

equipped to lead

This PowerPoint will:

- Introduce you to University policy regarding events
- Orient you to available resources for successful event planning
- Outline a step-by-step process for event planning

equipped to lead

- This PowerPoint is posted on the Student Engagement website under Forms & Documents. This should be the very first resource reviewed by newly assigned event coordinators.
- It is the responsibility of organization presidents and faculty advisors to ensure each team member has viewed this training before engaging in event coordination efforts.
- Two leaders from each organization must complete this training every Fall to preserve their organization's active status and approved charter.







- Authority over organization budgets and Business
 Office accounts
- Primary point of contact for approval for ALL monetary expenses



Dean Van Essendelft Associate Dean for Student Affairs & Academic Policies



- Oversees student organization activities and governance
- Provides law school approval for all organization events, guest speakers, and social media accounts



Student Affairs & Records Manager



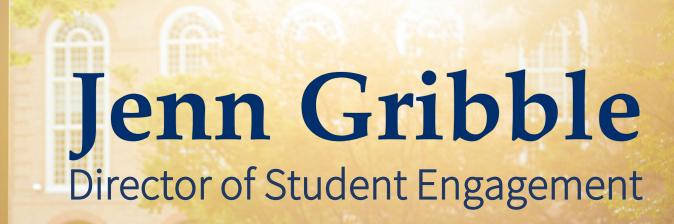
Law Records and Student Affairs Office



Student Affairs and Records Office Associate



- First point of contact for event approval
- Point of contact for university credit card, keys, and account balance information
- Copy on expense requests/budget questions sent to Dean Walton

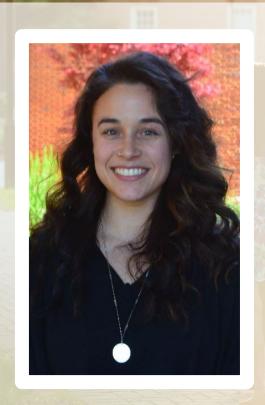




- Oversees student organization activities and policies
- Manages the charter renewal process
- Maintains list of valid student organizations
- Provides university approval for all student org events



Assistant Director of Student Engagement



- Assists director with student organization activities and policies
- Helps with the charter renewal process
- Maintains list of valid student organizations
- Assists in providing university approval for all student org events





- Primary point of contact for organization fundraising
- Processes fundraising applications and donor gifts
- Instructs students on fundraising policies and procedures



Office of Administrative Services



- Final source of approval for all student org event planning
- Works directly with the central departments on students' behalf to secure and process event needs
- Instructs students on how to find/utilize resources as well as follow procedures and policies



 ALWAYS work with the Office of Advancement when fundraising for your organization. Student Orgs CANNOT begin fundraising without approval.

Contact Erin Flynn: eflynn@regent.edu, (757)352-4831, ADM 128

- Fundraiser Application: https://www.regent.edu/royalraiser
 - Apply 90 days before fundraiser is scheduled to begin.
 - Consider RoyalRaiser crowdfunding platform.

- Fundraising Policies & Procedures
 - DO NOT use GoFundMe, Venmo, PayPal, Cashapp, or other forms of payment collection outside of Regent-approved resources.
 - Checks must be payable to Regent University with the name of the student org written on the memo line.
 - All cash donations must be counted and submitted to Advancement. All cash revenue (ticket sales) must be counted and submitted to the Business Office.

For use of Square, submit a request to Ann Campbell in the Business Office (once fundraiser is approved).

Contact:

Ann Campbell (757) 352-4423 amcampbell@regent.edu

- Email Ann with requested dates for Square use at least 2 weeks prior to event.
 Include your cost center.
- Training will be conducted in office.

Please Note:

- Student dues paid to your organization are <u>not</u> considered tax-deductible charitable donations. Payments must go through the Business Office.
- If you want to charge your members dues, you must update your organization's constitution to reflect this.
- Due to rules and regulations surrounding student org donations, funds may not immediately appear in your account. See Erin for details.
- Note that student org donations do not go directly to the student account; they are placed in a holding account first, then at the beginning of each month, Erin sends a report to the Business Office. The funds are then disbursed from the holding account to the respective student org accounts.

Fundraising for Outside Organizations:

- If fundraising for an outside organization (e.g. Crisis Pregnancy Center of Tidewater, H.E.R. Shelter, Food Bank of Southeastern Virginia, etc.), work directly with that outside organization.
- Communicate with them to set up a way for donations to go directly to their organization. They may be able to provide you with a QR code for individuals to donate directly to their cause.
- Make sure Advancement is still aware of your fundraiser.

Other Fundraising Resources:

- NEW: Advancement now offers peer-to-peer fundraising available through GoFundMe Pro. Student Orgs must meet with Erin to discuss parameters and to set up a peer-to-peer fundraiser.
 - This option is ideal for fundraisers where each student must pay a certain amount to participate (e.g., March for Life, competitions, etc.).
- One-off donations to your organization can be made electronically at www.regent.edu/supportstudentorgs.
 - Select student org from drop-down list. If your student org is not listed, select "Student Organization Donations" and then write in the name of the student org in the comments box.



event opportunities

- Two events per semester approved for each law organization
 - Ideal days to schedule lunch events are Monday, Tuesday, & Friday
 - Each event funded up to \$250
 - 3rd event is possible if partnering with Career Services
 - Co-sponsoring events with other Student Organizations is an option
- Times to avoid planning events:
 - Wednesdays 12pm 1pm (University Chapel)
 - Thursdays 12pm 1:30pm (Law Chapel)

law chapel sponsorship

- One Chapel sponsorship per semester is expected for all organizations.
- Speak with the Chaplains about the days your organization will be hosting chapel.
- \$500 is allotted for Chapel lunch.
- Food requests need to be submitted by Tuesday before 10am.
- All receipts <u>must</u> be submitted to Emma Slippy within 7 days of the event.

first step

- All law student organization events must FIRST be approved by the Student Affairs and Records Office
 - Email event request details to Emma Slippy for approval at least 21 days* before intended event

*This requirement may be waived in writing by the Dean of Student Affairs only if the sponsoring organization presents written proof of other extraordinary circumstances that prevent a timely request submission.

first step

- Event details to include in initial email request:
 - Date of the event and alternative date(s) for the event (in order of preference)
 - Start and end time
 - Student organization in charge of the event
 - Purpose of the event
 - Target audience for the event (1L class, 2L class, 3L class, all law students, etc.)

second step

- ➤Once approved by Student Affairs and Records Office, you may fill out the University's event application form.
- We strongly encourage you to utilize the Law Student Organization Event Checklist to ensure event planning procedures are followed in the correct order. It can be found at the Student Engagement website Forms & Documents page.

VIP Events

- For VIP/high profile events, email request details to Emma Slippy for approval at least six weeks before intended event.
- Include Dean Van Essendelft in the email proposal. VIP event requests require additional approval from the Associate Dean of Student Affairs BEFORE contacting the special guest.
- ➤Once approved, you may fill out the event application form as usual.



- Complete the application AFTER receiving approval from Law Records Office.
- Application can be found at: www.regent.edu/student-life/student-engagement/#forms-documents
- This is <u>required</u> whenever your organization wants to have a meeting or event on campus
- Submit according to these deadlines:
 - Small or medium-sized events: 21 days in advance
 - High-attendance or complex events (such as VIP/High Profile & outdoor events): 6 weeks in advance.

The application asks about:

- Desired date and time
- Location
- Support needed renting tables/chairs, catering, vendors
- Food budget and plan
- Invited guests
- Marketing/publicity

Locations available to reserve:

- Classrooms (Robertson Hall, Classroom Building, Com Building, DIV Building)
- Special Event Spaces (Moot Courtroom, Library Atrium, Library Auditorium, lobby spaces, Shaw Chapel)
- Outdoor Areas (Robertson fields, fountain area, mall)
- Conference Rooms
- Regent Housing Areas (community rooms, grilling area, volleyball court, etc.)
- Founders Inn (ballrooms, outdoor tented area)
- Robertson Hall Patio

- Other spaces that can be requested but not EXCLUSIVELY reserved:
 - Student Lounge
 - Student Lounge Patio
 - 77 Coffeehouse
 - Main Fountain Area
 - Student Center Game Room
- If a space you're interested in is not listed on the application, specify it in the comment section of the application form.

off-campus

- Complete the application AFTER receiving approval from Law Records Office
- Application can be found at: <u>www.regent.edu/student-life/student-engagement/#forms-documents</u>
- This form is <u>required</u> whenever your organization wants to have an official event off-campus.
- Must be submitted 21 days in advance of event.
- Approval is granted by Law Records Office on a case-by-case basis, so be extremely detailed in your request.



travel

- The Law School will review all Student Organization travel requests on a case-by-case basis.
- Fill out the Travel Proposal Form found in the myRegent Portal under the Student Organizations section. Forms must be submitted at least 14 days before travel.
- Organizations must receive approval from Dean Walton and the Law School before ANY travel arrangements are made.
- Once approved, see Emma Slippy for <u>all</u> travel arrangements.
- See the Travel Procedure Highlights beneath Travel Proposal Form.

rules of travel

 DO receive permission to drive a personal vehicle to the competition

- DO NOT make unnecessary purchases without approval (extra hotel rooms, rental vehicles, etc.)
- DO NOT purchase things for other travelers. They will need to submit individual travel expenses for meals, gas, tickets, etc.



non-catering options

Always acceptable options (with approval from Dean Walton):

- 1. **BJ's** for catering trays, snacks, drinks, etc.
 - Email Ryland to reserve a card for 24 hours. Tell him your budget and the day you hope to shop. He will reach out to Dean Walton to get approval before confirming your card reservation via email.
 - *mention wholesale order request form
 - Cards are picked up from ADM 116. Save your original receipt to turn in.
- 2. Delivery pizza Papa John's
 - Email Emma Slippy to place the order.

catered meals

- When using university funding, the Ordinary has first right of refusal for all catered events on campus. Ryland will complete the request form for you.
 - Exception 1: Events or groups that have raised 100% of the funds needed for the event (zero university dollars will be used). Speak with Ryland if you believe this applies to your event.
 - Exception 2: For certain events, Founders Inn catering can be substituted. Speak with Ryland if you're interested. He is the point of contact for Founders.
- See full policy here.



- Ryland needs to submit a catering request 2 weeks before the event date.
- Last minute requests are not always possible.
- Final headcount is due 1 week in advance.
- The Ordinary requires a minimum of 72 hours notice in the event of a cancellation.
 - If cancellation notice is less than 72 hours, you will be charged 50% of your total bill.



- Can be utilized when you're not using University money OR the Ordinary has declined your timely request.
- If the Ordinary declines your request:
 - Outside catering services utilizing university funding must be approved by our Purchasing department.
 - Contact Dean Walton for outside catering approval.



- Payment is made with either University credit card or reimbursement.
- A current certificate of insurance (COI) from the caterer must be on file in the Administrative Services/Purchasing Department 1 week prior to the event. Work with Ryland to complete this.
- Regent has a tax exemption status. Please see Emma for the documentation when placing outside catering orders.

reimbursement

- Food and non-food purchases qualify for reimbursement.
- Must complete two things within 60 days of purchase:
 - 1. Fill out an Expense Report
 - Ask Emma Slippy for help as needed
 - Must have original receipts attached when submitting to Emma for approval.
 - 2. Sign up for direct deposit
 - Regent's Business Office will not write you a paper check
 - Routing Number and Account number are not listed on your debit/credit card. Check "Account Details" on your online banking app.



self-serve tables

- 3 law school tables with black drapes may be reserved. Email lawrooms@regent.edu with your request.
- There are several extra covered tables available for use in RH, stored at both ends of the 2nd floor hallways.
- Free resources must be returned to their original location and in their original condition at the end of your event. Contact Ryland in the case of damages.

self-serve trash cans

| Building | Location | Quantity |
|----------|---|----------|
| ADM | 3 rd Floor Elevator | 1 |
| СОМ | Outside Green Room | 2 |
| CRB | Center Stairwell | 2 |
| DIV | 1 st Floor Staff Kitchen | 2 |
| RH | 2 nd Floor Hallway by stairwells | 4 |
| SC | Student Lounge | 2 |

All groups must leave event space clean and remove trash.

Minimum \$100 fee from Housekeeping for non-compliance.

Trash cans should be returned to the locations noted above per building. <u>Each user must replace the liner after the trash has been emptied</u>, <u>leaving the can ready for the next person</u>. Please do not stack the cans.

rented resources

- Tables, chairs, covered trashcans, etc. Ryland requests these for you.
 - Communicate with him 2 weeks before the event date so he can submit the request.
 - \$50 late fee applies.
 - Work with Ryland to create a diagram for the layout of your event.
- Rental costs are automatically billed to your account.
- Setup changes will be accepted until 2 business days before the event date.
 No changes are possible after that time.

cleanup

- ➤ Before you leave your event location, leave it the way you found it:
 - All chairs/tables back to original positions
 - Housekeeping items left set up with linens, free of debris or crumbs
 - Trash taken out to nearest dumpster/compacter
 - Lights turned off
 - Doors locked when appropriate

Tip: Take a quick picture before the event and send to your team so you have a reference point for resetting the room.



self-serve media

- Self-serve audio/video recording and streaming are available in the following spaces:
 - Most university classrooms
 - Moot Courtroom
 - Library Auditorium

walkthroughs

Unfamiliar with a classroom?
Using a new special event space?
Utilizing a technology for the first time?

- Ask Ryland for a walkthrough! He will coordinate this meeting with Media Services as needed.
- ➤ Always come early and test technology well before your event.

technician support

- Most spaces on campus are self-serve and don't need a media tech.
- Larger events may be eligible for technician support.
 - COM main theatre and some Chapel events <u>require</u> paid technician support.
 - Professional technician fee is \$50/hr (billed in ½ hour increments).
 - Student worker technician fee is \$20/hr (billed in ½ hour increments).
- ➤ Reach out to Ryland for more information. Requests must be submitted 30 days in advance.

special considerations



- Your org must have or purchase rights to screen a film at an event that is public, advertised, and affiliated with your student organization.
- All movie rights must be purchased from Swank Motion Pictures (prices range from \$500-\$1500).
- Proof of movie rights must be sent to Ryland before your event.

brand guidelines

- Brand guidelines document
- Marketing website with downloadable files



• If the University is closed due to inclement weather, all student organization events are cancelled. There are no exceptions.

merchandise sales

- Approval MUST be obtained from Dean Walton before any sales of Regent Law merchandise are conducted.
- The law school will not provide money to supply the merchandise. You will need to collect orders from students and pay for the merchandise directly.
- Buyers cannot purchase merchandise with cash. Instead, you must work with the Business Office/IT to set up a link so that students can pay electronically.
- Merchandise may not be sold during reading periods or exam weeks.



- Outdoor events
- Animals
- Food trucks
- Gift cards
- Local news coverage

- Events at Founders Inn
- Working with Outside Groups
- Logos and merchandise
- Contracts with Vendors

...talk to Ryland.





social media

- Approval is required to maintain Instagram accounts.*
- Review the social media policy sent to you via email.
- Confirmation of policy review is due by August 30th.

*Without approval, all social media accounts related to your organization must be deleted by August 29th.

regent outlets

- Weekly Law email announcements sent out on Fridays
 - Email Mary Bunch (marybun@regent.edu) by Wednesday
- Regent University Newsletter (RUN)
 - ➤ To submit a request, fill out the Regent Run Submission Form located on the Student Engagement Website.
- University events are automatically added to the events calendar.

flyers

- Always obtain approval from Dean Van Essendelft before producing any flyers.
- Email a digital file to <u>copies@regent.edu</u>. Flyers may be distributed around RH where pushpins are available.
- Seek additional approval from Student Engagement if you plan on posting flyers outside of RH.
 - You can also take flyers to the Village and/or the Commons housing office for posting in entry and laundry areas.



charter renewal

- Charter renewal due electronically Monday, Sept. 15th by 5pm
- Charter Renewal Documents:
 - Charter Renewal Form
 - Faculty Advisor Agreement Form & Training
 - Updated Constitution
- Email documents to <u>studentengagement@regent.edu</u>. Paper copies will not be accepted.

recognition program

- Two monthly awards:
 - Student Leader of the Month
 - Student Organization of the Month
- Two annual awards:
 - Student Leader of the Year
 - Student Organization of the Year
- Nomination Link:
 - www.regent.edu/student-life/student-engagement/#studentorganizations/recognition-program

campus connection fair

- Friday, September 5th
- 1PM 3PM
- Outside mall area by Fountain

Deadline to register: Monday, September 2nd by 5pm.





- ➤ Discuss with your team What went well? What could be improved? What should be repeated?
- > Document for future leaders/events
- ➤ Larger events: debrief with Ryland

documentation

- Most organizations do not keep documentation of events. They suffer as a result.
- Make a Special Event Google Drive/binder
- Things to record:
 - Subfolder for each event name and date, with speakers, hospitality needs, etc.
 - Delegated tasks and deadlines
 - Important contacts, resources, and time saving information
 - Feedback and advice for next year

other tips

- ➤ Start planning early
- > Prioritize virtual events
- ➤ Co-host events with other orgs
- ➤ Have questions? Ask Ryland.
- > Refer to this PowerPoint as needed

step-by-step

- 1. Submit event details to Law Records office
- 2. Complete On-Campus Event Application
- 3. Wait for approval email before publicizing
- 4. Confirm advertisements with Dean Van Essendelft
- 5. Confirm budget approval from Dean Walton
- 6. Communicate catering, media, and setup needs to Ryland; email, phone, or in-person consultation
- 7. Develop agenda and delegation plan for your team
- 8. Schedule + attend walkthrough, if needed
- 9. Purchase needed supplies
- 10. Provide volunteers to staff event + clean up after
- 11. Debrief event + document details for next year



Dean Van Essendelft - Event approval

Office: RH 239 - kimbvan@regent.edu

<u>Dean Walton- Budget approval</u> Office: RH 223 - <u>ewalton@regent.edu</u>

Emma Slippy- Budget support/Date approval/Purchasing Office: RH 239 (757) 352-4046 - emmasli@regent.edu

<u>Jennifer Gribble – University approval</u> Office: SC 201 — (757) 352-4968 — <u>jgribble@regent.edu</u>

Ryland Murphy- Scheduling confirmation & logistics
Office: ADM 116 — (757) 352-4034 — adminservices@regent.edu

Erin Flynn - Fundraising

Office: ADM 128 - (757)352-4831 - eflynn@regent.edu

Ann Campbell - Business Office/Square use Office: ADM 134 - (757)352-4423 - amcampbell@regent.edu

