

The Programming Planning Guide and Policy Reference:

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 and Policy Reference

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 three 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 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.



I want to show a movie!

This policy is intended for individuals or organizations wishing to show a DVD or VHS publicly (outside the home to more than family and friends.) This handout is designed to help you understand why this is necessary, and how you can go about getting the permission you need.

Why does my organization need to get permission to show this film?

Copyright infringement is a serious offense under the law, and is also the equivalent of stealing from a film distributor. While it is important to abide by the law, it is also important for your organization to do the right thing—get permission to show a movie! As a WCU organization, the University counts on you and your organization to behave in a manner consistent with University policies, as well as state, local, and federal law. Should you or your organization be caught breaking copyright law, the University will not provide any kind of protection from your group’s liability under the law. Movie rentals are intended for private use, renting them does not provide you with the permission you need to have a public showing in which an audience is invited.

When do you need permission, and when don’t we need permission?

Permission to show a film is necessary more often than you might think. Any time a film is shown in public University space (classroom, resident hall lounge, or common area at the University), showing the movie in these areas is the equivalent to showing them in a theater.

You will need permission if...

- Used publicity to invite your audience to the showing (this includes but is not limited to mass emails, letters, flyers, and web postings).
- Charging admission for the showing or an event in conjunction with the showing (charging for a lecture that will accompany the film, for example). This would be true even if you showed the film at your house, or at another venue off campus.
- If the film showing is for educational purposes. Distributor has special permission for films shown for educational purposes; they will still need to give you the written confirmation you need to protect your event under the law and Union policy.

You do not need permission if...

- Movie rentals intended for private use with friends and family
- If you are showing brief parts of a film. There are not set rules for what “brief” means in this context, but a general rule is that these snippets are OK when the event is free, when the snippet does not reveal key plot items to the film, when the length of the showing is not substantial, and when it does not affect people’s likelihood of seeing the entire film.

Your department may already have permission to show the film. If you are showing the film in conjunction with an academic department (especially the film department), that department may already have permission. Check with your department to be sure. If permission is already granted, they will be able to show you written proof of the fact.

How can I get permission?

Getting permission for showing most films is fairly simple. For some rare or international films, it may prove to be a bit trickier. However, there are resources on campus to help you if you should have problems. Most “mainstream” films that are distributed for non-commercial use (which is what most campus showings would be) and come from one of two main distributors. You can also search for the proper source via the Movie Database:

SWANK Motion Pictures, Inc.	1-800-876-5577	www.swank.com
Criterion	1-800-890-9494	www.criterionpic.com
Internet Movie Database		www.imdb.com

If you have already done all this, and you STILL can't find the film, call the Office of Student Leadership & Involvement at 610-436-2117, and ask for Charlie Warner. He may be able to help you.

What is a film distributor going to ask me?

- Your name, and the name of the organization you are working with
- How you intend to show the film (advertise all over campus vs. to a small group, whether you are charging, what kind of venue you are showing the film in)
- If there is a charge, how your organization will pay for the rights to show the movie.
- Contact information for your organization
- Whether or not you need them to send you a copy of the film

Is this going to cost money?

It might. The only way for you to determine this is to call the distributor, explain under what context the film will be shown, and see what they can do for you. If there is a fee, it will matter whether or not you are charging for the showing, how many people you expect, whether or not you need a copy of the film sent to you, and how often you show films. Have all the information handy about your event when you speak with the film's distributor.

What happens next?

Once you have obtained the rights, you will receive a written record of your permission to show the film. This is commonly called a "confirmation." If you are being charged, an invoice will follow this confirmation once you show the film. Confirmations can come via the mail, or via email, and will have the film, the date(s) you have permission to show the film, the contact information of your representative from the distribution company, and the format you requested the film in (if the film is being sent to you), and other pertinent information. If a distribution company is unable to provide a confirmation, they should send you a letter or via e-mail that certifies that you have legally obtained the rights to show the film. This should be on letterhead with all contact information of the distributor available.

This is so complicated! Why don't I just not tell anyone that I am showing a film?

Even though it sounds complicated, it really is not difficult to obtain the proper permission to show films on campus. It will definitely take less time and money than defending yourself or your organization in court if you are caught! Intellectual copyright infringement is being prosecuted more and more on college campuses. It is just not worth the risk.

I have more questions. Who can I talk to?

If you have questions specifically regarding the need for permission when showing films, more about copyright information in general, film events, or planning an event around a film, please feel free to contact Charlie Warner at 610-436-2117.

NOTE: Music copyright infringement falls under the jurisdiction of ASCAP or BMI. For helpful web sites, see <http://www.bmi.com> or <http://www.ascap.com> (See "A Crash Course in Music Rights for Colleges & Universities"). Other helpful web sites include a Copy Right tutorial (<http://www.k-state.edu/academic/services/intprop/webtutor/sld001.htm>), <http://copyright.iupui.edu/checklist.htm> (for Checklist for Fair Use), and <http://www.copyright.gov>.

Guidelines are courtesy of University of Kansas' movie policy, "I want to show a movie!!"

- **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 - As defined by Student Program Activities Review Committee (SPARC), a “dance, party, concerts, events” 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. All Special Event forms **MUST** be completed and submitted at least three (3) weeks in advance of the program date to the Assistant Director of Sykes Union (or designee). These programs often require a meeting with the Assistant 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 Process Revisions 6-1-09

Event Procedures: The term “**Special Event**” will mean any “**dance, party, concert, show**” 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.

- ✓ Jon Brill and/or Ray Stevenson will join with Toni Koch and/or Dave Timmann during meetings with student groups planning events to discuss Public Safety requirements on the front end of planning. During these meetings the use of metal detectors, the number of Public Safety officers and the number of event staff required at the event will be discussed with the students.
- ✓ All “special events” will end by 1 a.m. with full lights on/music off and everyone out by 1:30 a.m. Only WCU students with ID will be permitted in after midnight. The Sykes Ballroom is available at 9:00 p.m., Thursday – Saturday. Ehinger Gym is not available on Thursday night due to intramurals. Ehinger Gym availability on Friday and Saturday would begin at 8:00 p.m. for set up with the program starting at 9:00 p.m.
- ✓ “Special 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 “special 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 open to WCU students throughout the event. Non-WCU students with a college or university picture ID and those on the approved guest list may enter up until midnight.
- ✓ In order for recognized student organizations to host a “special 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 “special event” reservations will only be accepted if the student listed as responsible for the program is an enrolled student in the semester that the “special event” takes place.
- ✓ There will be NO co-sponsorship of a “special 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.

Public Safety, a WCU administrator, and the appropriate number of student Event Staff MUST be present at all “special events”. **The number of security personnel assigned to programs is determined by the Department of Public Safety and 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

Event staff along with the WCU Administrator will be responsible for management and Public Safety will be responsible for security at “special events”.

- ✓ For student organizations to host a “special event” where revenue will be collected, at West Chester University they MUST open or have opened a Student Services, Inc. (SSI) account.

All 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 49 (online), it stipulates the following:
 - ✓ 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. A copy of the signed contract must be on hand.
 - ✓ 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. A copy of the signed contract must be on hand.
- ✓ Public Safety bills are to be paid within 30 days of billing. Failure to pay a Public Safety bill within these 30 days of billing will result in loss of all “special 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.
- ✓ **Prior to 4:00 p.m. on the day of the “special event”, the student organizer(s) MUST meet with a Public Safety designee to go over last minute details regarding the “dance, party, concert, or event”. If a guest list is to be used for the event it must be presented to Public Safety at this time and may be no longer the 50 names.** The 50 names represent 10% of the maximum capacity for the venue. Names on the guest list must include first and last names of the guests and match the guests ID. Nicknames will not be accepted. Failure of the sponsoring student organization to meet will result in automatic cancellation of the “special event”. It is the sponsoring organizations responsibility to arrange this meeting.
- ✓ Proper lighting MUST be maintained in all facilities during “special event”. Programs held in Ehinger Gymnasium MUST keep one set of balcony lights on and one floor light circuit during the program. In Sykes Student Union, the Student Director and Public Safety will coordinate safety needs with the group’s requests in setting a desired level of lighting. Safety MUST always be the first concern.
- ✓ General “special event” guidelines:
 - No “special event” will occur after the last day of classes each semester.
 - Entrance to a dance, party, concert, or event is permitted with the following:
 - Valid WCU ID (may enter at any time)
 - Valid ID from another college or university (may enter up to midnight on Thursday Friday or Saturday).
 - Name that appears on an approved guest list with valid photo ID (may enter up to midnight on Thursday on Friday or Saturday.)
 - All advertising whether printed or via use of Facebook, Myspace, twitter, or other such means must be approved by Sykes Student Union Administration prior to posting.

Advertising is NOT PERMITTED on the area radio station, except WCUR and must meet the guidelines detailed in the Ram's Eye View, page 47 online and state the following on the flyer:

- Maximum guests permitted, Ehinger 500 and Sykes 500
 - Event start and end time
 - WCU ID or picture ID from another college required
 - All 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 and ID scanning 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 Event Staff Supervisor before vacating the facility.
 - Return all furniture and equipment used to its proper location.
 - Assist Public Safety, the WCU administrator on duty, and the student Event Staff 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.
 - Individuals attending the "special event" found to have consumed or possess alcohol, used or possess 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 (17 years and younger) will NOT be permitted to attend a "special 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.
Total: 600

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) Alternate Date of Event: _____ (Must Be Supplied) Weekly Meeting ____ Fall ____ Spring Pre Event Set Up Time: ____ AM ____ PM Actual Event Start Time: ____ AM ____ PM End Time: ____ AM ____ PM Post Clean Up Event: ____ AM ____ PM	Department/Organization: _____ Name of Event: (please be specific) _____ Print Name of Requester (must be present for the entire event) : _____ WCU campus email. _____ Phone: _____
Facility Requested: _____ Expected Attendance: _____	
<i>Detailed Description of Event:</i> (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.)

1. 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 be guaranteed. Who is performing? _____
2. Will non-West Chester University guests be invited to attend this event? Yes No
3. Specifically, where are you advertising? _____
Is anyone else (like the band/DJ) advertising this? Yes No Unsure
4. Will an admission fee be charged to attend this event? Yes No If so, how much? \$ _____
5. 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

Reservation Requester: _____ Date: _____
Reservation Requester: _____ Date: _____
University Staff Advisor: _____ Date: _____

Signing this form acknowledges that you have read 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.

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 three 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.