	1163	1045
Table & U-Haul Rental	571	185	0
Decorations	301	316	228
Supplies	292	480	1096
Gift Cards	100	200	200
YIM	0	1100	1350
Video	0	550	1000
TOTAL	14389	16933	17805



Income

Group	2012	2013	2014
Ticket sales	12350	10910	13535
Donations	2050	900	950
PTA (\$10 fees)	2300	2225	1930
DVD	1077	920	1075
TOTAL	17777	14955	17490
	3388	1978	315*

* Nowruz activities only

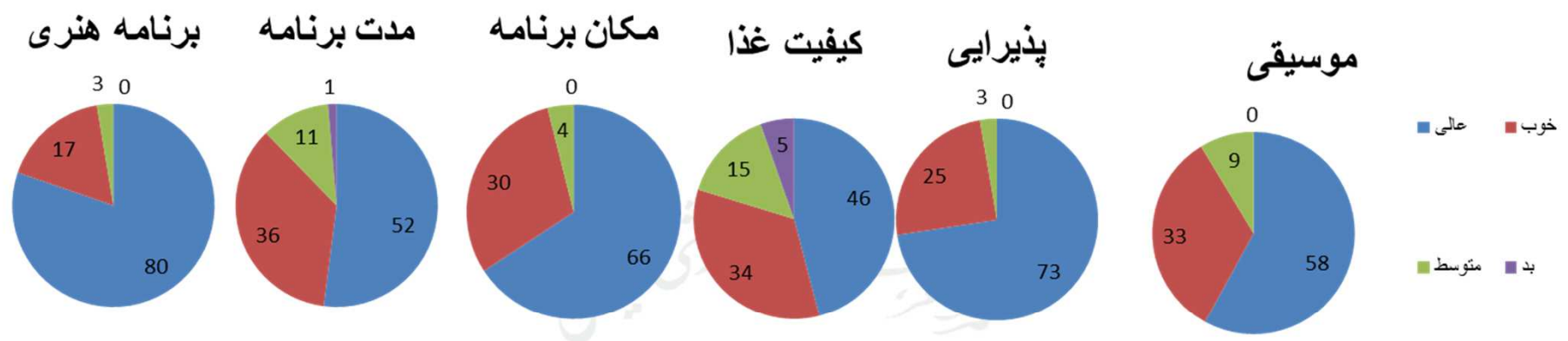
Participants Survey



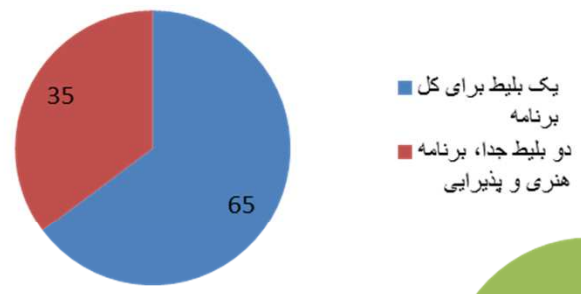
- 76 forms were received
- Survey questions and rating based on:
 - 1) Program
 - 2) Program Length
 - 3) Location
 - 4) Food
 - 5) Reception
 - 6) Music & Dance in cafeteria
 - 7) Separate ticket for Program/Reception



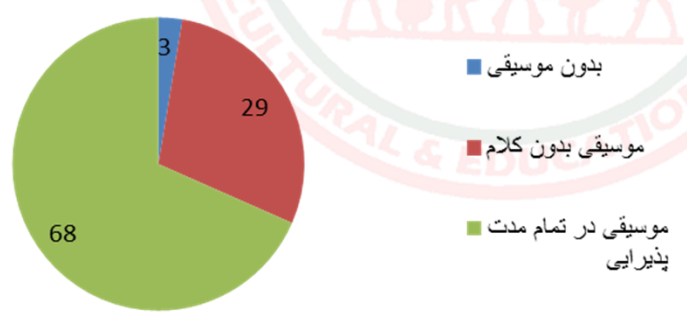
Nowruz 2014 Results



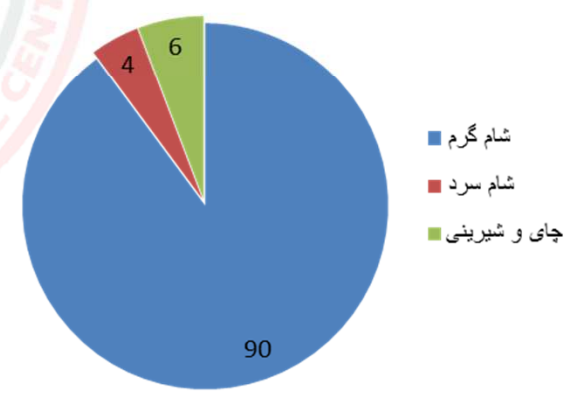
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موسیقی



پذیرایی



Nowruz 2014, Summary of Written Comments



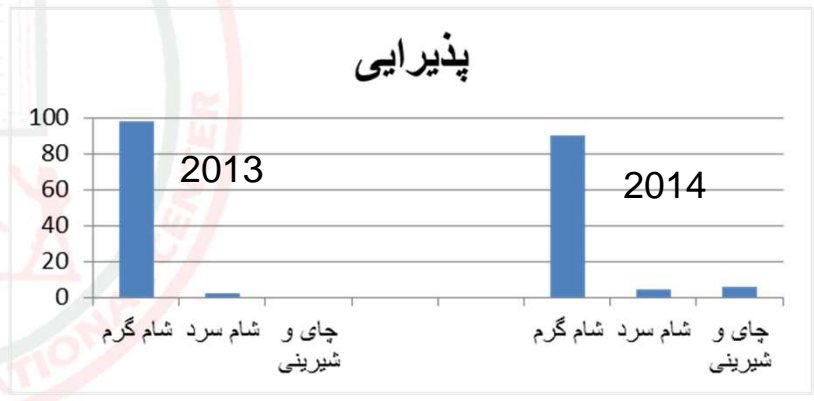
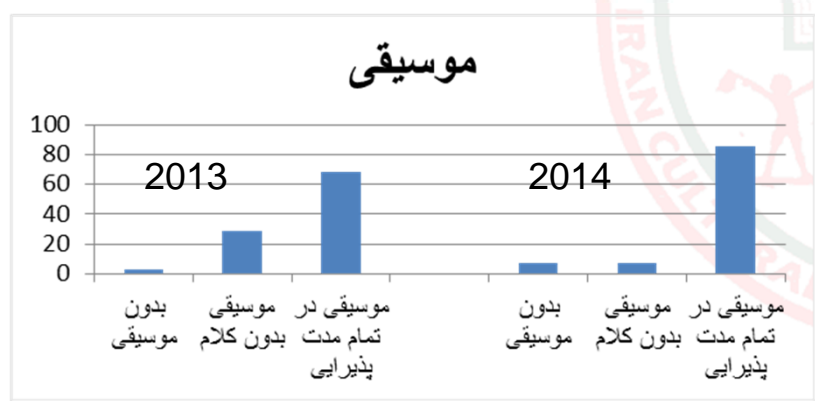
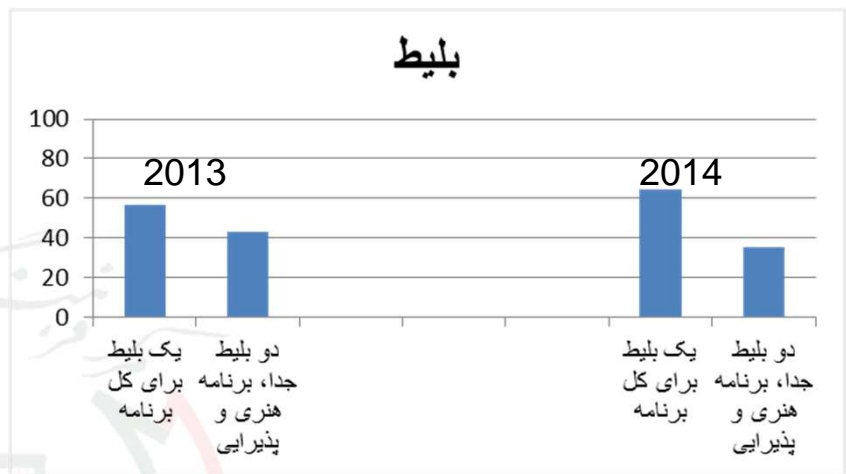
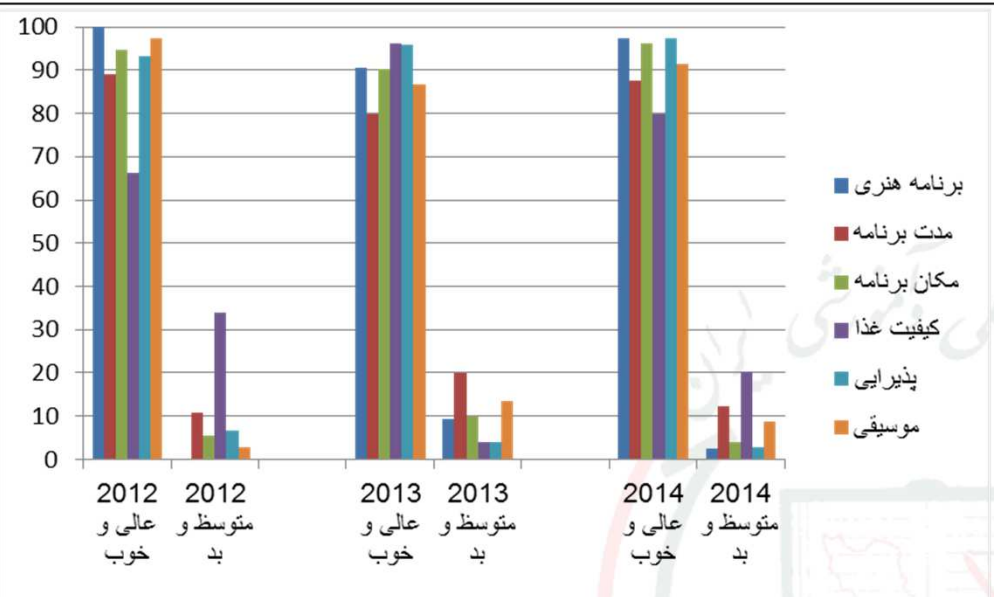
Comment	No. of Comments	Percentage
Separate Tickets for program and dinner	2	6
Excellent Program	16	46
Program Length	1	3
Less Speeches	7	20
Fix sound/light, Stage decoration	4	11
Add intermission/Guides	2	
Ticket Price too high	3	9

No. of people who wrote comments
No. of different comments

26
35



2012-2014 Results



Next Step



- Get volunteers for different tasks
- Future Meetings
 - Dec. 6, Jan. 10, Jan. 31, Feb. 14, Feb. 28, and Mar. 7
- Ticket Sale (online or in person)
- Decide on Ticket price
- Work on Shortening the program
- If you have any question, send an email to Nowruz@iraneducationalcenter.org



Questions?

