Hawk Hub 101

A Guide to the Student Centers Registration and Ticketing Policies and System
Learning Outcomes

• At the conclusion of this session you will:
  • Understand how the University’s Guest Policy works in connection with Hawk Hub
  • Understand the services offered by Student Centers Administration/Hawk Hub as a registration and ticketing agency
  • Have a general knowledge of the reason behind having Hawk Hub
  • Understand the different type of tickets the system can produce
  • Understand the role of the Special Events Toolkit and Operations Plan Intake Form regarding requesting Hawk Hub services, raffle tickets, trip tickets, etc.
  • Understand how ticket sales income is transferred to on-campus sponsoring organizations
  • Understand what fees are deducted from the settlement
  • Understand when the income will be transferred to the sponsoring organization
  • How do refunds work, authorized and administered for events sold through Hawk Hub
Admission and Guest Policies

- **Current U of Hartford students, faculty & staff:** Will be admitted to an event with their **current student ID** and **ticket**:
  - Level 1 Events: Sales end at doors close. Tickets may be purchased at the door
  - Level 2 Events: Sales shall close one (1) hour before the event. Advance sales only

- **Guests of U of Hartford students, faculty & staff:** *Must accompany their hosts into the event.* Guest must present their **valid state issued Photo ID** (Driver’s License, Passport, Military ID)
  - Level 2 Events: Guest sales shall end by 12 noon the day of the event. Advance sales only

- Events in the Student Centers that charge admission must be sold on [www.thehawkhub.com](http://www.thehawkhub.com). All guests must have a ticket with information collected through the Hawk Hub system. All guests must prove they are at least 18 years of age, either by a government issued photo ID that has the guest’s birth date
  - 24/7 credit card and debit card sales as well as cash sales at the Gengras Student Union Ticket Booth & Information Center
  - No cash will be taken at the door for any event, unless:
    - Approved in advance
    - Admission does not exceed $3.00 for a philanthropy event (as discussed and approved at a Event Services meeting)
    - Has a Public Safety Officer to secure cash collection area

- **Exceptions regarding the above polices can be negotiated on a per event basis, in advance of the event at the Event Services meeting**
Admission and Guest Policies

• The sponsoring organization must submit a list of invited performers and the performers’ (no more than) 10 guests to the Director of Student Centers one (1) week prior to the event. No guest will be admitted into the event if not on the approved list. All guests of the performers must prove they are 18 years of age with their government issued photo ID.

• Events requiring coat check and wristbands materials must be procured by the sponsoring organization at their expense (*Student Centers Administration can provide coat racks and hangers on a limited basis*).

• Invited guest of the sponsoring organization on a approved guest list must have a valid government issued photo ID presented at the time of entry. Invited guests without a valid government issued photo ID will not be granted admission. These guests must arrive during doors open to help ensure their smooth entry into the event.
What Is Hawk Hub?

• The University of Hartford invested into a subscription with University Tickets as means to address ticketing and event registration needs. Connecticut state law states that pre-printed and pre-numbered tickets are used to control admission to student events where an admission fee is charged.

• The system was branded as the “Hawk Hub” as part of the Student Centers Administration Guest Services area.

• The system maintains all financial records and maintains the patron file of all customers. The system assumes all responsibility for the collection of fees and transfers those fees to the organization (less any costs).
Hawk Hub Administration Roles

- **Student Centers Guest Services Staff:**
  - Provides direct electronic and hard ticket sales support for all events where there is an admission charge, raffle tickets, trip sales and sign-ups, and any other program that needs ticket support. Guest Services staff:
    - Enters in-person transactions
    - Collects in-person payments

- **Event Coordinators:**
  - Can be given access to:
    - Enter event details and ticketing options
    - Run reports in real time on information such as sales and marketing, exportable to .pdf, Excel and Access

- **Super Users**
  - Super users are higher level Student Centers staff that can do all of the above in addition to:
    - Build events
    - Handle refunds/exchanges
Student Centers Guest Services

- Tickets are sold at the Campus Information Center (GSU 205) and online. The Hawk Hub system integrates with the University’s Self Service to verify student and alumni status when purchasing.

- As with any tickets purchased on-line, there are web fees associated with the purchase.

- Tickets related to admission or registration into an event cannot be consigned for direct sales by a sponsor.
Box Office And Purchase Locations

• The permanent physical box office for Hawk Hub is the Campus Information Center (GSU 205)

• Temporary box office services will be provided at most campus locations for time of event sales, as long as access to the Internet can be obtained

• Online sales are available 24 hours/7 days a week based on University admission/guest policies governing

• A temporary box office will not be set-up for off-campus events
Forms Of Payment

• Hawk Hub accepts the following forms of payment:

  • **Cash** – at all locations
    • Cash is not typically taken at the door for an event unless:
      • The presence of University Public Safety is arranged to help provide a secure cash transaction area
      • Agreed upon in advance at the time of the event’s Event Services meeting review
  
  • **Credit, Debit & Gift Cards** – at all campus locations
  
  • **Hawk Cash** – Limited on-site availability at events
Hawk Hub Fees

- Per-ticket fees based on ticket prices:
  - $0.50 per ticket for all tickets sold from $0.01 to $9.99
  - $1.00 per ticket for all tickets sold from $10 to $19.99
  - $2.00 per ticket for all tickets sold at $20 and over
  - No charge for complimentary tickets

- An hourly labor expense for the Box Office personnel selling tickets at an event

- Credit card fees associated with our acceptance of credit cards; no fee for Hawk Cash

- The event/performance set-up fee is waived for student organizations

- Credit Card Fees as follows:
  - 3.58% - Visa & Master Card
  - 4.09% - Discover & American Express

- A $0.35 per transaction cost will be invoiced back to the College (Refunds, Charge Backs, Voice Authorizations, etc.)
Marketing

• Events listed on Hawk Hub can be featured by going to the Hawk Hub site:
  • www.thehawkhub.com

• Sponsoring Organization and event information included on the Special Events Tool Kit and Operations Plan Intake Form can be used to populate the additional information that you want to see in your online event listing
Buyer Types

- Hawk Hub can validate University of Hartford students and alumni through the Self-Service portal

- Based on the authentication of Self Service, University students are sent back to University Tickets to pay for the appropriately priced ticket

- Other buyer types such as senior citizen, child, etc. may be created on a per event basis

- The Special Event Toolkit and Operations Plan Intake Form has a section where you can indicate the type of buyer and the amount to be charged for the ticket for each type.
Consigning Tickets

- Student Centers Administration shall not turn unsold tickets into sponsoring organizations (Consignment Tickets)

- This is done as a safety and security measure to ensure that the University is able to track who is attending events within our facilities
Campus ID Validation

• Optional service that utilizes E-Ticketing services and hardware to validate current University of Hartford IDs

• Ticketing validation app for the Apple iPod touch enabling wireless authentication of print-at-home tickets, instant validation of student IDs, and tracking of season ticket holders
On-Site Cash Handling Process

• While we do not encourage cash transactions at events, on-site cash transactions maybe approved on a case-by-case basis during the appointed review time with the Event Services Committee:
  • Event types are considered: Family Oriented Activities vs. High Risk Contemporary Entertainment; Audience make-up, etc.
  • Event elements for consideration include: Policy relaxation, multiple patron sales, sales methods, etc.

• It is the University’s preference to use the Hawk Hub ticket/registration system. The robust system is customizable based on what is agreed upon at the Event Services meeting & the submitted Operations Plan

• A manifest of overall sales/registration & funds collected during on-site sales that should be produced immediately after the end of sales at an event. Manifests can be audited at anytime at the request of the University administration
On-Site Cash Collection

- Public Safety staff will provide security at any large cash collection point.
- It will be the choice of the sponsor for the cash collected on site to be held afterwards at the Public Safety HQ safe, the Gengras Student Union safe or direct collection by the event sponsor.
- The Event Coordinator, the on-duty Operations Manager & Public Safety Supervisor:
  - Shall count the initial & final cash bank (once the initial change fund is separated, returned to its source) & documented.
  - All parties shall document their agreement to the amount of cash beginning & collected that will be either be deposited or collected by the Event Coordinator on a Student Centers Administration Currency Collection Log allocated to that event.
  - A cash collection final manifest (soft or hard copy) of tickets sold on-site will accompany the cash deposit point or the final collection of the sponsor’s representative.
What Is A Settlement?

• Settlement is the process of reporting the results of all ticket sales. Settlement will usually be completed within seven business days of the event.
Settlement Reports

- The settlement report will indicate the number of tickets sold for each buyer type, the total revenue received, the student organization income and the box office system income.

- From the amount due the student organization any additional fees will be deducted and the final amount due the student organization will be indicated.
Ticket Sales Settlement

• University Tickets settles on a monthly basis approximately 15 days after the close of each month (ex. April revenue will be settled on or around May 15th).

• University Tickets will send a check for revenue after deducting fee mentioned earlier in this presentation.

• Student organizations can either be emailed a copy of the settlement form with a notice of when they can pick up their check or request to have the funds transferred to the on-campus account indicated on the Special Event Toolkit & Operations Plan Intake Form.

• Once the settlement transfer is processed, the Event Coordinator will receive an email.

• Any questions should be immediately referred to the Business and Scheduling Services Administrator at 860-768-4283 or sca@hartford.edu
Tickets/Registration

• If your organization is planning an event that requires ticked admission or has registration needs, please complete & submit the Special Events Toolkit and Operations Plan Intake form so that your event can be listed on Hawk Hub.

• Based on concerns with safety & security, Hawk Hub registration may be deemed mandatory for your event so that the University in partnership with the sponsoring organization can track who has received & accepted an invitation to come to the campus.

• Consider the following as you complete the form:
  • Determine the different groups who will attend your event & what you will charge them (ex: Students $5, Faculty/Staff/$7, etc.)
  • Day sales end & begin, where you can charge for increased pricing
  • Request free/complimentary tickets to your event.
Refunds & Exchanges

- The Student Centers allows Event Coordinators discretion when authorizing refunds related to their events.

- Refunds must be requested via email to the Event Coordinator or Department Authority responsible for the event to the Student Centers Director for documentation/record keeping purposes.

- Approved refunds are processed within 10-14 business days for cash & 7 days for credit, debit, gift card & Hawk Cash transactions.

- All sales are considered final unless in the cases of refunds or exchanges which are authorized by the Sponsoring Organization.
Refunds & Exchanges

- The responsibility of communicating event specific refund policy is the responsibility of the Sponsoring Organization. Student Centers Administration requests refund policy information at the time of the Event Services Meeting and that reference to said policy is included on any and all publicity related to the event.

- The Sponsoring Organization will be held responsible for any fees related from charge disputes.

- In the case of a credit dispute or chargeback that results in a ticket refund, the customer is responsible for contacting their card company to reverse the chargeback or else they may get credited twice.
Contact Us With Questions

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