Policy and Procedures for Special Event Scheduling

Part I. PURPOSE

This policy addresses scheduling the use of University of Hartford Student Centers spaces for what is deemed as a “special event”. Included within this document are statements which:

- Establishes the definition of what the Student Centers considers a special event;
- Establishes consistent special event scheduling policies and priorities;
- Establishes and communicates the process of special event and event resource information through the 25Live system;

Part II. APPLICABILITY

1. SCOPE
   This policy and related procedures shall apply to any person or organization who desires to schedule Student Centers spaces for what is deemed under this policy as a special event.

2. ACTIVITY DEFINITIONS
   A. Routine Activities
      a. Activities held within the Student Centers meeting the criteria below shall be deemed a “routine activity” and are not bound by this policy:
         i. Participants / attendees are current University students, faculty and / or staff only;
         ii. Involves routine aspects of University resources to execute (Ex. Simple chair, table and smart room setup)
         iii. Does not possess a significant amount of risk to the University community, property, image or its guests
      b. Routine activities may be requested at least three (3) business days in advance of event
      c. Routine activities should be confirmed or denied within three (3) business days
   B. Special Events
      a. Activities held within the Student Centers meeting the criteria below shall be deemed a “Level 1 Special Event”
         i. 100 persons or more current University students, faculty, and / or staff are anticipated to attend the event
         ii. Food or drink is to be served at the event
         iii. The event is facilitated by a contractual agreement agreed to by an authorized University agent
         iv. An outdoor event that uses amplified sound
         v. The event features controversial / political topics that may be discussed
         vi. The event is resource / staffing intensive
         vii. The event may possibly disrupt normal University operations
         viii. The event requires admission / ticketing needs
         ix. ***NOTE*** Determination of status is not limited to these guidelines
      b. Activities held with the Student Centers meeting the criteria below shall be deemed a “Level 2 Special Events”
i. The event contains any of Level 1’s attributes.

ii. Non-University attendees are allowed to participate as defined by the University’s Guest Policy.

iii. Must be requested at least thirty (30) business days before the event date.

iv. Confirmed or denied at least 14 business days before the tentative event date.

c. Activities held within the Student Centers meeting the criteria below shall be deemed a “Level 3 Special Events”:
   i. Any of Level 1 or 2 attributes.
   ii. Does not adhere to limits within the University guest policy, but allows non-members of the University community to participate.
   iii. Level 3 events may only be held as a University wide special activity as authorized by the collective University Administrative Officers / President’s Cabinet (Ex. Orientation, Hawktober Activities & Commencement).

3. ELIGIBILITY

This policy will apply to all students, faculty, staff, recognized organizations, departments and guests of the University of Hartford that sponsor special event activity within the Student Centers.

4. RESPONSIBILITY

**Student Centers Administration** shall be responsible for the day to day administration of this policy.

### Part III. GUIDELINES

1. **Scheduling Priorities Statements**

   a. **General Scheduling Priorities**
      
      i. Below are the general priorities for any special event function within the Student Centers, otherwise requests are processed on a **first come, first serve basis** to determine priority among requests when all other applicable regulations governing non-academic events and space scheduling have been met:

      1. Activities based on new student recruitment and registration (Ex. Preview, Orientation, Lift Off, etc.)
      2. Major university wide programs as determined such by the University Administrative Officers / President’s Cabinet (Ex. Hawktober, Commencement, etc.)
      3. Maintenance needs as deemed necessary by the Vice President of Finance and Administration in consultation with the Department of Facilities
      4. The week before the first day of classes priority of scheduling shall
b. Building Specific Scheduling Priorities
   i. Student Centers & Associated Outdoor Spaces
      1. Activities of University chartered student organizations that produce campus wide student programs (Ex. Student Government Association and the Campus Activities Team)
      2. Large scale student governing groups (Ex. Greek Governing Councils, Residence Hall Association and Undergraduate Commuter Association)
      3. Annual Special Event programming of registered student organizations
   c. If somehow there is a conflict of space, the event “CONFIRMED” first will have priority over the later request, unless in the case of an activity deemed as a University priority.

2. Statement on Student Centers Spaces
   a. Student Centers spaces that are not generally available for special events include:
      i. Private office areas/suites
      ii. Specific department conference rooms

3. Space Request & Event Support Procedures
   a. An organization submits a completed Event / Space Request at least one (1) month prior to the requested event date to the Student Centers
      i. Internal University Request shall be entered directly into 25Live (Function to be implemented April 2016)
      ii. External Request unaffiliated with the University shall be entered a hard copy request process
   b. All events entered into 25Live shall be defaulted as “Tentative” regarding its approval
   c. Completed special event requests are reviewed by the following in their respective 25Live task list queue:
      i. The sponsoring organization’s “Department Authority” for confirmation of event approval
      ii. Student Centers for approval / denial of space use, review of general event appropriateness in space and initial review of resource needs, date, time & calendar review and event appropriateness
      iii. Both areas must take action on the event within 3 business days
   d. If one of the two areas listed denies the event, said event may be revised and start over from the beginning of the process to try to obtain approval
   e. Review By The Event Services Committee
      i. Pre-Review Process
         1. If all both areas (Department Authority and Student Centers Administration) approve the event, Student Centers Administration issues a confirmation to the sponsoring organization listing the
event as “Tentative”. This is thus a prompt to the Organization to firm details needed to complete the events Operation Plan (i.e. plan the activity/event).

2. Operations Plans should be submitted no less than 14 business days prior to the event to Student Centers Administration (earlier submission is highly encouraged) for:
   a. Operations Plan Distribution to the Event Services Committee members
   b. Scheduling of the Event Coordinator to an Event Services Committee meeting to discuss/ review the event
   c. During this time, event details are listed on the Operations Report as an advance planning measure with the event still marked as tentative for ESC review. This enables Student Centers Administration and the Event Coordinator to fine tune the events logistics ahead of the Event Services Committee meeting (so long as the Event Coordinator submits Operations Plan information to share with Student Centers Administration for consulting purposes ahead of the required time frame for the Event Services Committee meeting)

3. Event promotion should not begin before the organization or the requester has received written confirmation of the reservation from or a copy of their Operations Plan marked approved by the Director of Student Centers.
   a. Any written/online materials to be used for the marketing of on-campus events must first receive stamped approval from Student Centers Administration or the Office of Marketing and Communication. Failure to obtain such approval may result in the cancellation of the event and may result in the suspension and/or termination of the right to request or reserve space.

   a. Confirmed changes to an event are updated on a new Event Confirmation/Update form.

ii. Event Services Committee Review
   1. Denial Scenario
      a. The organization is informed of the denial by an Event Confirmation/Update form marking the event as “CANCELLED”.
      b. The organization may alter event details based on committee recommendations and shall restart the event/space scheduling process from the beginning of the initial coordination phase.

   iii. Approval Scenario
      1. The organization is informed of the approval by an Event Confirmation/Update form marking the event as “confirmed”.

4. Date & Time Considerations

a. All approved events shall end before or at 11:00 p.m. promptly except for events provided exception by the Director of Student Centers from Sundays to Thursdays and 2 am Fridays through Saturdays. This is in respect of:
   i. University Residential quiet hours
   ii. Utilities and security shut down of spaces on the academic side of campus
   iii. Routine daily maintenance and cleaning needs as needed to reset for the next day of operation
b. Student organization special events shall not be sponsored during University break periods, holidays, exam periods and reading days unless authorized by the Vice President for Student Affairs.

5. Organization Responsibilities

a. Sponsoring organization event coordinators must be present and accessible for all aspects of approved activities (such as set-up, event begins, event ends, breakdown).

b. Sponsoring organizations are responsible for the arrangement of logistical details for their event in advance. While Student Centers Administration serves as a source of guidance in executing safe, efficient events, the responsibility is on the Event Coordinator with assistance from the overall sponsoring organization.

c. Registered student organizations may be required by the Event Services Committee to have a chaperone present in order to have their event.

6. Cancellations/Changes

a. Cancellations / Changes in using Student Centers Administration spaces should be submitted in writing to the office within 72 business hours of the event. Costs associated with the proposed event may still be charged to the organization.
   i. A Space Confirmation / Update form will be issued by the office to officiate the cancellation/change.
   ii. Failure to properly cancel a reservation may result in the suspension and / or termination of the right to request or reserve space.

b. External organizations are asked to provide their written cancellation/change notice within thirty (30) days prior to the dates of use.
   i. No refunds (except of security deposits, if applicable) will be made after this time.

c. Cancellations/Changes by the University
   i. If deemed necessary, the Student Centers shall adhere to room assignments as confirmed; however, the University reserves the right to change assignments should conditions require it. Consideration will be given to room size, estimates attendance, and special equipment needed. Sponsoring Organizations or University individuals will be consulted before room assignments are made, and all such changes will be properly announced;
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ii. The University / Student Centers reserves the right, at any time, to reassign or cancel a reservation/confirmation if, due to unforeseen or uncontrollable circumstances, the space reserved must be used for other purposes in the best interest of the institution or such reservation is deemed outside of the overall University mission and goal.

7. Denial of Use of Student Centers Spaces

a. The University / Student Centers Administration reserves the right to deny the scheduling of any and all events to any organization or individual without cause.
   i. Based on limited spaces for events the Student Centers will only honor reasonable requests for denial of space regarding student organization usage (i.e. A student organization should not be denied space based on their status as a “Student Organization”.)

b. Permission to use Student Centers Administration facilities may be denied or revoked for non-compliance with University policy, local, state or federal law at any time.

8. Assemblies Not Requiring Scheduling, Reservations or Approval

a. The Student Centers permits assemblies of Internal Organizations without prior reservation in outdoor spaces, public lounges and food service areas. To avoid space conflicts, sponsoring organizations are urged to use reserve space for such assemblies. A group which has reserved such assembly space shall have exclusive use during the period of the reservation once approved.

b. All such assemblies and actions thereof must be conducted so that they do not interfere with or disrupt, either in part or in whole, the orderly operation of the University or interfere with the rights of its students, faculty or its staff.

c. All such assemblies must be conducted without:
   i. Sound amplification equipment
   ii. Catered food
   iii. Grilling & Cookout Devices
   iv. Any other reservable event resource
   v. Publicizing / promotion of the assembly activity

9. Tickets & Admission Based Activities

a. All special events within the Student Centers soliciting payment for admission and / or in need of registration services must be coordinated through the Hawk Hub system (powered by University Tickets) via Student Centers Administration. Exceptions are made on a case by case basis based on the following:
   i. Said activity is of a charitable nature where an admission of $3.00 or less is charged

10. Security
a. Student Centers Administration and the Office of Public Safety reserves the right to assign security coverage to any event deemed risky. The sponsoring organization will be responsible for paying all costs associated with the event.

b. Please note that all events requesting door sales or exchange of cash at the door require University Public Safety coverage.

11. Cancellations & No Shows

a. Organizations who failed to properly cancel their event within three (3) business days may:
   i. Lose their space reservation privileges for the semester or the academic year.
   ii. Be charged a no show rate based on the space where the no show occurred as per the current Student Centers rate card

12. Charges & Fees

a. Charges and fees for Student Centers Administration space use shall be governed by the Student Centers in accordance to the policies and procedures approved by the University’s Space Rental Task Force.

b. The Student Centers shall retain full authority of pricing over event resources requested as part of any special event scheduled within them.

c. All Student Centers charges related to this policy shall be recorded on the current Student Centers rate card.

13. Violations

a. Violations of these procedures will be addressed through internal disciplinary procedures, legal process, and/or revocation of usage privileges by the College Union Advisory Board when possible.
   i. The Advisory Board shall make recommendations to the Director of Student Centers to execute decisions made by the Board in said matters.

b. In the absence of the Advisory Board, the Director of Student Centers has full authority to execute business pertaining to these matters.

14. Space Conditions

a. Any organizations assigned use of Student Centers spaces are responsible for leaving the facilities in clean and orderly condition and for return of any special equipment; they will be assessed a fee or become subject to losing their privileges for use of such facilities if they fail to comply with this regulation; Any damages to facilities or equipment should be reported immediately.

15. Calendar Planning

   i. Registered Student Organizations
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1. Officially recognized student organizations may request space after annual group registration processes are completed.

2. Student Organization Advance Planning Meeting
   a. A meeting to be held after mid-terms of Fall and Spring semester for the purpose of Student Organization advance event/space request for their programming. Notification will be given by Student Centers Administration.

Part VI. DEFINITIONS

1. **Organization** - Anyone who requests space and plans an event in accordance with the overall objective of the organization, the philosophy of the University and conform to University guidelines, local, state and federal laws.
   a. **Internal** - Any University recognized entity. Examples:
      i. Registered Student Organizations
      ii. University Departments
   b. **University Department Sponsored Organization** – A non-University affiliated entity that gains University department sponsorship or co-sponsors an activity with a University department to which the sponsoring campus department assumes all liability in regards to the event and acts as a coordinating liaison between the nonaffiliated entity and the Student Centers.
      i. These groups do not have the right to interfere with or disrupt, either in part or in whole, the orderly operation of the University or to interfere with the rights of its students, faculty or its staff.
      ii. Student organizations are not allowed to sponsor external groups.
      iii. Sponsorship of an external organization by a University department is validated when:
          1. A match exists between the external organization’s purpose in using University space and the mission/purpose of the sponsoring University Department. Examples
             a. An organization offering free HIV testing must be approved and sponsored by University Health Services to ensure consistent messages regarding the subject matter is transmitted within the university.
          2. Assurance that no outward “nepotism” or “favoritism” exist in the sponsoring relationship to ensure that “equal access”, was applied.
      iv. Any form of information distributed, published or broadcasted on University property or using the name, image or likeness of the University by External Organizations must be reviewed by the sponsoring office in concert with the Office of Marketing and Communications before final permission to use space or transmit media is issued.
   c. **External** - Anyone that does not fit the criteria stated for an internal group or a University Department Sponsored Organization.
      i. This category applies to individual University affiliates who wish to have events at the University that is determined to not fit within the normal activities of the University.
ii. These groups do not have the right to interfere with or disrupt, either in part or in whole, the orderly operation of the University or to interfere with the rights of its students, faculty or its staff.

iii. External organization shall also include organizations co-sponsoring activity with the University but are also paying a University department some type of fiscal compensation or donation so that the University Business office may keep up with any agreement having to do with financial exchange.

iv. Any form of information distributed, published or broadcasted on University property or using the name, image or likeness of the University by External Organizations must be reviewed by the Office of Public Relations before final permission to use space or transmit media is issued.

v. These groups must submit a security deposit of fifty (50%) percent of the rental rate or $250.00 for each facility requested with the return of the completed request form 30 days prior to use of the facility.
   1. Remaining balances are due prior to use of the facility.
   2. Deposits are refunded upon inspection, if the space was left in the same condition prior to the event and there were no damages.
   3. All payments must be made by cashier checks, money orders or certified checks.

2. Student Centers Administration
   a. Serves the management and scheduling office for the University’s three College Union facilities and related spaces
      i. E. Clayton Gengras Family Student Union
      ii. Simon Konover Campus Center
      iii. University Commons
      iv. Village Lawn
      v. Gengras Student Union Lawn
      vi. Alumni Plaza

3. Event Services Committee
   a. The ESC is an assembly of key University departments charged with reviewing all scheduled University events to:
      i. Determine appropriate services and considerations for an event.
      ii. Increase communication within the University between departments involved in events/space scheduling service provision.
      iii. Make determination on services needed to properly conduct events such as staffing, maintenance, space access, etc. while providing a medium where customers may meet with services providers regarding their event.
   b. Make-up of the ESRC will consist of representatives from:
      i. Student Center Administration
         1. Director of Student Centers
         2. Business and Scheduling Services Administrator
         3. Coordinator of Student Events
      ii. Public Safety
      iii. Facilities – (Housekeeping and Maintenance)
      iv. University Dining Services
   v. Other auxiliary members are invited to help support University based activities who do not comprise the service component of the ESC may take
4. Event Categories  
   a. Sponsoring Organizations will be asked to identify the type of event that they wish to hold in a Student Centers space based on the event categories below:
      i. Athletic/Intramural  
         1. Any event characterized by or involving physical activities or exertion.
      ii. Banquet/Meal  
         1. A ceremonial event featuring food honoring a particular guest or occasion.
      iii. Conference/Meeting  
         1. A meeting for consultation, discussion, exchange of views or business affairs.
      iv. Campus Feature/Tour  
         1. An event where the campus or a particular aspect of it is showcased to the general public (ex. Admission Open House, Press Conference, etc.).
      v. Ceremony/Worship  
         1. Formal events conducted on some solemn or important occasion.
      vi. Cookout/Picnic  
         1. A social event with the focus of serving/preparing of food outdoors
      vii. Contact Area/Fair  
         1. An event where an organizations set up an area to make contact with the University community for information, sales, etc.
      viii. Dance/Party  
         1. An event which is a social gathering for conversation, refreshments, entertainment, etc.
      ix. Exhibition/Banner  
         1. The use of space to display communication materials not fit for campus bulletin boards such as hanging a banner or the work of artisans or objects of general interest.
      x. Film/Video  
         1. An event where a film or video is projected in a University common area.
      xi. Lecture/Seminar  
         1. Event where a speech read or delivered before an audience or class, esp. for instruction or to set forth some subject.
      xii. Rehearsal/Practice  
         1. Event is not necessarily open to the public and is done in preparation for a larger scale activity.
      xiii. Performance/Showcase  
         1. Event featuring various types of activity executed before an audience.
      xiv. Maintenance/Set-Up  
         1. A non-event acknowledging the care or upkeep University property indicating that the space or resource should be taken off line or to allow early set-up for important events.
      xv. Off-Campus  
         1. An event that takes places off-campus and is being noted in the
scheduling database for registration and accounting purposes.

xvi. Reception/Gala
1. An event where persons are formally received.

   a. The Weekly Operations Reports will be processed weekly (Monday afternoons for review at Thursday ESC meetings) and contains detailed information on events and spaces scheduled two weeks ahead of its published date.
   b. Updates to Operations reports will be made as needed by Student Centers Administration

6. Departmental Authority
   a. Events must be approved by a “authority” as defined below:
      i. Student & Fraternal Organizations – On-campus Advisor & the Advisor to the Student Government Association
         1. In the case of Social Greek Organizations, the alumni advisor may consult with the on-campus advisor and the Director of Student Activities
      ii. Career Recruiters – Director of Career Services
      iii. University Departments – Department Head/Manager, Chairperson, Dean or appropriate Vice President
      iv. University Department Sponsored Activities – Department Chairperson
      v. Vendors – Bookstore Manager
      vi. Religious Events – Director of Center for Spiritual Life

Part VII. OTHERS

1. Attached Forms
   a. Flowchart of the Student Centers Special Event Request and Review Process
Flow Chart of Student Centers Special Event Request / Review Process

Sponsoring Organization & Individuals Submits Event / Space Request:
At Least One (1) Month In Advance

Internal / University Department Sponsored Organizations:
Enteres Request Directly Into 25Live

External Organizations & Individuals:
Requests Via Hard Copy Form

Default Special Event Request State in 25Live:
“Tentative”

Event / Space Request Phase:
Student Centers & Department Authority Through 25Live Tasks List Act On Request Within Three (3) Business Days

Approved:
Proposed Event Moves To Event Coordination Phase

Initial Event Coordination Phase:
1. Event Coordination By Sponsor
2. Special Event Toolkit & Operations Plan Is Submitted By Sponsoring Organization
3. Event Services Committee Reviews Operations Plan Tuesdays At 12:00 Noon

Approved:
Event Services Committee Reviews / Approves The Event. Space Use Is “Confirmed” In 25Live.

Denied:
Requestor May Restart Process Or Request Assistance From Student Centers Administration

Denied:

Final Event Coordination Process:
1. Event May Be Publicized
2. Event Services Operations Report Review Meeting Thursdays at 12 noon
3. Assignment Of Event & Human Resources Confirmed In 25Live
4. Event Is Held As Per Submitted Operations Plan
5. After Event, Charges Based On Information Entered Into 25Live Is Sent To Sponsor(s)