



Student Organization Special Events Application Packet

Valid beginning September 1, 2014

This packet contains:

- Checklist
 - Special Event Request form
 - Risk Factors Matrix
 - Special Events Policy
 - Special Event Procedures
 - Dance Procedures
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- ❖ Use this form if your recognized student organization intends to host an event on campus other than a regularly held membership meeting. This form is to be used regardless of the venue/facility desired for event.
 - ❖ For medium and high risk events, please submit the application at least 30(thirty) business days prior to event date and allow up to two weeks from the date of submission for the event request to be reviewed by committee. You will be notified via email address provided of the decision.
 - ❖ The exception to the 30 days notice applies to new initiate show/probate shows. These events require 14 days advance notice with completed form. This event approval is also based on the organization being in good standing with Campus Life and having not had any issues in the past year. One exception per school year will be given to host organization for this event request.
 - ❖ Please complete and return this form to the office of Event Planning, 312 EMU Student Center. This form will not be accepted via email, must be submitted in paper form to the office above. For more information, call 734.487.4108 or email cl_eventplanning@emich.edu

Checklist of Procedures for Special Events

Failure to meet any of these steps may result in cancellation of scheduled event

1. Reserving Space and Getting Approval:

- _____ Complete Special Event Request Form
- _____ Complete risk assessment using attached matrix
- _____ Obtain president signature
- _____ Obtain adviser signature for medium and high risk events
- _____ Submit special event form to venue hosting the event
 - Minimum of five days prior to event date for low risk event
 - Minimum of 30 days in advance for medium/high risk events
 - The exception to the 30 days is if this is a probate show and the organization has not had any issues in the past year and has not exercised any exception to another event in the same year.
- _____ Obtain review committee approval for medium or high risk events.

2. Pre-Event Planning:

- _____ Attend initial event planning meeting with appropriate venue manager
- _____ Pay facility deposit(s) if any are required
- _____ Arrange for ticket sales through EMU Ticket Office for ticketed events
- _____ Develop and distribute marketing materials
- _____ Identify and communicate with your event volunteer staff
- _____ Contact other vendors if additional services are needed for event

3. Final Pre Event Planning Meeting:

- _____ Attend final pre-event meeting with organizations faculty/staff adviser (High Risk Only)
- _____ Submit volunteer list
- _____ Pay remaining balance of event.
- _____ Contact Ticket Sales and confirm audience size.
- _____ Confirm setup/load in/sound check time

4. Day of Event:

- _____ Arrive 45 minutes to one hour prior to event
- _____ Meet with vendors, building staff, technicians, and presenters
- _____ Check on room and AV setup
- _____ Put out signage, displays, registration materials, etc
- _____ Conduct sound check
- _____ Hosting org. volunteers arrive
- _____ Assign, train and supervise volunteers
- _____ At end of event, cleanup supplies and make sure all trash is collected in appropriate containers
- _____ Walk through with facility staff

Cancellations: If at any point during the reservation or event planning process for a special event or dance, your organization desires to cancel their the event, the facility for the event must be notified of the cancelation in writing by the president or adviser of the organization. If the cancellation takes place within 14 days of the event date, your organization will forfeit your deposit.

Eastern Michigan University

Student Organization Special Events Policy

1. Purpose:

The purpose of this policy is to:

- Provide a clear and consistently applicable set of guidelines and expectations for management of student organization special events based on risks associated with those events.
- Educate members of the university community, and specifically the student organizations of EMU about risks and safe event management practices associated with presenting special events on campus
- Maximize the potential for positive social interactions in a safe environment, while mitigating and minimizing risk to the institution and those who interact with it through special events on campus
- Guide student organizations in reserving campus venues available for their special events

2. Eligibility:

Recognized student organizations in good judicial and financial standing are eligible to book special events on campus under this policy. Recognized student organizations status is conferred by Campus Life annually.

3. Managed Risk Approach:

Given the variety and richness of student organization special event activities, categories of events have been established to facilitate the event planning process and main safe event management practices. In developing this policy, a wide array of possible risk factors were considered including the events participants (number of attendees and affiliation with EMU), the nature of the event itself, the timing and location of the event, the presence of cash and valuables, the recent history of the organizations presenting the event, and the university's experiences or history with the event type.

4. Definitions:

A **special event** is any activity presented by a student organization that takes place on the campus of Eastern Michigan University where a group of individuals gathers at a specific place and time to participate in a specific experience other than a regular membership meeting.

The Risk Factor Matrix(appendix A), acts as a guidepost for assessing the level of risk involved in a particular event, so that appropriate strategies can be implement. In general, the higher level of risk the greater level of coordination required between the student organization and university departments.

Based on the Risk Factor Matrix, the following levels of event risk have been established:

- Low Risk: have less than 15 points
- Medium Risk: have 15 – 29 points
- High Risk: have 30 or more points

A determination of a special event's level of risk may be suggested by the appropriate facility manager. Risk level determinations will be reviewed and confirmed on a case by case basis by the Special Events Review Committee based on the Risk Factor Matrix.

Dances are generally defined as special events for the primary purpose of unstructured dancing that use music, active non-seated attendees, have expected attendance of 100 or more, are open to campus attendance, have no food, may have guests that are not EMU students, and are scheduled to end after 10 p.m.

5. Mutual Interest:

There are many positive outcomes associated with successful student organizations special events. They provide ways for students to get to know each other and to feel a sense of belonging in our community. They empower expression of the student voice and reflect student interests. They present a myriad of opportunities for learning, both through the content of the experience and through the process of planning and executing the event. They can also advance the visibility and reputation of the institution, and introduce potential new students to the campus. Conversely, poorly planned and executed special events can pose risk of harm to participants and negatively impact the student organization, the institution and its reputation.

6. Expectations:

The University has a vested interest in actively supporting student organizations to have successful and safe special events. The University may agree to facilities these events with the understanding that some services will require fees to be paid by the sponsoring organization:

- Facilities in safe, working order
- Pre-event guidance and instruction
- Ticket sales operations
- Personal on-site staff for facilities listed below in the "Locations for Special Events"
- Campus security officers at the event as determined by the level of risk
- Purchasing and account support for funds used from University accounts, and
- Funding request processes for financial assistance for special events

The members of the student organizations who are hosting or presented a special event accept responsibility for the success of their event, the safety of those attending their event and the proper use of campus facilities.

Student organizations are expected to:

- Meet timelines for commitments and confirmations
- Work with facility manager to plan and organize event
- Attend required pre-event meetings with University staff
- Fully and truthfully inform advisor and organization member about the planning and execution of event
- Be present at the event and fulfill their event management responsibilities, and
- Abide by this policy, the Event Planning Office Reservation Contract, or respective venue contract, the EMU Student Code of Conduct, and all local, state and federal laws.

7. Location:

1. Locations for Special Events:

The EMU Student Center and patio, Recreation and Intermural Center, Lake House and Patio, University Park, Pease Auditorium and Convocation Center are all generally available for student organization special events. Reservations are made on a first-come-first-served basis. These special event spaces have different service fees associated with them. Academic, administrative, and residential buildings are not available for special events hosted by student organizations. Special approval is required for use of academic and athletic facilities.

Special Event Venues	Fees for Recognized Student Organizations
EMU Student Center	No facility rental fee
ReclM Center	AV/special equipment charges apply
Lake House and Patio	After hours staffing charges apply
University Park	DPS charges apply if even level requires
Pease Auditorium Convocation Center	Facility rental fee applies, \$750/venue AV/special equipment charges apply Staff charges apply Custodial charges apply DPS charges apply if event level requires

2. Location for Dances

The following venues are available for dances and may be reserved through the Dance Draw process. These venues are the only approved venues for dances, because of the wear and tear on the facilities, the need for hard surface flooring, the need to avoid concurrent events in proximity of dances due to sound/noise level, and the demands of managing ingress, egress and parking typically associated with these events. Appendix B outlines the detailed procedures for dances and other high risk special events.

Dance Venues	Fees for Recognized Student Organizations
McKenny Hall Ballroom	No facility rental fee After hours staffing charge - \$200 Custodial charges may apply
Convocation Center	Facility rental fee applies \$750 AV/special equipment charges apply Staffing charges apply Custodial charges apply

3. Location Exceptions

Standing exceptions to the location requirements include:

- a. NRHH, RHA (Residence Hall Association) and individual Residence Hall Governments may present special events in the residence halls with the permission and under the supervision of the Housing department. Student organizations presenting educational programming in partnership with a residence hall staff member and at the approval of the Residence Hall directors may also be granted permission to use residence hall facilities
- b. NPHC organizations may also access the MLK gardens and/or Roosevelt steps as locations to host probate or new initiate shows. Either the Greek Life coordinator or DPS must receive the special event request no later than 14 days in advance of the desired date for a probate or new initiate show.

In the event that a campus location other than those facilities described above is desired, a Special Event Facility Exemption will need to be completed by the student organization along with the Special Event Request form. This request will be considered as part of the event approval process, and the appropriate facility manager for the requested venue will be included in that decision making process.

8. Cancellations:

If at any point during the reservation or event planning process for a special event or dance, the student organization desires to cancel their event, the facility manager for the venue where the event was to take place must be notified of the cancellation in writing by the president or adviser of the organization. If the cancellation notice takes place within 14 days of the scheduled event date, the organization will forfeit their \$100 deposit. If at any time prior to the scheduled special event, the student organization fails to fulfill required tasks or meet their obligations, their event may be canceled by EMU, and if the cancellation takes place within 14 days of the scheduled event, the organization will forfeit their \$100 deposit.

9. Assessing Risk:

1. Nature of Event

Sometimes there are elements of risk inherent in the very nature of the special event. For example, a movie screening might typically be considered a low risk event, if the movie has engendered controversy or incites strong reactions; it may pose a greater risk to the safety of the audience and the hosts, and would need to be managed differently. The format of the program, the room setup, and the

competitive or controversial nature of the special event are all factors that contribute to the determination of risk level.

2. Date and Time

The time of the day and day of the week impact on the risk level assigned to the event. Events that take place on Thursday, Friday and Saturday pose higher risk than those offered on Sunday, Monday, Tuesday, and Wednesday. Events that end after 10 p.m. pose greater risk than events that take place during the day. Student organizations are encouraged to refer to the Risk Factor matrix when selecting dates and times for special events

3. Audience Management

The size of the audience and their relationship to EMU are important factor special event planners need to take into consideration. People who are not members of the EMU community may not feel the same degree of responsibility and respect for the institution’s facilities and members, and generally pose a greater degree of risk at special events

Guest List:	
Low and Medium Risk	No guest list required
High Risk	If the event is not ticketed, a guest list (typed and alphabetized) is required to be submitted by the organization to the Event Planning office by noon on the day of the event. Guests will be asked to present state photo ID to enter high risk events. EMU students must be currently registered and present a valid EMU photo ID to enter high risk events

Re-admission

Low Risk events Re-admission permitted
 Medium and High risk events No re-admission is allowed

4. Presence of Cash and Valuables

Any time money is changing hand, risk is involved. In order to minimize risk to individual students that arise from this exchange, cash handling is not permitted at special events.

Ticket Sales

To facilitate tickets events, all ticket sales for any campus event must be done through the EMU Ticket Office operation. It is the responsibility of the student organization to contact the ticket office for an appointment by calling 487.2282. This contact should be made within one week of event approval notification. Please refer to Appendix C for additional instructions and guidelines on using the EMU Ticket Office. A \$50 deposit will be required for this service, and this will be refundable to the organization if more than 50 tickets are sold.

Fundraising Activities

Fundraising other than ticket sales can take many forms, but again may present risk to students if there is an exchange of cash. There are also state laws which govern games of chance such as raffles, a common form of fundraising for student organizations. Student organizations are advised to avoid strategies such as passing the hat at special events, and instead are encouraged to make use of the EMU Ticket Office and the TCF Bank in the Student Center as a location where donations may be collected and deposited directly into the student organizations' account.

Equipment

Some special events may require specialized audiovisual equipment (e.g., concert sound system), instrumentation, production equipment (e.g., theater sets), or other materials (e.g., art for auction or exhibit) that have high value. These items may require special planning, external services, additional security, and have inherent levels of risk. The coordination of these items need to be considered as part of the Risk Factor Matrix and carefully coordinated with the facility manager hosting the event.

5. Food Service

As a public institution, EMU is required to adhere to strict county health code standards. ONLY EMU Dining Services and licensed university vendors, who are under contract to provide food and drinks on campus, may provide food and drinks on campus. No off-campus food or drinks may be served from any venue on campus. The only exceptions are as follows:

University Park/ReclM

The Rec/IM provides trained, licensed professional staff supervision for food service using Previously unopened, pre-packaged food, or food prepared in an establishment licensed by Washtenaw County Health Department and in full accordance with their provisions as well as those of the EMU's Department of Health and Safety and Dining Services.

Bake Sale Events

A student organization may sell previously un-opened, pre-packaged food for the purpose of raising funds in full accordance with the provisions of Washtenaw County Health Department and EMU's Department of Health and Safety. Approval must be provided by EMU Health and Safety Dept. following submission of a Bake Sale Request Form.

6. Event Staffing Requirements

1) Student Volunteers

Volunteers from the hosting organization are required to be present and to assist in managing their event. Their responsibilities include controlling entrance procedures, ushering, house management, communicating with guests on behavior issues, and event security per DPS or facility staff instruction. The following recommended ratio of volunteers may need to be increased based on the facility being used, and other risk factors. The facility manager or DPS will provide training for the organization’s volunteers.

Volunteer Ratio	
Low Risk	Two student volunteers per 100 audience members. Training on-site 30 minutes prior to doors opening.
Medium Risk	Two student volunteers per 100 audience members. Specific assignments identified in advance. Training on-site 45 min. prior to doors opening.
High Risk	Three student volunteers per 100 audience members. List of volunteers submitted in advance; specific assignments planned and assigned in advance by org. representative. Training on-site one hour prior to doors opening.

2) Security Officers

Department of Public Safety Officers may be present at medium risk events, and will be present at high risk events. For the 2009/10 academic year, Campus Life will pay the cost of officer time associated with the normal implementation of this policy.

DPS will provide security officers for special events at the following minimal ratio. On occasion DPS Officers may also be required for parking lot patrol or other security purposes. The following recommended ratio of DPS Officers may need to be increased based on the facility being used, and other risk factors to maintain a safe environment.

DPS Officer Assignments

Low Risk	No DPS officers required
Medium Risk	
15-22 points	One officer may walk through at option of review committee
23-29 points	One officer will walk through one or more during course of event
High Risk	One or more officers assigned per 100 audience members.

Eastern Michigan University

Student Organization Special Event Policy

Appendix B – Procedures for Special Events and Dances

SPECIAL EVENTS

1. Reservation Process

- Submit a completed Special Event Request Form
 1. Low risk event forms must be submitted no later than 5 business days prior to the intended date of the event.
 2. Medium and high risk event forms must be submitted no later than thirty (30) days prior to the event. Medium and high risk special event request forms which are submitted after the thirty (30) day deadline, OR which are not signed by the appropriate organization representatives, will not be accepted.
The exception to the 30 days is if this is for a probate or new initiate show and the organization has not had any issues in the past year and has not been granted an exception for another event in the same year.
 3. All forms, regardless of risk level or desired venue, may be submitted directly to the Event Planning Office in the Student Center, room 312. Forms may also be submitted to the facility manager of the venue that is being requested. For probate or new initiate shows, the form should be submitted to the Greek Life coordinator or DPS.
 4. Special Event Request Forms can be obtained at the Event Planning Office and on their website, at the Campus Life website, or at any of the campus' designated special events facilities.
 5. Prior to submitting the form, the student organization may inquire about facility availability with the appropriate venue facility manager.

- Review of Special Event Request Form

Within two weeks of submission, medium and high risk requests will be reviewed by the Special Events Review Committee. The composition of this committee includes: facility managers for ReclM, Student Center, Convo Center, Pease Auditorium, University Park; one officer from the Department of Public Safety Officer; Director of Campus Life; staff representative from Risk Management; up to three student representatives (Campus Life, Student Center and Student Government).

- Notification

Within two weeks submission, the student organization will be notified of the status of the request; the review committee may approve, deny, or request more information.

2. Planning Process

- Attend event planning meeting
Within one week of the event approval notification, the organization must attend an event planning meeting with the appropriate venue manager. For medium and high risk events, at the end of this meeting a final pre-event meeting will be scheduled.
- Continue planning event
Following the initial event planning meeting, the student organization should commence planning their event. Be sure to consider each of the categories listed below.
 1. Ticket Sales
All ticket sales for any campus event must be done through the EMU Ticket Office operation. It is the responsibility of the student organization to contact the tickets office for an appointment by calling 487.2272. This contact should be made within one week of event approval notification. Please refer to Appendix C for additional instructions and guidelines on using the EMU Ticket Office.
 2. Marketing
Plan to spend time several weeks in advance developing and distributing marketing materials for the event. The AIGA Design Student (342C EMU Student Center) offer free graphic design services to student organizations.
 3. Volunteers
Identify and communicate with organization members about the volunteer roles and responsibilities required to make the event happen. Obtain commitments and share clear, detailed information with event volunteers.
 4. Vendors
Contract with other vendors needed to provide services at the event, e.g. deejay, sound technicians, guest speaker or artist, hotel, EMU catering services, ground transportation, etc.
- Attend final pre-event meeting
For high risk events, within one week of the event date, a final pre-event meeting is held to review and confirm all arrangements. The organization's president must be in attendance. For high risk events, the organization's faculty/staff advisor (or their faculty staff designee), must also be in attendance. At this meeting, the hosting organization will:
 1. Submit Volunteer List
Submit a list of members who will serve as volunteers to staff the event, along with the responsibilities and locations to be assigned to each student volunteer.
 2. Pay Remaining Balance
The hosting organization is required to pay the remaining balance in full.
 3. Confirm Ticket Sales and Audience Size
The org. representative should have up to date information on ticket sales and anticipated audience size.
 4. Confirm Set Up/Load In/ Sound Check Time
A sound check is required prior to any event which requires use of a microphone. The sound check should happen before audience arrives at the event; typically sound check

is scheduled for 1 hour prior to the event for low risk events, and 1-3 hours prior to the event for medium and high risk events.

- Failure to meet any of these steps may result in the cancellation of the scheduled event.

3. Day of Event Management Process

- Hosting Org. Arrival

The hosting organization should be present on site in advance of the arrival of any support vendors such as deejays, sound technicians, etc. that they have hired. The hosting organization is expected to instruct and direct their vendors in coordinator with facility staff. Any additional equipment ordered from the facility on the day of the event will be charged to the student organization following the event.

- Hosting Org. Volunteer Arrival Time

Hosting org. volunteers must arrive at the venue no later than:

Low/Medium Risk	30 minutes prior to the event
High Risk	one hour prior to the event

- Assign, Train and Supervise Volunteers

The organization's event coordinator is expected to assign responsibilities, locations and time frame of service to their volunteers, to provide them with readily visible identification as event volunteers, and to ensure their adherence to their responsibilities throughout the duration of the event.

- 1) DPS Security Training

- For medium and high risk events, DPS or facility manager will conduct a brief security training for volunteers prior to the event.

- Room Set Up

- 1) During the event, room lights may not be turned completely off, but may be dimmed. Lights will be turned up prior to the conclusion of the event.

- End of Event

- 1) Volunteer Responsibilities

- At the conclusion of the event, org. volunteers are expected to assist participants in exiting the facility in a timely and safe manner.

- 2) Walk Through

- For high risk events, a representative of the organization will complete a post-event walk through with the facility staff. Any damage to the facility will be charged to the organization.

- Failure to meet any of these steps may result in cancellation of the scheduled event.

4. **Cancellations**

If at any point during the reservation or event planning process for a special event or dance, the student organization desires to cancel their event, the Event Planning Office must be notified of the cancellation in writing by the president or advisor of the organization. If the cancellation takes place within 14 days of the event date, the organization will forfeit their \$100 deposit. If at any time prior to the scheduled special event, the student organization fails to fulfill the required tasks or meet their obligations, their event may be cancelled by EMU, and if the cancellation takes place within 14 days of the scheduled event, the organization will forfeit their \$100 deposit.

Appendix B – Procedures for Special Events and Dances

DANCES

- **Reservation Process**
 - Recognized student organizations may request a dance at McKenny hall by submitting the Student Organization Special Events request form to the Event Planning office at least 30 days prior to the requested date. Only one dance per weekend will be allowed. Contact the Event Planning office 487.4108 for more information or visit the office in the Student Center room 312.
 - Student organizations may schedule no more than one dance per semester.
 - When a dance is co-sponsored, it counts as one dance for each of the co-sponsoring groups.
 - When a dance is co-sponsored, the total guest limit remains the same and must be shared by each group.

- **Planning Process and Day of Event Management**

See sections 2 and 3 above. The same guidelines apply to dances.

- **Guests**
 - A maximum of ____ guests are allowed for McKenny dances. No guests are allowed for the Convocation Center Icebreaker.
 - The hosting organization must submit their guest list to the Event Planning Office no later than noon on the day of the event.
 - Guests will be required to present valid picture state or university identification to gain admission to the event.

- **Admission Procedure for Dances**
 - The ticket (if applicable) and a valid EMU ID must be presented for admittance to the event. Guests who are not EMU students must be named on the guest list; those individuals will be required to present valid picture state or university identification.
 - Admission is by ticket sales only, one per EMU student ID only.
 - Entrances for dances are: the south entrance of McKenny hall and the main entrance of the Convocation Center. All other entrances will be locked.
 - Doors open at 10 p.m. and close at the sooner of maximum capacity or 11:45 p.m.
 - No bags, purses, backpack or other items may be carried into the premises for dances and high risk events.
 - Capacity for McKenny Hall is a maximum of 400 people, with staffing of 12 student volunteers per policy document. Capacity for Convocation Center is a maximum of 1,000 people, with staffing of 30 student volunteers per policy documents.
 - People who are not admitted into the facility will not be permitted to loiter outside the building.
 - The sponsoring organization, DPS and the facility management reserve the right to refuse admission to the event
 - Dance ending time is 1 a.m.
 - The Athletic department must notify DPS and facility manager of any student/s who are visiting EMU for the weekend and are interested in attending a dance. A member of the Athletic department must accompany student/s attending event.

- Cancellation – See section 4 above