

The Programming Planning Guide:

Your Keys to Successful Planning



West Chester University
Compiled by:
Student Program Activity Review Committee

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WELCOME to the



Program Planning Guide

The purpose of the Program Planning Guide, PPG (written by the Student Programming Activity Review Committee, SPARC), is offered to provide resource information to recognized student organizations at West Chester University about policies, procedures, and resources. This complement to The Ram's Eye View should help you plan and implement programming for your organization. This guide is not designed to provide all of the answers to all of your questions and is a work in progress...updates occur frequently. We encourage you to use your advisor, fellow student leaders, and the resources available to you through the offices of Greek Life Programs, Student Leadership & Involvement, Sykes Student Union, Student Programming, Student Activities, and Recreation and Leisure programs at West Chester University.

The SPARC reserves the right to refuse any student organization's request for sponsoring a special event, it is in conflict with another campus event, is not adequately supported by Public Safety, is deemed potentially unsafe, or other unforeseen reasons. The University reserves the right to restrict dance attendance if a question of safety or the welfare of the University is in question. Attendance approval will be treated on a case-by-case basis through the Office of the Director of the Sykes Student Union and in conjunction with Public Safety

All student groups are required to begin their reservation process for any space on campus with the Sykes Union Reservation Office. Submitting a reservation form does not guarantee that your request has been confirmed.

Office for Greek Life Programs	610-436-1080
Office of Student Leadership & Involvement	610-436-2117
Sykes Student Union	610-436-2984
Sykes Union Reservations	610-436-2984
Office of Student Activities	610-436-2336
Office of Co-Curricular Programming	610-436-3012
Office of Recreation and Leisure Programs	610-436-2131

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PROGRAMMING TIPS:

GOALS/MISSION - Goal setting is a crucial and important step in creating a truly successful program. Before the organization can begin programming or planning events the organization's goals, objectives, and mission statement must be clear. Once they are established, you should consider the following when designing your program:

- How will a program further your organization towards fulfilling its organizational goals?
- What should the audience gain by attending your program?
- How will your program enhance your organizational member's personal and professional development?

UNDERSTANDING OF UNIVERSITY POLICY - West Chester University has many policies and procedures that cover a wide variety of areas. These policies and procedures are designed to ensure safety, quality of campus life, and the effective operation of the University and its community. Read the Ram's Eye View and check out the University website and the reservation form for the University Polices. Some of the policies and procedures are highlighted in the Program Planning Guide.

BUDGET - Money may be a scarce resource, but this does not in any way inhibit your creativity to plan a successful program. There are several sources of available funding for programming:

- Your organization's Student Services, Inc. account
- Student Government auxiliary funding
- Co-sponsorship with other student organizations and/or University academic departments
- Outside sponsorship from community businesses (with appropriate approval from the University Development Office)
- Grants from local, state, and national organizations
- Organization/club dues
- Fundraising
- Admission Fees

The development of a program budget will help to ensure that your program does not lose money. Know what you have to spend before you spend it and always set aside a reserve in case of an emergency.

TARGET POPULATION - Before planning an event ask yourself the following questions:

- What is your specific audience?
- Is your group showing courtesy and respect toward all special interest groups on campus that might be affected, both scheduling and content-wise, by your organization's event?

COMMITTEE HELP/DELEGATION - The most important aspect of organizing a successful program is mastering the art of delegation. The creation of a committee structure can go a long way in helping you stay focused on the event. Don't get bogged down in the minute aspects of putting together a program; keep yourself open for the more important things. Be sure that when you get your committee together, you assign specific tasks to them and do not forget to assign deadlines. This will greatly help you as you monitor their progress. Check on your committee members from time to time. This will keep them on course, but also allow them some autonomy to accomplish their tasks.

DATE AND TIME - Before selecting a specific date or time, check with the campus calendar. When planning an event, it is important to have alternate dates in mind. All groups should check with the appropriate reservationist to prevent conflict with other major campus happenings. Once a definitive date is selected and available, all student organizations should be specific with respect to time, including set-up, event-starting time, event ending time, and takedown. Time is an inclusive term signifying initial entry and final departure. ***Important Note: Never "officially" book an entertainer, entertainment group, a speaker, etc, until you have a confirmed space for your program.**

- **FACILITY** - All student organizations wishing to reserve space anywhere on campus **MUST** go through the Sykes Student Union Reservation Process. Choosing the right facility for your program is as important as the date and time you select. Facts to consider include:
 - "Fitting the facility to your program", which is largely based on attendance and the set up required.
 - "Are there special requirements needed?" such as support services, sound, lighting, food service, etc.
 - "What are the "facility limitations", specific guidelines, usage policies, timelines, set up/breakdown, etc?"

When planning an outdoor program, always consider an alternative location in case of inclement weather. **Plan and reserve early!**

MARKETING - There are numerous sources available on campus to advertise and promote your activity or program. Contact the following sources for deadline dates if your group wishes to use a recognized campus medium: The Quad, WCUR, and WCUTV. Other avenues of publicity include the video power point monitor in Sykes and/or the kiosk outside of Ruby Jones Hall, SAC movie preview ads, campus bulletin boards, fliers in student organization mailboxes in Sykes Union, Residence Hall front desks, banners hung from the front Sykes Union railings, and table tents and banners in the Lawrence Center Dining Hall, Campus Corner, and Ram's Head Food Court. Please check with each of the Building Administrators regarding our posting policy. See page 9 for the link to the list of Building Administrators. You may also contact the West Chester Borough Council or approach individual businesses for permission to post.

EQUIPMENT/SET-UP - There is a limited amount of equipment available for programs. This equipment must be reserved on the reservation form and may be picked up at program/meeting time with a WCU ID.

SUPPORT SERVICES - Depending on the kind of event you are planning and the place in which you plan to hold your event, certain special arrangements must be made with various support services groups. Examples are Moving Services (for transporting tables and chairs, etc); Public Safety (for hiring Public Safety officers for dances); Physical Plant (for tarping gym floor, setting up staging, or for providing additional electrical service) and Custodial Services (for obtaining housekeeping after an event).

ADVISOR CONSULTATION - You should include your advisor in everything that you do as a student organization. Your advisor's responsibility, particularly when it comes to program planning, is to help you remember all of those little details. Your advisor's perspective is crucial in that he or she is probably not directly involved in the planning process, thus can provide objective feedback to you and your committee. They are also **required** to **sign** all **reservations** forms.

PROGRAM EVALUATION - Evaluations can differ quite a bit in style and format depending on the type of program that your organization sponsored. Do not judge your program solely on attendance. Successful programming should be evaluated for its merits and ability to educate and/or entertain those who choose to attend. A written evaluation can help you to look at your program objectively and to explore whether you were able to meet all of your goals and objectives. (Sample evaluations are located in the index).

POLICIES:

GENERAL GUIDELINES

- **Audio/Visual or Technical Needs** - If your organization is planning an event that requires audio/visual or any kind of technical equipment, you should be aware of what departments on campus can take care of your needs. There is a limited supply of audiovisual equipment available for use through the Sykes Union. Equipment includes a portable sound system, overhead projectors, projection screens, TV/VCR units, computers, In Focus projectors, microphones, and podiums. Also available are rectangular and roundtables. All equipment **MUST** be reserved through the Sykes Union reservations office and may **NOT** leave the Union without permission of the Director or Associate Director of Sykes Union.
 - The Sykes Union Theater and Ballrooms have a built in sound system. The ballrooms can be separated into three separate rooms.
 - The Sykes Theater and ballroom C are fully equipped multi-media room containing a multi-media video projection system, for use with a computer, DVD, CD, cassette tape player, and cable TV.
 - The Instructional Media Center, located in room 112 of the Francis Harvey Green Library, can provide basic technical equipment such as slide projectors and overhead projectors. The Center provides this equipment for academic use first and foremost. However, based upon availability, student organizations can sign

- out equipment. Contact the center at x3394. You may need to leave your ID or information about where your organization can be reached.
- Many facilities have their own TV/VCR's, but often they are for academic use only. If you need a TV/VCR check with the building administrator of that facility to see if it can be reserved. The link to a list of building administrators is on page 9.
 - If you will be using a facility that does not have a built-in sound system and you need one, you'll need to arrange with an off campus vendor.
 - **Support Services** - There may be times when your organization is planning an event that requires the support of other services on campus. It is extremely important to consider all aspects of your program and let the reservationist know if your event requires any of the following support services, as they require a minimum of 3 weeks advance notice.
 - **Electrician** - If your event requires audio/visual or sound equipment, then a campus electrician may be brought in to draw more power from that facility. Outdoor events that need power always require an electrician. If you are unsure about the power requirements of your event, check with the reservationist.
 - **Grounds** - If your event is outside on one of the fields or picnic areas, then the Grounds Crew may be required to prepare the area before or to restore it afterwards.
 - **Custodial Services** - Depending on the nature of your event, an extra custodial crew may need to be brought in so that the facility is clean, in working order for any program or class that may be using the facility after you.
 - **Staging, Chairs, Tables, etc.** - The facility that you are reserving may not have any tables or chairs at all or may not have as many as you need for your event. If you are not utilizing an auditorium that already has a stage, but are using a gymnasium, pieces of staging can be brought in.
 - **Tarp** - If you are planning an event in Hollinger Gym that is not an athletic event, then the gymnasium floor must be tarped by the campus Maintenance Department.
 - **Security** - West Chester University Public Safety receives a copy of approved campus events, therefore they are aware of all programs occurring on campus. Public Safety may be present at all events where there is a potential for non-students to be present, an admission is charged, a large crowd is anticipated, the program was advertised off campus, and/or where other safety concerns are dictated. These events range from lectures to dances. If Public Safety is required, due to the nature of your event, your organization will be responsible for 50% (fifty per cent) of the costs for one officer. If the Department of Public Safety decides that more than two officers are needed to properly cover the event, your organization must assume 100% (one hundred per cent) of the additional costs. The 50% coverage applies only to weekend activities, which included Thursdays, Fridays, and/or Saturdays. Our Public Safety department has the final decision for determining the level of Public Safety support necessary at events.

- **Alcohol** – (found in The Ram’s Eye View) Use, sale, exchange, possession, or consumption of alcoholic beverages on campus or off campus, if such off-campus use be in violation of local, state or federal law, is prohibited. Any violation of the University’s alcohol policy, set forth in The Ram’s Eye View, shall be construed as a violation of this section. In the absence of extraordinary or mitigating circumstances, a sanction of suspension or expulsion will be imposed on any student found guilty of providing alcohol to minors. Alcohol is not allowed, unless approved by the President’s Office, on the West Chester University campus and it is a violation of this policy to possess alcohol. Demonstrating that a student has knowledge of the location of alcohol and the intent to exercise control over the alcohol shall constitute possession.
- **Advertising** - (found in The Ram’s Eye View) All advertisements must coincide with the University civility code and must be supportive of the university’s mission. To insure that the advertisement on campus informs the public, enhances the campus environment, and adheres to all University policies, student organizations must follow these procedures when they advertise their programs:

Indoor Advertising:

- **Sykes Union:** Up to four postings may be approved for display around Sykes Union. Approval is granted through the Sykes Union Information Desk. Banners may be hung inside of Sykes Union for “special campus wide” events.
- **Residence Halls:** Approval for posting is obtained through the Office of Residence Life and Housing in 238 Sykes Union. Fliers need to be dropped off at 238 Sykes Union. The Residence Life staff will ensure they are properly posted.
- **Dinning Facilities:** All advertising must be approved by Campus Dining Services. Table tents are located in the dining facilities.
- **Academic/Administrative Buildings:** Approval for posting is obtained through the building administrator for each respective building. Posting in buildings is only permitted on designated bulletin board space. Advertisements posted on walls, doors etc. are immediately removed by the Housekeeping Department.

Link to the facility administrators on campus:

<http://www.wcupa.edu/information/afa/Facilities/FacAdmIn.htm>

Outdoor Advertising:

- Banners may be hung outside of Sykes Union on the ramp and patio railings with permission from the Sykes Union Administrative staff.
- Advertisements are not permitted on garbage cans, benches, trees, and/or exterior walls or doors of buildings.
- “Chalking” of sidewalks or any other surface is prohibited.
- Signs on stakes placed on University grounds must be approved in advance by the Office of Student Leadership & Involvement, who will coordinate placement of these types of advertisement with University Grounds Maintenance.

- Advertisement depicting alcohol use, abuse, sale, or distribution is prohibited.
- In accordance with the Student Code of Conduct, advertisements must respect the human rights and personal dignity of individuals (see Student Code of Conduct). Therefore, advertisements that demean others based on race, lifestyle, religion, handicap, national origin, or sex are strictly prohibited. In addition, advertisement by West Chester University student organizations should be complimentary to the mission of the University and adhere to community standards of civility and good taste.
- The official West Chester University Logo, Seal, and Ram Logo may not be used without permission from the Office of Publications and Printing Services, located in 13/15 University Ave., x2231.
- All advertisements must be removed from bulletin boards and other campus locations within 24 hours of the event.
- All officially recognized student organizations at West Chester University are obliged to comply with University policies; therefore, violations of the “Advertising Policy” could jeopardize a student organization’s recognition status on campus.

Questions or inquiries about the “Advertising Policy” should be directed to the Director of Sykes Student Union, room 116 Sykes Union, x 2984.

- **Contracts** - (found in The Ram’s Eye View) In order to insure that agreements for services are legal and appropriate, the following are policies for all officially recognized West Chester University student organizations regarding contracts:
 - For SSI/SGA funded student organizations sponsoring both on-and-off-campus events and programs:
 - All contracts and/or agreements with outside agencies must be approved and signed by the executive director of SSI or a faculty/staff designee.
 - Under **no** circumstances can a student sign a contract or agreement with an outside agency.
 - For student organizations not funded by SSI/SGA sponsoring on-campus events and programs:
 - All contracts and/or agreements with outside agencies must be approved and signed by the executive director of SSI if the amount is over \$300.
 - All contracts and/or agreements with outside agencies must be approved and signed by the student organization’s official faculty/staff advisor if the amount is \$300 or under.
 - Under **no** circumstances can a student sign a contract or agreement with an outside agency.

- **Copyright Law** - By Law, as well as by intent, the pre-recorded DVDs or videocassettes, which are available in stores throughout the United States, are for home use only—unless you have a license to show them elsewhere. Rentals or purchases of home DVDs or videocassettes do not carry with them licenses for non-home showings. Before you can legally engage in non-home showings, you must have a separate license that specifically authorizes them. These simple, straightforward rules are embodied in the Federal Copyright Act., Public Law 94-553, and Title 17 of the United States Code. Any institution, organization, company, or individual wishing to engage in non-home showings of home DVDs or videocassettes should be aware of the Copyright Act’s provisions governing showings of video materials, which are highlighted below.
 - The Copyright Act grants to the copyright owner the exclusive right, among others, “to perform the copyrighted work publicly” (Section 106)
 - The rental or purchase of a home DVDs or videocassettes does not carry with it the right “to perform the copyrighted work publicly” (Section 202)
 - Home DVDs or videocassettes may be shown, without a license, in the home to “a normal circle of family and its social acquaintances” (Section 101) because such showings are not “public”.
 - Home DVDs or videocassettes may also be shown, without a license, in certain narrowly defined “face-to-face teaching activities” (Section 110.1) because the law makes a specific, limited exception for such showing. There are no other exceptions.
 - All other showings of home DVDs or videocassettes are illegal unless they have been authorized by license. Even “performances in ‘semipublic’ places such as clubs, lodges, factories, summer camps and schools are ‘public performances’ subject to copyright control” (Senate Report No. 94-473, page 60; House Report No. 94-1476, page 64).
 - Institutions, organizations, companies or individuals wishing to engage in non-home showings of home DVDs or videocassettes must secure licenses to do so—regardless of whether an admission or other fee is charged (Section 501). This legal requirement applies equally to profit-making organizations and nonprofit institutions (Senate Report No. 94-473, page 59; House Report No. 94-1476, page 62).
 - A showing of home DVDs or videocassettes without a license, when one is required, is an infringement of copyright. If done “willfully and for the purposes of commercial advantage or private financial gain”, they are a Federal crime (Section 506). In addition, even innocent or inadvertent infringers are subject to substantial civil damages (at least \$500 for each illegal showing) and other penalties (Section 501-505).

- **Vending** - (found in The Ram's Eye View) The following are guidelines that are applicable to outside vendors selling items on University property:
 - Outside vendors may request table space for sales through the Student Union Office in 116 Sykes Union. A formal application is required which is then reviewed by the Sykes Union Administrative staff for compliance to the "Vendor Policy" approved by the Sykes Union Advisory Board and the University's Student Affairs and Fiscal Affairs Divisions. Vendors are charged a fee to rent table space, which is then deposited in the Sykes Student Union Auxiliary Account.
 - For further information regarding these guidelines, please see the Sykes Union Administrative Staff.

- **Fundraising:**
 - **Fundraising in the Residence Halls:** This policy has been developed to provide University organizations officially recognized by SGA with guidelines for conducting fund raising activities in residence halls. Also to facilitate the orderly scheduling of such activities and provide a procedure for securing approval from the Assistant Vice President of Student Affairs or a designee. Further clarification of this policy may be received from any Resident Director.
 - **Availability** - Fund raising activities in residence halls shall be limited to officially recognized University organizations (Exceptions to this provision may be requested from the Assistant Vice President of Student Affairs.)
 - **Residence Life Staff Approval** - An Application for Fund Raising Activities in Residence Halls must be completed indicating each residence hall in which an organization wishes to conduct its fund raising activity. Blank application forms are available from the Office of Residence Life and Housing Services. Completed applications must be submitted to the Office of Residence Life and Housing Services, 238 Sykes Union, for consideration no less than five (5) days prior to the date of the sale. For further information regarding these guidelines, stop by the Office of Residence Life and Housing Services, Room 238 Sykes Union x3306.
 - **Fundraising in Sykes Student Union:** Student and other University organizations can still sell items directly for their group's fundraising efforts (e.g., bake sales, Valentine's Day flowers, candy sale) through appropriate approval procedures, but cannot sponsor an outside vendor on campus and receive a percentage of the company's profits. The reason for this restrictive policy is that outside vendors, for legal reasons, need to be approved and screened for proper Tax ID numbers, legitimacy of the goods they are selling, and general use of University property. We have also been advised that taking percentages of sales is not appropriate because the money a vendor makes cannot be verified. These reasons make it necessary that this type of activity be strictly monitored and supervised. Groups holding fundraisers **MUST** open or have opened a Student Services, Inc. (SSI) account and

deposit all money collected for the fundraiser into that account no later than the next business day following the scheduled program.

RESERVATION & EVENT PLANNING PROCEDURES:

Sykes Union Reservation Hours:

Monday - Friday 9:00am - 11:30am and 1:30pm - 4:00pm

Student group reservations for **any** campus space **MUST** be made through Sykes Union and generally fall into two categories, standard meetings, and special events/programs.

- **Standard Meetings** - Defined as reservations generally using rooms “as is” and requiring no special set ups, food, special hours, and using basic A/V equipment without training. Reservations for “standard” meetings may be made up to 24 hours before the program, if space is available. Meet with the reservationist to reserve the facility. In many cases, a standard meeting can be booked and confirmed on the spot. This applies for Sykes only. Reservations with multiple dates or received during a “busy” time may take longer. Reservation for facilities out side of Sykes requires more authorization and will take longer
- **Special Events and Programs** - Defined as other than “standard” and possibly requiring a special set up, food, electrical needs, special hours, public safety, etc. All Special Event forms **MUST** be completed and submitted at least three (3) weeks in advance of the program date to the Director of Sykes Union (or designee). These programs often require a meeting with the Director or the reservationist of Sykes Union in order to discuss program details.

Completing the Reservation Form:

- Forms must be submitted for all reservations.
- You may complete this form by hand and return to Sykes Room 116 at least three weeks prior to the requested event.
- Reservation forms are available at the Sykes Union Information Desk or through email.

Confirmation: Confirmations are made via the WCU email. The space requested is not officially confirmed until the requester has received a confirmation form from the Sykes Union scheduling office. It is ultimately the group’s responsibility to be certain their room has been confirmed.

Assigning of Space: Reservations are confirmed on a space available basis. Groups will be assigned to space based on the information listed on the form (nature of event, expected attendance, catering, etc.). Sykes Union reserves the right to organize and move scheduled events to best accommodate all groups. All standard meetings may last a maximum of 3 hours.

Event Cancellation: If an event is cancelled more than 48 hours in advance, the student organization is not charged. If an event is cancelled in less than 48 hours, Public Safety will charge ½ of anticipated cost of event, unless the event is cancelled due to circumstances beyond the control of the sponsor/s (to be determined by the SPARC). If a cancellation does occur, there will be a possibility of another group using the space if they do NOT require a special set up or extra staffing.

Event Procedures: As defined by Student Program Activities Review Committee (SPARC), a “dance, party, concerts, event” will be defined as “any event held on campus which may necessitate the use of Public Safety coverage to ensure a safe and secure environment for all WCU students and their guests”. Also defined, as other than “standard” and possibly requiring a special setup, food, public safety, electrical needs, special hours, etc.

- ✓ “Dances, parties, concerts, events” may only take place on Thursday, Friday, or Saturday. During Fall Opening Weeks of Welcome programs and Homecoming Weekend (Thursday – Saturday), NO individual student organization may sponsor or co-sponsor a “dance, party, event” without direct permission from the Office of New Student Programs, the Homecoming Committee, SPARC, and/or Student Activities
- ✓ The first Thursday in the fall semester is held for one of the major student organization governing groups or a collaboration of no less than four individual organizations. This party is only open to WCU students.
- ✓ In order for recognized student organizations to host a “dance, party, concert, or event” at West Chester University, they MUST have two active WCU student organizational members to organize and supervise the event. Multiple groups may join to sponsor events as long as their combined membership equals or exceeds four members.
- ✓ Student organization “dance, party, event” reservations will only be accepted if the student listed as responsible for the program is an enrolled student in the semester that the “dance, party, event” takes place.
- ✓ There will be NO co-sponsorship of a “dance, party, event” with non-WCU clubs and organizations. Student organizations may NOT sponsor or co-sponsor events with alumni without the approval of the Alumni Affairs Office and/or SPARC.
- ✓ Student groups are only permitted to hold two “for profit” events per semester and an unlimited amount of “not for profit” events depending on space availability.

Public Safety AND a WCU administrator MUST be present at all “dance, party, events”. Generally, a minimum of five officers and one administrator will be assigned to programs based on but NOT limited to the following criteria:

- Size of the expected crowd
- Location of and means of advertising
- Involvement of non WCU students

- Nature of the entertainment, i.e. DJ, band, live performer, etc
 - On site money collection
 - Past history with the sponsoring student organization
- ✓ For student organizations to host a “dance, party, concert, event” where revenue will be collected, at West Chester University they MUST open or have opened a Student Services, Inc. (SSI) account. All admission fees collected must be deposited into the Sykes Union drop safe immediately following the event. Public Safety will escort the group depositing the money to Sykes Union. Students may obtain moneybags from the SSI Service Center. SSI has the only access to this safe. The organization will be held accountable for reconciliation of funds collected and returned wristbands. Payment to event vendors must be made from this account.
 - ✓ The practice of paying an artist (disc jockey, band, etc) with cash or personal checks “under the table” is not permitted. All performers receiving compensation for services must have a contract. Contracts must be fully executed no less than ten (10) business days before the event. According to the Ram’s Eye View Student Handbook, on page 27, it stipulates the following:
 - For student organizations NOT funded by SSI/SGA sponsoring on-campus events and programs:
 - All contracts and/or agreements with outside agencies MUST be approved and signed by the Executive Director of SSI if the amount is over \$300.
 - All contracts and/or agreements with outside agencies MUST be approved by the Student Organization’s official faculty/staff advisor if the amount is \$300 or under. It is recommended that a copy of the signed contract be on hand.
 - ✓ Public Safety bills are to be paid with 30 days of billing. Failure to pay a Public Safety bill within these 30 days of billing will result in loss of all “dance, party, event” reservations until that bill is paid in full. The Director of Sykes Union or designee will not accept new reservations for any organizations that have not paid their bill/s if those reservations were submitted after bills were processed.
 - ✓ Forty-eight (48) hours prior to a “dance, party, event”, student organizers MUST meet with a Public Safety designee and a representative from SPARC to go over last minute details regarding the “dance, party event”. Failure of the sponsoring student organization to meet will result in automatic cancellation of the “dance, party, event”. It is the sponsoring organizations responsibility to arrange this meeting.
 - ✓ The music MUST end by 1:30 am for all “dance, party, events”. At this time, the room lights will be turned on. Premises MUST be cleaned and vacated by 2:00 am.
 - ✓ Proper lighting MUST be maintained in all facilities during “dance, party, events”. Programs held in Ehinger Gymnasium MUST keep one set of balcony lights on during the program. In Sykes Student Union, the Student Director will coordinate

safety needs with the group's requests in setting a desired level of lighting. Safety MUST always be the first concern.

- ✓ Request for an Extended Hours Dance (All Nighter) will be addressed on a case-by-case basis, but due to limited space and staffing resources, no more than two per semester will be granted. No single student organization may request an Extended Hours Dance. An Extended Hours Dance is considered a Special Event and MUST be sponsored by a minimum of three groups. A representative from each of the student groups collectively sponsoring an Extended Hours Dance MUST meet with the Director of Sykes Student Union or designee. Confirmation of the program will involve the ability to secure staffing coverage from Public Safety and Student Affairs. Groups may not be involved in more than one Extended Hours Dance per semester. An Extended Hours Dance may begin at any time based on availability of space but MUST end accordingly:
 - Ending and lights on at 3:30 am
 - Area cleaned and cleared by: 4:00 am

- ✓ General “dance, party, concert, events” guidelines:
 - No All-Nighter parties will be accepted on Thursday nights.
 - All Thursday “dance, party, concert, event” programs MUST end by 1:30am
 - No “dance, party, event” will occur after the last day of classes each semester.
 - No events extending beyond standard building hours are permitted within 48 hours of Final Examinations.
 - Entrance with a WCU ID anytime
 - A college/ university ID is a must to enter
 - After 12:30am only WCU ID is permitted
 - If someone does not have a college/ university ID they must be on a guest list that is submitted to Public Safety prior to the start of the dance and enter prior to 12:30am
 - All advertising must be approved by Sykes Student Union Administration prior to posting. Advertising is NOT PERMITTED on the radio, except WCUR and must meet the guidelines detailed in the Ram's Eye View and state the following on the flyer:
 - Maximum guests permitted, Ehinger 500 and Sykes 500
 - WCU ID or picture ID required
 - Non WCU student IDs will be scanned
 - Metal detectors in use
 - No one under 17 admitted
 - Violations of this policy will result in a University Conduct Code Conference and the group and/or reservation signatory will be subject to sanctions.
 - Metal detectors will be used at all events when deemed appropriate by Public Safety.
 - It is the reserving individual /organization's responsibility to:

- know and abide by WCU Events Policies
 - sign the Facilities Request Form and affirm that they have read and agree to the policies.
 - complete and return the Event Checklist to the supervising Public Safety Officer before vacating the facility.
 - return all furniture and equipment used to its proper location.
 - assist Public Safety with the event when called upon, in particular to usher guests out at the conclusion of the event.
 - issue wristbands for each guest and themselves, (obtainable from the Sykes Union Administrative Office). The wristbands should be included in the moneybags. All wristbands need to be accounted for. The maximum number of individuals permitted in Ehinger is 500 and Sykes Ballrooms is 500. Organizations will receive the amount of wristbands that are permitted for each location. Once they have all been issued, there will be NO further admission. A \$25 refundable fee will be assessed which will be returned when leftover wristbands are handed back. All wristbands not used must be returned to Sykes Union within two business days following event. If un-used wristbands are not returned a \$25 refundable fee will be given to the Programming Summit budget to assist in future program implementation. Repeated offenses will be reviewed by the SPARC.
- Individuals attending the “dance, party, event”, drinking alcohol, using drugs and/or observed to be “under the influence” will be denied entrance and/or removed from the event and may receive citations and/or judicial sanctions.

***NOTE:** Failure to comply with WCU policies and/or event procedures will result in punitive action depending on the nature of the violation. Loss of scheduled events, the ability to reserve space, individual and/or organizational judicial charges up to, and including suspension are possible.*

- ✓ Non-student minors (16 years and younger) will NOT be permitted to attend a “dance, party, concert, event”, which is scheduled to end after the curfew. Minors accompanied by a WCU sponsor may attend a program to curfew hours as stipulated in the Ram’s Eye View – Event Attendance Policy.
 - Local curfew for Minors is as follows:
 - Sykes Student Union: Township of West Goshen
 - Sunday – Thursday, 10:00 pm
 - Friday & Saturday, 11:00 pm
 - Ehinger Gymnasium: Borough of West Chester
 - Monday – Friday, 11:00 pm
 - Saturday & Sunday, 12 midnight

Equipment:

- The individual/group reserving a room or equipment is responsible for all damages and/or loss to the room and/or equipment. A WCU ID is required for all equipment

borrowed. Reserving groups should notify the desk attendant when they are finished using a piece of equipment and are leaving their room.

- Special room requirements or equipment needs should be directed to the Sykes Union scheduling office.
- Sykes Union equipment may not leave the building without permission from the Sykes Union scheduling office.

Food & Beverages:

- Light food snacks are permitted in meeting rooms and the theater. Any organized meal/catered event must be approved by the Director and/or Associate Director of Sykes Union and worked through Classic Fare Catering, x 3130.

Other Important Information:

- All reserved buildings/facilities have individual policies/procedures that must be followed. A complete listing of policies/procedures for a building see the link to the facility administrators on campus, <http://www.wcupa.edu/information/afa/Facilities/FacAdmIn.htm>
- Sykes Union is a smoke and tobacco free facility. Smoking and chewing tobacco are not permitted.
- Open flames (candles) are prohibited in Sykes Union, unless provided by Classic Fare Catering for a food service function.
- Alcohol is permitted for select events with the approval of the President.
- The Sykes Union scheduling office must approve room decorations.
- Groups not abiding by and/or abusing these policies may be assessed a fine and/or lose room reservation privileges.

FACILITIES:

• OUTDOOR FACILITIES

- **Informal Recreation: (Open Rec.)** This component of Recreation and Leisure Programs provides the University community the opportunity to actively participate in a voluntary, unstructured recreational activity. Although facility usage, whether indoor or outdoor, is somewhat restricted. Informal Recreation (Open Rec.) schedules are available from the Office of Recreation and Leisure Programs, Ehinger Gymnasium, Room 132, x2133.
- **Access to Facilities:** In order to “drop in”, you are required to carry your WCU ID, since Public Safety Officers do check individuals in the facilities. During the year, the facilities are available whenever physical education classes, athletic events, sports club events, and intramural sports are not scheduled. All court play is available on a first-come, first-served basis. Call or come to the Office to obtain an Informal Recreation (Open Rec.) schedule. The University assumes no risk for those individuals participating in the Informal Recreation component.
- Available Facilities for Informal Recreation:
 - Matlack Fields - North Campus (football, softball, soccer)
 - Hollinger Field - North Campus (football and soccer)

- Hollinger Field House - North Campus (basketball courts, indoor running track)
 - Ehinger Gymnasium - North Campus (basketball and volleyball courts)
 - Sturzbecker Center - South Campus (basketball and volleyball courts)
 - Swimming Pools - (North and South Campus)
 - Sykes Fitness Center - Cardiovascular equipment, Pin-selectorized equipment, and Olympic free weights
 - Farrell Stadium - South Campus (Outdoor running track)
 - Beach Volleyball Courts - North Campus)
 - Tennis Courts - (North and South Campus)
 - Residential Quad Recreation Area - (North Campus)
- **The Residential Quad Recreation Area:** This is located behind Sanderson Hall and Wayne Hall and in front of University Hall. It consists of seven half court baskets, and one regulation basketball court. The Recreation Area is for WCU students. Equipment may be obtained from the residence halls or from Recreation and Leisure Programs. Formalized or scheduled programs- the Recreation Area should be reserved through Sykes Student Union for all activities. The hours that the Residential Quad may be reserved are as follows:
- Monday - Thursdays -- 12:00 noon to 6:00 p.m.
 - Friday -- 4:00 p.m. to 10:00 p.m.
 - Saturday--2:00 p.m.-10:00 p.m.
 - Sunday -- 12:00 noon to 6:00 p.m.

(NOTE: No amplified sound may be used without prior approval)

Residential Quad Basketball Court hours will coincide with Open Recreational times across campus, i.e. no basketball after 11:00 p.m.

- **Picnic Area: (South Campus)** the Picnic Area is located across the street from the Sturzebecker Center. It is for students, faculty, and staff at no charge. There are picnic tables, benches, and grills. Groups of 10 or more are required to reserve the area through Sykes.
- **Robert B. Gordon Natural Area for Environmental Studies:** Located on South Campus, the University has conserved 100 acres of natural woodland and field and streamside habitat. There are walking trails for the WCU University community. Since there are several outdoor studies in progress, please do not disturb the natural environment.
- **SPECIAL FACILITIES:** There are several “special” facilities on campus that can be reserved, but these facilities have a variety of restrictions. See the Building Administrator http://www.wcupa.edu/_information/afa/Facilities/FacAdmIn.htm to get the restrictions.

- **The Alumni House:** Located on S. Church Street behind Sykes Union, this facility is used primarily for Alumni functions. However, there are times when it is available for other groups.
- **Philips Autograph Library/Emily K. Asplund Concert Hall:** Located on University Ave and High Street. These rooms are located within Philips Memorial Hall.
- **Lawrence Dining Hall:** There are several facilities located within Lawrence Dining Hall that can be reserved on a very limited basis. Traditions, the smaller dining hall to the left of the main dining hall, the Rose Room that is a small conference room located just inside the main dining hall, and the Faculty/Staff Dining Room, which is located on the second floor of Lawrence Hall. All of these facilities must be reserved through the Catering Department of ARA Food Service, located in Lawrence Dining Hall, x3130.
- **CAMPUS FACILITIES w/large CAPACITIES:**
 - ALUMNI HOUSE
Building Capacity: 50 persons
 - ANDERSON HALL
AND 103 Room Capacity: 99 persons (fixed seating, lecture hall, multi-media)
 - BOUCHER HALL
BB 112 Lecture Hall Capacity: 78 persons (fixed seating)
BB 113 Lecture Hall Capacity: 109 persons (fixed seating)
 - NEW MAIN 168 AUDITORIUM
Room Capacity: 390 persons (fixed seating)
 - SCHMUCKER SCIENCE CENTER LECTURE HALL
Room C-100 Capacity: 204 persons (fixed seating)
 - SYKES STUDENT UNION
Ballroom Room 117: 500 lecture, 268 sit down meal, 600 no furniture
Theater Room 005: 352 fixed seating
 - EHINGER GYMNASIUM
Balcony capacity: 230 (fixed seating)
Floor area capacity: 370
Total: 600
 - HOLLINGER FIELD HOUSE
Upper Balcony: 569
Lower Balcony: 490
East Bleachers: 500
West Bleachers: 720

Total: 2,279 (Additional seating may be possible depending on floor seating configuration)

UNIVERSITY RESOURCES QUICK GUIDES:

QUESTIONS	WHERE TO GO	PHONE 610-436-
Advisor Questions	Student Leadership & Involvement 238 Sykes Union	X2117
Alcohol/Drug Information	Wellness Center 2 nd Floor Wayne Hall	X3276
Alumni Programs	Office of Alumni Relations Alumni House	X2813
Club/Organization Directory	Student Leadership & Involvement 238 Sykes Union	X2117
Club Sports	Office of Recreation and Leisure Programs 132 Ehinger Gym	X2133
Equipment Reservation: Sports Equipment	Office of Recreation and Leisure Programs 132 Ehinger Gym	X2133
Student Union	Sykes Union Information Desk	X2984
Food Service	ARAMARK Food Service Lawrence, 1 st Floor	X2730
Fundraising Tips	Student Leadership & Involvement 238 Sykes Union	X2117
Greek Life Information	Greek Life Programs 238 Sykes Union	X2117
Intramurals	Office of Recreation and Leisure Programs 132 Ehinger Gym	X2133
Lecture Programs	Office of Student Programming 236 Sykes Union	X2983
Campus Space Reservations	Campus/Union Facilities - Information Desk Sykes Union	X2984
Student Activities	Office of Student Activities 236 Sykes Union	X3037

Student Affairs

Vice President for Student Affairs
238 Sykes Union

X3301

Ticketing

Student Services, Inc. Service Center
Sykes Union Ground Floor

X2266

Special Event Request Form

It is the reserving individual's/group's responsibility to know and abide by Sykes Policies.
Policies available at: <http://www.wcupa.edu/SERVICES/Stu.Syk/events/guidelines1.htm>

Event Information

DATE OF EVENT: _____ (Please use one form per program request)	Department/Organization: _____
Alternate Date of Event: _____ (Must Be Supplied)	Name of Event: (please be specific) _____
Weekly Meeting _____ Fall _____ Spring	Print Name of Requester (must be present for the entire event): _____
Pre Event Set Up Time: _____ AM _____ PM	WCU campus email. _____
Actual Event Start Time: _____ AM _____ PM	Phone: _____
End Time: _____ AM _____ PM	
Post Clean Up Event: _____ AM _____ PM	

Facility Requested: _____ Expected Attendance: _____

Detailed Description of Event: (use additional paper if necessary) _____

Set Up Requirements Requested: _____
 (Every attempt will be made to provide specific set ups as requested based on equipment, room type and staffing availability.)

- What type of entertainment is provided? (please be specific i.e. ___ DJ, ___ Singer(s), ___ Band)
 Specific performer technical requirements are required no less than two weeks prior to the event or service cannot by guarantee. Who is performing? _____
- Will non-West Chester University guests be invited to attend this event? Yes No
- Specifically, where are you advertising? _____
 Is anyone else (like the band/DJ) advertising this? Yes No Unsure
- Will an admission fee be charged to attend this event? Yes No If so, how much? \$ _____
- Do you have an established S.S.I. financial account? Yes No

Food Service/Vending (if there will be no food service or vending, skip this section)

Served by ARAMARK (x3130) ARAMARK has exclusive rights in Sykes. Exemptions must be in writing from ARAMARK.

Other: Please explain _____ Buffet Wait Served Alcohol being serviced

Are you (or a vendor) selling anything? Yes No If yes, what? _____

Confirmation & Signatures Required

	Signing this form acknowledges that you have read
--	---

Reservation Requester: _____	Date: _____	and agreed to abide by the Reservation and Building policies. Submitting a reservation form does not guarantee that your request has been confirmed. Confirmation will be sent via WCU campus email.
Reservation Requester: _____	Date: _____	
University Staff Advisor: _____	Date: _____	
For Office use Only Email response/confirmation sent on _____		Submitted through web viewer on _____
Confirmed for Space(s) _____		

Special Event Request Form (page 2)

All special event requesters must submit this form - completed **AND** may be required to attend an appointment with the Sykes Student Union Administration at least three weeks in advance of the event. Completing this form in detail will provide all parties with the necessary information to plan a successful event.

- It is the reserving individual's/group's responsibility to know and abide by WCU Event Policies. Submitting a reservation form does not imply that your request has been confirmed.
- Public Safety will be assigned to most special events. The cost for the officers is the responsibility of the sponsoring group.
- Entertainment, other than or in addition to a DJ (program particulars), must be approved at least two weeks in advance of the scheduled event. These may include comedians, step shows or exhibitions, or other performances.
- You must have a contract for any service provided by a non WCU campus party, whether paid or not. Contracts involving financial transaction must be signed by the Executive Director of S.S.I. located in room 259.
- Glass and cans are not permitted in Ehinger Gym. Food and drink can only be consumed in Ehinger Balcony. Post dance, all equipment needs to be returned to its proper storage location.
- Organizations wishing to use vendors (food, beverage, or materials) must obtain advanced approval. Vendors, specifically, must sign a contract with Sykes Union, and pay the vendor fee.
- Events occurring after curfew hours may only admit those 17 years of age or older. It is the Reserving Groups responsibility to check ID's.
- All event guests **must** present valid age identification is requested. You need to include this on your advertising.
- **All advertising must be approved by Sykes Student Union Administration prior to posting.** Advertising must meet the guidelines detailed in the Ram's Eye View. Violations of this policy will result in a University Conduct Code Conference and the group and/or reservation signatory will be subject to sanctions. **Remember to include the hours (beginning and ending), ID requirements, and to list the benefiting charity if applicable.**

West Chester University Program Evaluation (Sample)

Organization: _____ Today's Date:

Location of Program: _____

Name(s) of Programmer(s):

Program Title:

Date of Program: _____ Time: _____

Length of Program: _____

Number in Attendance: _____ Money made: _____

Presenter/Facilitator: _____

Address/Phone: _____

Please Identify the Area the Program Addresses: (Check all that apply)

_____ Social _____ Physical _____ Emotional _____ Spiritual
_____ Intellectual _____ Environmental

Briefly describe the intent of the program/how it is to run:

Were you pleased with the turn out? Why? If not, why do you think they did not attend?

What was the goal of the program? Was that met? Why or Why not?

What were the strengths of the program (what was best about it, how it met students needs)?

How could the program be improved (concerning advertising, program content, etc...)?

How and for what money was spent? _____

Facility Event Checklist

In an effort to monitor this facility prior to and after an event, this checklist was developed to serve as a guide for a student organization to be able to identify problems and situations.

Student Group: _____ Date of Event: _____

Location: _____

Prior To Event	Comments	Post Event	Comments
Lobby Area		Lobby Area	
Event Room Floor		Event Room Floor	
Women's Room		Women's Room	
Men's Room		Men's Room	
Trash		Trash	
Outside area		Outside area	
Damage to other area		Damage to other area	
Balcony Windows		Balcony Windows must be closed	
Evidence of alcohol or other drug use		Evidence of alcohol or other drug use	
General condition of Room(Excellent, Good, Fair, Poor)		General condition of Room(Excellent, Good, Fair, Poor)	

General Comments:

Event Organizer: *(print)* _____

Event Organizer: *(sign)* _____ Date: _____

Public Safety Officer: *(print)* _____

Public Safety Officer: *(sign)* _____ Date: _____

Please return to 116 Sykes Union 48 hours after event completion.