The Program Planning Guide (PPG), written by the Student Program Activity Review Committee (SPARC), is offered to provide 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 designed to assist in your programming needs. If you have additional questions and we encourage you to use your advisor, and the resources available to you through the offices of Fraternity and Sorority Life, Student Leadership & Involvement, Sykes Student Union, Student Activities, and Campus Recreation at West Chester University.

The Student Program Activity Review Committee is comprised of campus administrators from Sykes Union, Space Management, Athletics, Campus Recreation, Student Leadership and Involvement, Student Activities, Fraternity and Sorority Life, Residence Life, Venue Management, and Public Safety. SPARC meets at least once a month to discuss student programming calendars and make policy recommendations. Because SPARC is reviewing every student organization’s special event, SPARC reserves the right to refuse any student organization’s request for sponsoring a special event, if it conflicts 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 attendance during any campus event if a question of safety or the welfare of the University community is in question.

All student groups are required to begin their reservation process for any space on campus through 25Live. Submitting a reservation request does not guarantee that request has been confirmed.

Before you submit a request on 25Live, you are acknowledging you have read this document in its entirety and you understand the policies and steps outlined in the document. If you have any questions about the document, we encourage you to reach out to one of the offices below.

Office of Student Leadership & Involvement 610-436-2117
Sykes Student Union 610-436-2984

We look forward to being a part of your event planning process.
# DEVELOPING A PROGRAM: THE FIRST STEPS

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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 request for the University Policies. 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)
- Other student affairs offices and departments.
- Grants from local, state, and national organizations
- Organization/club dues
- Fundraising
- Admission Fees

If you are interested in receiving funding from the Student Government Auxiliary Fund, please review:

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, access 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. 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.

EVENT TYPES
POLICIES AND CONSIDERATIONS FOR THE TYPE OF EVENT YOU ARE HOSTING

EVENT CLASSIFICATIONS:
Your event typically fits into one of two categories: A Standard Meeting or a Special Event.

STANDARD MEETINGS – Standard meetings are reservations requiring no special setups, food, special hours, no outside speakers or performers, 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. Reservations for standard meetings are made on 25Live and can be booked on an individual date or weekly basis. All the below “Event Logistics” policies apply.

SPECIAL EVENT - Special events are any event held on campus, including but not limited to a dance, party, concert, or show. These are events other than standard meetings possibly requiring a special setup, food, public safety, electrical needs, special hours, and which may necessitate the use of Public Safety coverage to ensure a safe and secure environment for all WCU students and their guests. All special event requests are made on 25Live at least three (3) weeks in advance of the program date. These programs often require a meeting with the Assistant Director or the reservationist of Sykes Union, and a representative from Public Safety to discuss program details. All the below “Event Logistics” policies apply.

Most special event types have specific policies that pertain to them. Before planning a special event, please read and consider the requirements for your special event type.

For all Special Events:
✓ 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 (such as an organization at another university). Student organizations may NOT sponsor or co-sponsor events with alumni without the approval of the Alumni Relations Office and/or SPARC.
✓ In order for recognized student organizations to host a party 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.
✓ Non-student minors (17 years and younger) will NOT be permitted to attend a special event 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:
- Township of West Goshen (Sykes Student Union)
  - Sunday – Thursday, 10:00 pm
  - Friday & Saturday, 11:00 pm
- Borough of West Chester
  - Monday – Friday, 11:00 pm
  - Saturday & Sunday, 12 midnight
Once you have answered all of the above questions for your program, the next step is to select a date, a time, and a location. It's important to always remember that your date and time will have to be dependent on space availability!

**Remember, you do not have a program until you have a confirmed space from 25Live. Never submit a contract or move forward with planning for an entertainer, entertainment group, a speaker, etc, until you have a confirmed space for your program.**

Space is very limited on-campus and reserves quickly. To host your perfect event, you may have to be flexible.

Check with the campus calendar at [https://25live.collegenet.com/pro/wcupa](https://25live.collegenet.com/pro/wcupa). When planning an event, it is important to have alternate dates in mind. Do not forget to take into account the set-up and take-down time you need when looking at space availability. Time is an inclusive term signifying initial entry and final departure.

All reservation requests must be made online at [https://25live.collegenet.com/pro/wcupa](https://25live.collegenet.com/pro/wcupa) You must sign in to request space for your event.

**Tips & Tricks:**
- All reservation requests must be made online at [https://25live.collegenet.com/pro/wcupa](https://25live.collegenet.com/pro/wcupa)
- You may sign in on the top right hand side of the screen using your network username (do not put @wcupa.edu at the end) and your network password.
- You must sign in to request space for your event.
- After you sign in, you’ll be on the “home” screen.
- You are encouraged to use the search “Find Available Locations” in the middle of your home page. Click “I know when my event should be, help me find a location” OR “I know what location I’d like, help me find a space”
- Once you have a location, you can click on the space and it will take you right to the event wizard with the location and time already selected for you.
- Always specify the set up you need for your event at the time you’re requesting
- Upon saving your event request, **ALWAYS** select “Student Club/Org Event” on the final save screen. If you select “I don’t know” your request may not be processed.

Note for event requests for locations outside of Sykes Union: When you submit your event request 25Live will automatically generate a notice to only the appropriate facility administrator to confirm that space. If you have waited over one week to hear, please check with Sykes Union Administration and we can follow up with the administrator of the space you requested

**Confirmation:** *Event 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 or appropriate scheduling office. It is ultimately the group’s responsibility to be certain their room has been confirmed.*
RESERVATION POLICIES

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 the 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 not exceed a maximum of 2 hours. A space showing as available when you request the room does not necessarily mean another group did not request the space first. Please always have alternate dates in mind. Space management reserves the right to reassign space and/or cancel classroom events to best accommodate the entire university community.

There are other reasons administrators may not be able to confirm your program, even if the space shows as available. They include but are not limited to:

- Special requirements: set up needs, support services needed,
- Public Safety (see page 12)
- Facility fit: if the space you requested does not suit your event type because of event attendance set up needed, hours open, or activities performed.

EVENT CANCELLATION & NO SHOW

A reservation eliminates other groups from using the facility; therefore, penalties will be enforced for groups who do not respect the system. The Sykes Union staff recognizes there are circumstances where cancellation becomes necessary through no fault of the organizing party. Failure to show thirty (30) minutes after your reserved start time will be deemed a No Show.

EVENT CANCELLATION: If for any reason, you need to cancel your event, you may do so yourself on 25Live if the event is more than 48 hours away by changing the event state on 25Live to “canceled”. If the event is less than 48 hours away, please contact the facility administrator who sent you your event confirmation by email and/or phone.

If public safety has been assigned to your event (See page 12), if the event is canceled more than 48 hours in advance, the student organization is not charged. If an event is canceled in less than 48 hours, Public Safety will charge ½ of the anticipated cost of the event, unless the event is canceled 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.

NO SHOW: Failure to use a reserved space or failure to cancel a reserved space within 48 hours of the scheduled event by any registered Student Organization or university department will result in a no-show penalty:

- The no-show penalty is activated when a student organization does not cancel a reservation within the required timeframe prior to the scheduled event. This includes meeting room and major venue reservations. No-show notices are sent to alert organizations of each individual no-show occurrence. If a
A group receives three no-show penalty notices in the same semester, they will be placed on “hold” status for the remainder of the semester. With a fourth no-show, Sykes Union Administration reserves the right to cancel all currently booked reservations, in addition to applying the “hold” status. “Hold” status prevents organizations from making reservations until the start of the next semester. If organizations incur a “hold” status across multiple semesters, additional restrictions or probation may result.

When planning an outdoor program, always consider an alternative location in case of inclement weather. You are permitted to book rain locations for your event, but we ask you to decide to move the event 48 hours before your scheduled start time.

Advice: Plan and reserve early!

**EVENT SET-UP**

Set up needs for all meeting spaces must be received no later than 3 weeks before the scheduled event date. Failure to receive set up will result in room set “Lectern with Head Table”

**For Sykes Ballroom Reservations, set up requests must be received no later than 3 weeks before the scheduled event date. Failure to receive a set up/room layout will result in the cancellation of the event.**

At no time may doors, fire exits, elevators, hallways, or foot traffic be blocked by any event or event set up. All set-ups must observe fire code and ADA accessibility.

Special set up requests will require approval from the administrator that oversees the facility of requested space.

The facility staff has the right to enter a room at any time for any reasonable purpose, including any emergency that may threaten damage to the room or injury to any person in or near the room.

**DAY-OF ROOM REQUESTS**

To request a room on the day of your event, requests must be made in person with Sykes Administration. For day-of requests requiring a different event set up, discretion will be left to the Student Director on duty at the time you need the room. Factors of Student Director discretion are:

- Other events in the building
- Set-up needs of other events

**Last-minute requests may not be honored.**

Day-of reservations are tracked by Sykes Administration, and organizations are limited to two (2) day-of requests each semester, as it is strongly encouraged to submit a reservation request via 25Live.

Groups that are not in good standing are not permitted to make day-of requests. Attempts to do so may result in extended probation.

See Policy Violations Page 24
You received a confirmation from the facility administrator through 25Live and your event location, date and time are confirmed. Here are the next steps to ensure a successful event.

**CONTRACTS**

For any services rendered at your event requiring or not requiring payment, including but not limited to, a performer, DJ, a moon bounce or novelty, or any an outside vendor providing any service at your event you must have a contract.

**STUDENTS ARE NOT PERMITTED TO SIGN CONTRACTS WITH AN OUTSIDE AGENCY. DOING SO COULD PUT YOU AT GREAT LEGAL RISK.**

So what is a contract? (found in The Ram’s Eye View)

To ensure 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.
  - 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.

- Verbal Agreements and email correspondence may be viewed as a contract by an agency, legally binding you if your language isn’t clear. Be specific when you are researching a performer/entertainer/service that you are simply looking and not committing to anything.
All money collected on campus must be immediately deposited into the Student Organization’s Student Services, Inc (SSI) account before leaving the event. This pertains to ALL events, including but not limited to bake sales/vending sales, admission charge for events, canning, donation drives, registration fees, tournament fees, etc.

To deposit money, please count the money you collected, fill out an SSI Deposit Slip (obtained at the SSI Service Center on the ground floor of Sykes), place in a sealed envelope, and place in the drop safe. The drop safe is underneath the information desk on the first floor of Sykes Union. The drop safe is accessible the hours the student union is open (See Sykes website for updated hours). Money must be deposited in those hours event if your event has not ended.

Cash boxes, money bags, and change can be obtained at the SSI Service Center for your event. Please note the SSI Service Center Hours are 8:30 am-4:00 pm Monday-Friday. If your event takes place outside of those hours, please arrange to pick up the money box or change before during their business hours. Cash boxes with money inside can be left in the Sykes Union Administrative Office Safe before your event only. After your event, you must count and deposit the money using the steps above, and leave the empty cash box in the Sykes Administration office for pick up by SSI. Please note there are no other cash boxes on campus if you forget to pick up ahead of time. Sykes Administration is not responsible for money not properly deposited after your event.

Please note that collecting money at an event is a safety concern, and may necessitate the need for public safety.

If you wish to serve food at your event, please indicate so on your initial 25Live request. Depending on the space you are requesting food may or may not be permitted. All events on campus are required to use ARAMARK/New Street Catering for their programs, meetings, and events. Groups utilizing a disposable food set up are responsible for the clean-up of the materials at the end of their event. Failure to do so will result in a charge from Sykes Union.

If you would like to use another food service vendor for any reason, you must obtain a signed waiver from New Street Catering granting that permission. You may contact New Street Catering at (610)436-3130.

After obtaining that waiver, all catering for public events must gain additional approval through the Chester County Health Department to ensure the safety of your attendees. Public events are considered any event where non-members of your organization/department will be present. The waiver takes two weeks to process, so please plan accordingly.

Student/campus organization programs, meetings, and events that are closed to the public and considered “private” will be permitted to bring food in from an outside vendor with the appropriate approvals (for student groups those approvals are through the Sykes Union reservation office.)

Food prepared in a non-commercial, unlicensed facility/setting will NOT be permitted. Baked goods, soft pretzels, water ice (must use a disposable scooper to dispense) and similar items are exempt from this policy.
General guidelines for all events, either private or public, where food will be served:
✓ You must thoroughly wash your hands before handling food or putting on gloves.
✓ You may not touch food with your bare hands. Single-use, food-grade gloves (not latex) is the suggested practice. Tongs, deli wrap, or wax paper sheets are permitted for baked goods.
✓ Food must remain covered at all times. Covered containers, plastic wrap, or individual serving containers are all acceptable.

Chester County Health Department Bureau of Environmental Health Protection specifies that: “No food prepared in a private home* or which has been processed in a place, other than a commercial food processing establishment regulated by the CCHD or any other appropriate, official, regulatory agency, shall be sold, offered for sale or given away. If food is prepared outside of Chester County, a copy of a facility’s valid license from the appropriate regulatory agency must be submitted to the CCHD.”
*RResidence Hall Kitchens are considered private homes in this circumstance.

MARKETING AND ADVERTISING

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, Ramroundup, and WCUTV. Other avenues of publicity include the video PowerPoint monitors in Sykes or around campus, SAC movie preview ads, campus bulletin boards, 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 specific building posting policy. You may also contact the West Chester Borough Council or approach individual businesses for permission to post.

The university has specific policies regarding advertising on campus. *(Found in The Ram’s Eye View)* All advertisements must concur with the University’s civility code and must be supportive of the university’s mission. To ensure 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:*
  o **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 upon request in 25Live.
  o **Residence Halls:** Approval for posting is obtained through the Office of Residence Life and Housing in 202 Lawrence Center. Fliers need to be dropped off at 202 Lawrence Center. The Residence Life staff will ensure they are properly posted.
  o **Dining Facilities:** All advertising must be approved by Campus Dining Services. Table tents are located in the dining facilities.
  o **Academic/Administrative Buildings:** Approval for posting is obtained through the building administrator (see below) 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.

- **Digital Signage:** You may submit digital signage through the form located on the TechFee site: [https://www.wcupa.edu/InfoServices/techfee/forms/requestDigitalDisplay/](https://www.wcupa.edu/InfoServices/techfee/forms/requestDigitalDisplay/)

**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, pergola gates, and/or exterior walls or doors of buildings.
- Paper and Cloth banners need to be vetted by Fire Safety. Vinyl banners may be permitted.
- “Chalking” of sidewalks or any other surface is prohibited.
- Signs on stakes placed on University grounds must be approved in advance by University Grounds Maintenance.
- Advertising depicting alcohol use, abuse, sale, or distribution is prohibited.
- Per 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, advertisements by West Chester University student organizations should be complementary 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 Sykes Student Union x 3360.**

**AUDIO/VISUAL OR TECHNOLOGY 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, projectors, projection screens, TV/VCR units, computers, projectors, microphones, and podiums. Also available are rectangular tables. All equipment MUST be reserved through the Sykes Union reservations office and may **NOT** leave the Union without permission of Sykes Administration.

- 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 Ballrooms are fully equipped multi-media rooms containing a multi-media video projection system, for use with a computer, auxiliary inputs, DVD, CD, Blu-ray, and cable TV.

The Instructional Media Center, located in room 112 of the Francis Harvey Green Library, can provide basic technical equipment. 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 x3395. You may need to leave your ID or information about where your organization can be reached.

Student Groups are NOT permitted to use any audio/visual equipment in academic classrooms. Groups can only use A/V in academic rooms if their advisor has been trained and is present during the event. For any A/V needs in classroom space, equipment needs to be reserved through Space Management.

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**EQUIPMENT**

There is a limited amount of additional equipment including 6-foot tables, easels and carts available for programs at the Sykes Information Desk. Any equipment needs are fulfilled on a first come, first served basis depending on availability and may be picked up at from the Information Desk with a WCU ID. For large equipment needs, a work order may need to be requested through moving services (see below).

For athletic-type events, a limited amount of equipment may be available for rental, while supplies last, from Campus Recreation. You can contact them directly for assistance.

**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. If you believe any of these services listed below are needed for your event, it is your responsibility to speak to Sykes Administration to coordinate such services as soon as you receive your confirmation.

Support services require a minimum of three week notice* to accommodate. There will be no exceptions made to the three-week requirement.

*From the middle of August through September, moving services has a standing commitment to residence halls and will not be able to accommodate any event set up requests.

- **Electrician** - If your indoor or outdoor event in any confirmed campus space requires audio/visual or sound equipment, a campus electrician may be brought in to draw more power from that facility. 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, the Grounds Crew may be required to prepare the area before or to restore it afterward. They also reserve the right to deny any event that could compromise the outdoor areas’ ascetics.

- **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, the gymnasium floor must be tarped by the campus Maintenance Department.

### ADVISOR CONSULTATION

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 they are probably not directly involved in the planning process, thus can provide objective feedback to you and your committee.

### 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. You can create a Quatrics survey to evaluate your program [here](#).

### PUBLIC SAFETY/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 one or more of the following criteria is met:

- ✓ There is a potential for non-WCU students to be present,
- ✓ An admission fee is charged,
- ✓ The size of the expected crowd (special events cannot exceed headcount of 500),
- ✓ Event ends after midnight,
- ✓ The program was advertised off-campus,
- ✓ Nature of the entertainment, i.e. DJ, band, live performer, etc.
- ✓ and/or where other safety concerns are dictated.

If one or more of the above criteria is met, your organization will be required to have an in-person meeting with the Assistant Director of Sykes Union and a representative from Public Safety to discuss your specific event details and determine if public safety is required to be present at your event. Your event will remain “tentative” and will not be confirmed until that meeting occurs. This meeting must take place a minimum of two weeks before your event.
Per contract, Public Safety needs a minimum of two weeks' notice to assign officers to events. If public safety is needed at your event and you have not met the two-week requirement for your request, or special event meeting mentioned above, your event will be denied or canceled, even if the space is available.

If Public Safety is required due to the nature of your event, your organization will be responsible for the costs. Public Safety Officers chargeback $48.00 per officer per hour. The Public Safety department has the final authority for determining the level of Public Safety support necessary at events.

Public Safety bills are to be paid at the end of the semester. 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. Sykes Union will not accept new reservations for any organizations that have not paid their bill/s if those reservations were submitted after bills were processed.

**SEVERE WEATHER**

If the University is closed due to severe weather, generally all events will be canceled. There certainly may be exceptions, but we will need to address them on a case-by-case basis. If the University is closed, information to that effect will be communicated via the web, text messaging, WCU information line, and TV and radio. **If campus is closed due to inclement weather and you would still like to hold your event in Sykes, please let Sykes administration know within at least two hours of the start of your reservation. If you do not leave notice, your reservation will be canceled.**

If the University is not closed, the University (or SSI) individual in charge of a specific event occurring on the weekend will determine whether the event will occur. Before such determination, the individual in charge will:
- Consult with Facilities to determine if proper support (e.g., clearing of parking lots and walks) can be provided
- Consult with event sponsor (e.g., outside production company, an athletic team coming to campus, etc.) to determine whether that organization feels they can reach campus safely.

**In some cases it may be necessary to inform WCU IS&T if your event will be canceled or continued due to severe weather.** If there is any question about whether an event will be held or canceled, that information should be provided to **the WCU IS&T department**, who will post the information on the University website. Unless the University is closed, there will not be announcements via text messaging, TV, radio, or the WCU information line.

**FACILITY SPECIFIC POLICIES & PROCEDURES**

All reserved buildings/facilities have individual policies/procedures that must be followed. For a complete listing of policies/procedures for a building see the link to the facility administrators on campus:

[https://www.wcupa.edu/_information/AFA/Facilities/policiesProcedures.aspx](https://www.wcupa.edu/_information/AFA/Facilities/policiesProcedures.aspx)
CANDLES & OPEN FLAMES

Candles in Sykes Union, unless provided by an Aramark Catered and monitored event, requires prior approval by Environmental Health and Safety. They may only be used as a votive for decorative purposes. The candle must be completely enclosed by glass, and the flame can reach no more than halfway up the glass enclosure. They may never be burned while held, stored on the ground, or anywhere but on a table.

Sterno use is prohibited unless provided by Aramark Catering for a food service function.

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 violates local, state, or federal law is prohibited. Any violation of the University’s alcohol policy, outlined 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.

ANIMALS

No animals are permitted in Sykes Union with the exception of police dogs, service animals, and therapy dogs. **Sykes staff have the right to ask if the animal has been trained to perform a specific task and what the animal is trained to do.**

If you want to bring a program to campus surrounding animals, the policy is as follows:

- ✓ Any group wishing to bring animals in must work with a licensed vendor and the vendor must be on site for the program and provide insurance.
- ✓ Adhere to the Chester County regulations pertaining to animals accessible to the public.
- ✓ Signage posted warning the public that dogs are in proximity so that those with allergies, fears, or other sensitivities are made aware of these animals’ locations. Sykes will provide easels and signboards.
- ✓ The dogs will be confined and monitored at all times by an authorized handler(s) who is responsible for the welfare and safety of the animals.
- ✓ The organization bringing in the dogs will be responsible for cleaning up after the animals and properly disposing of the waste.
- ✓ West Chester University of PA shall be named as additional insured on the organization’s insurance policy.
Always let the facility administrator know of your plans for decorations.

Sykes Administration must approve room decorations for Sykes Union, and special tape must be used. There are people with severe latex allergies on campus and signage alerting the public about the use of balloons must be posted by the organization.

Tape, tacks, nails, Command Strips, or any other stick and pull tabs are prohibited. Sykes provides gaffers tape for decorating in rooms. Approved painters’ tape is also permissible.

Under no circumstance is glitter allowed in Sykes Union. Confetti can be used as long as confetti pieces are larger than a quarter.

All groups using the facilities are responsible for the proper use of the reserved space, furnishings, and equipment. Any damage or missing items will be billed to the sponsoring organization.

All groups are required to return the space to its original condition before departing their reserved room. The space should be free of all trash and event materials. Failure to clean up after any event will result in additional charges to the group. Cleaning fees are dependant on the type of cleaning needed.

Sykes Student Union does not have space available to store materials or equipment for groups using the facility. Materials and/or equipment that need to be delivered before an event must be approved by Sykes Administration.

Sykes Administration assumes no responsibility for loss or damages to materials left or on display in the building.

5Ks or races that start, end, or use campus locations must submit a request for that space on 25Live. 5Ks or races may occur on North or South Campus.

5K Runs/Walks: Typically these are held on pre-approved courses on north campus or south campus. A reservation must be submitted through 25Live and a meeting held with the Assistant Director of Sykes Union. Public Safety is typically present at these events to monitor traffic.
CONCERT/DJ/AMPLIFIED SOUND

Concerts are considered any event with live music. When hosting a concert/battle of the bands/live music show, OR having music or amplified sound component to another event, please consider the following:

✓ All amplified sound on or in any outdoor spaces requires prior approval from the facility administrator confirming your event and will typically be limited to two hours.
✓ Live music/DJ/Amplified Sound of any kind is never permitted in the Academic Quad during class hours.
✓ Live music/DJ/Amplified Sound is not permitted in or outside any classroom space Monday-Friday when it could interfere with classes. This will be determined by the class schedule nearby at the time of the event.
✓ Always specify when you plan to have live music/DJ/Amplified Sound on your initial reservation request to find the best location for your event.
✓ Music should always be kept a reasonable volume and should be appropriate in regards to language and lyrics.
✓ Sykes staff retains the right to lower all sound within Sykes Student Union at their discretion.

Typically, events with live music/DJ will only be permitted Wednesday-Saturdays in Sykes Union so as not to interfere with weekly meetings.

Events with a full band performing may require an electrician and renting of outside sound equipment. Please present a contract and your band’s sound requirements to Sykes Administration at least three weeks before your event to ensure needs can be met.

OUTDOOR EVENTS

Several outdoor spaces are accessible to student organizations to use for outdoor programs.

RAM PARK FIELD:
- Ram Park can be reserved through 25Live. Approval will be granted through Sykes Administration. Amplified sound is permitted at reasonable volume levels. Sykes staff reserves the right to lower amplified sound on Ram Park at their discretion.

SYKES PERGOLA/PATIO:
- Sykes Patio spaces can be reserved through 25Live. Approval will be granted through Sykes Administration.

ACADEMIC QUAD (FLD326):
- The academic quad may be requested through 25Live. Approval will be granted through Sykes Administration. Amplified sound of any kind, moon bounces, and inflatable novelties are not permitted.

RESIDENTIAL QUAD (FLD323) & UNIVERSITY HALL PATIO:
- The Residential Quad & University Hall Patio may be requested through 25Live.
- Requests will be reviewed by Residence Life and University Student Housing and if appropriate, approved.
• All events in the residential quad must be free. No fundraising may occur in this space.
• The Residential Quad is located outside hundreds of residential students’ homes, and events should be complementary and inclusive of the living community. Amplified sound must be pre-approved and may be limited by time and hours.
• There is no restroom access in the residence halls. The closest restrooms are Lawrence Center or Sykes Union.

EHINGER LAWN (FLD334):
• Ehinger Lawn may be requested through 25Live.
• Requests will be approved by Campus Recreation.
• Event set up may not block entrance to Ehinger Gym or interfere with the bus stop.
• Picnic tables or any permanent outside furniture may not be moved.
• Music may be played at a reasonable volume as not to interfere with classes inside Ehinger Gym, Ehinger Annex, or Anderson Hall.

25 UNIVERSITY LAWN (FLD348):
• 25 University Lawn may be requested through 25Live.
• No amplified sound Monday-Friday so not to interfere with classes in 25 University Hall.
• It is available after 5 pm Monday-Friday so as not to interfere with classes.
• The grill is locked and may not be used. (See Food Policy page 8)
• Groups are not permitted to drive stakes into the ground for any reason.

MCKELVIE LAWN (FLD349):
• McKelvie Lawn is located directly behind McKelvie Hall (Graduate Studies) next to Sykes Union.
• The space may be requested through 25Live.
• It is available after 4:30 pm Monday-Fridays so as not to interfere with business hours.
• Music must be kept at a reasonable volume.
• The grill is locked and may not be used (See Food Policy page 8)

NORTH AND SOUTH CAMPUS FIELDS:
• There are fields available including Matlack Field on North Campus and South Campus fields including Farrell Stadium, Rockwell Field, Field 315, and Field 309 that can be requested through 25Live but may have limited availability due to athletic, sports club, and intramural events.
• Approval is granted through Athletics and/or Recreation Programs.
• Events on these fields may be limited to athletic-type events.

DANCES/PARTIES

The below policies refer to dances and parties that expect:
• A large population of non-WCU students in attendance
• Events that will end past midnight
If either of those criteria does not apply to your party and event, there may be exceptions to the below policies to be discussed during the special event meeting with Sykes Administration and Public Safety.

PARTY POLICIES
All parties must end by 1:00 a.m. with full lights on/music off and everyone out by 1:30 am. If your event will be going until 1:00 a.m., your party may start as early as 9:30 pm.

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 the party only until midnight)
- Valid State issued ID

Only WCU students with ID will be permitted in after midnight.

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 (See Public Safety under “Event Logistics” page 12)
- There is a potential for non-WCU students to be present,
- An admission fee is charged,
- The size of the expected crowd (special events cannot exceed headcount of 500),
- Event ends after 12 midnight
- The program was advertised off-campus,
- Nature of the entertainment, i.e. DJ, band, live performer, etc.
- And/or where other safety concerns are dictated.

Proper lighting MUST be maintained in all facilities during all dances/parties. 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.

Metal detectors and ID scanning will be used when deemed appropriate by Public Safety.

All advertising must be approved by the Sykes Student Union Administration before posting. Advertising is NOT PERMITTED on the area radio station, 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, picture ID from another college or government-issued ID required
- All IDs will be scanned
- Metal detectors in use
- No one under 17 admitted

It is the organization’s responsibility to assist Public Safety when called upon, in particular, to usher guests out at the conclusion of the event.
It is the organization’s responsibility to issue wristbands for each guest and themselves (provided by the Sykes Union Administrative Office). All wristbands need to be accounted for. The maximum number of individuals permitted is 500. Once they have all been issued, there will be NO further admission.

The practice of paying an artist (DJ, band, etc) with cash or personal checks “under the table” is not permitted. All performers receiving compensation for services must have a contract.

**Please see Event Logistics “Contracts” Page 8**

For student organizations to host any 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 the reconciliation of funds collected and returned wristbands. Payment to event vendors must be made from this account.

**Please see Event Logistics “Money Collection” Page 8**

**SCHEDULING A PARTY**

Dances and parties ending after midnight 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.

**FOOD/MEAL/BARBEQUE**

Hosting an event with food on campus can come in many different forms. Food may be just a part of your event, like having pizza at a meeting, or it may be the primary function of your event, like a cultural dinner. Either way, it is essential you follow food policy to keep your event safe for your guests.

**See Food Policy Page 10**

It’s important to let the facility administrator know at the time you are making the request if you plan to serve food. Serving food may affect your set up and break down times since catering often requires extra time to set up. Additionally, some spaces have individual policies regarding food and drink.

**BARBEQUES**

WCU’s food guidelines prevent any unlicensed individual from cooking and distributing their own cooked food to the public. Therefore, all barbeques must use Aramark/New Street Catering.
This policy is intended for individuals or organizations wishing to show a film publicly (outside the home to more than family and friends.) The following information is designed to help you understand the requirements and get permission.

Guidelines are courtesy of University of Kansas’ movie policy, “I want to show a movie!!”

Why does my organization need to get permission to show a 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.

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<th>You will need permission if...</th>
<th>You do not need permission if...</th>
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<tr>
<td>• Used publicity to invite your audience to the showing (this includes but is not limited to mass emails, letters, flyers, and web postings).</td>
<td>• Movie rentals intended for private use with friends and family</td>
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<td>• 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 another venue off-campus.</td>
<td>• If you are showing brief parts of a film. There are no set rules for what &quot;brief&quot; 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.</td>
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<td>• If the film showing is for educational purposes. The 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.</td>
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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](http://www.swank.com)
- Criterion 1-800-890-9494 [www.criterionpic.com](http://www.criterionpic.com)
- Internet Movie Database [www.imdb.com](http://www.imdb.com)

You may also access the film's official website and look for information on film distribution.

If you have already done all this, and you STILL can't find the film, call the Office of Student Activities at 610-436-3037 and ask for Barrett, or call the Office of Student Leadership & Involvement at 610-436-2117, and ask for Charlie Warner. They 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
- The number of people you expect to attend.

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 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 is not difficult to obtain proper permission to show films on campus. It will 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 Barrett McGee at 610-436-3037.

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

**VENDING**

Sykes Union, Lawrence Center, and outside Main Hall have vending space for student organizations. Sykes Union and outside Main Hall space may be requested on 25Live using codes SYK103 and MHN001 and MHN002, respectively. Space in Lawrence may be reserved by calling (610)-436-3307. All vendors within Sykes Student Union must fill out the vendor agreement form. Please see the vendor information page located under Sykes Student Union on the West Chester University website for more information.

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.

*(found in The Ram’s Eye View)* The following are guidelines that apply to outside vendors selling items on University property:

- **Outside vendors may request table space for sales through the Student Union Office in 105 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.
If a student organization fails to abide by any of the policies outlined in this document, the group will obtain a policy violation. If this occurs, the group will be notified via email. After two policy violations within a year, the group will be placed on probation. After three policy violations within an academic year, the group will not be allowed to place any future reservations. After four policy violations, all existing and future confirmed campus reservations will be canceled for the remainder of the academic year.

For repeated and/or severe infractions, Sykes Administration reserves the right to carry sanctions from one year to another.

If a Student Organization wishes to appeal a policy violation, the organization must express their desire to appeal to the Assistant Director of Sykes Union within (1) week of being notified of the violation. The Assistant Director of Sykes Union will then schedule a meeting with the Student Organization, one (1) representative from SGA, (1) representative from Student Leadership and Involvement, and the Senior Director of Sykes Union (or designee).

### UNIVERSITY OFFICES
WHERE TO GO WITH QUESTIONS

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<td>Student Government Association 217 Sykes Union</td>
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<td>Registrar's Office 25 University Ave</td>
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<td>Office of Student Activities 236 Sykes Union</td>
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