Event Leadership Training
2023 – 2024 Law Organizations
equipped to lead
This PowerPoint will:

• Introduce you to University policy regarding events
• Orient you to available resources to help you plan events
• Outline a step-by-step process for event planning
• This PowerPoint is posted on the Student Engagement website and should be the very first resource newly assigned event coordinators review.

• 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.
8 Regent staff to identify:

- Student Affairs & Records Manager
- Associate Dean of Administration & Admissions
- Associate Dean for Student Affairs & Academic Policies
- Administrative Support Specialist
- Director of Student Engagement
- Manager of Student Engagement
- Office Manager for the Office of Advancement
- Logistics Manager
**FIRST POINT OF CONTACT for event approval**

- Approves event applications; checks dates against law calendar
- Reserves small courtrooms and study rooms on 2\textsuperscript{nd} floor
- Reserves law tables
• Authority over organization budgets and Business Office accounts
• His email approval is needed 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
Sue Stewart
Administrative Support Specialist

- Point of contact for university credit card & keys
- Copied on expense requests sent to Dean Walton
Jenn Gribble
Director of Student Engagement

- 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
Nicole Jackson
Manager 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
Erin Flynn
Office Manager & Gift Administrator, Office of Advancement

• Primary point of contact for organization fundraising
• Processes fundraising applications and donor gifts
• Instructs students on fundraising policies and procedures
• Primary point of contact 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
special highlight
Always work with our Office of Advancement when fundraising for your organization

Erin Flynn: eflynn@regent.edu, (757)-352-4831, ADM 126

- Fundraiser Application
  - Apply 90 days before you need your funding
  - Consider RoyalRaiser crowdfunding platform

- Fundraising Policies & Procedures
  - Do not use GoFundMe, your personal Venmo, or other non-Regent digital platforms
• These policies are for direct fundraising for your student organization. Fundraisers for other non-profit organizations (philanthropy drives) are not handled through the Office of Advancement.

• Student dues paid to your organization are not considered fundraising. Note: If you want to charge your members dues, you must update your organization’s constitution to reflect this.
One-off donations to your organization can be made electronically at www.regent.edu/give. Make sure to write your organization’s name in the “Write in Designation” field. This is how the money will be routed directly to your account.

Cash donations should be given to Erin Flynn (ADM 126) for her to process and deposit into your account.
law policies
event opportunities

• 2 events per semester approved for each law organization during weekday lunch hour (Monday, Tuesday, Friday)
  • Each funded up to $250
  • 3rd event possible if in partnership with Career Services
• Law chapel sponsorship
• Spring elections must be complete by April 1st
• Revisit policy email sent August 7\(^{th}\)

• Approval required to maintain Instagram accounts. Otherwise, all social media and/or outside websites related to your organization must be deleted by August 31\(^{st}\).

➢ Communication due to Dean Van Essendelft by August 31\(^{st}\)
• All law school student organization events must FIRST be approved by the Student Affairs and Records Office

➢ Email event details to Rebecca Cartier 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 event involves an extremely high-profile speaker or the sponsoring organization presents written proof of other extraordinary circumstances that prevent a timely request submission.
• Event details:
  • 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
  • Names and cell phone numbers of two points of contact for the event (main and alternate)
  • Purpose of the event
  • Target audience for the event (1L class, 2L class, 3L class, all law students, etc.)
Times to avoid planning events:
- Wednesdays 12pm – 1pm
- Thursdays 12:30pm – 1:30pm
Once approved by Student Affairs and Records Office, you may fill out the University’s event application form.
Complete AFTER receiving approval from Law Records office
• Application found at www.regent.edu/studentorgs
• Required whenever your organization wants to have a meeting or event on campus

Submit according to these deadlines:
• Small or medium-sized events: 2-3 weeks in advance
• Large or complex 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

Its goal is to guide your thinking to consider every element of your event and help us understand your plan.
locations

• Classrooms (Robertson Hall, Classroom Building, COM Building, DIV Building)
• Special Event Spaces (Moot Courtroom, Library Atrium, Library Auditorium, Ordinary Dining Hall, Fountain View Room, 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)
• Spaces that CANNOT be exclusively reserved:
  • Student Lounge
  • Café Moka

➢ If a space you’re interested in isn’t listed on the application, specify it in the comment section.
When you submit an application, you agree to contact Laura at adminservices@regent.edu to discuss any unresolved details and outstanding needs for your event. Correspondence can happen via email, phone call, or in person.
Complete AFTER receiving approval from Law Records office

- Application found at www.regent.edu/studentorgs
- Required whenever your org wants to have an official event off campus
  - Traveling to competition
  - Local event
  - Out of town conference

Must be submitted 3 weeks in advance

- Approval granted by Law & Student Engagement on a case-by-case basis
Student Engagement and the law school will review all Student Organization travel requests on a case-by-case basis. Organizations must receive approval from Student Engagement and/or the law school before any travel arrangements are made.
food
Always acceptable options, just need approval from Dean Walton:

1. **Costco** for catering trays, snacks, drinks, etc.
   - Email Laura to reserve a card for 24 hours. Tell her your budget and the day you hope to shop. She will reach out to Dean Walton to get approval before confirming your card reservation via email.
   - Cards are picked up from ADM 116. Save your original receipt to turn in.

2. **Delivery pizza** such as Dominos, Papa John’s, etc.
   - You can either have a staff/faculty member with a University credit card make the purchase or you can submit your receipt for reimbursement.
• Food and non-food purchases qualify

Must complete two things within 60 days of purchase:

1. Fill out an Expense Report
   • Ask Sue Stewart or Laura for help as needed
   • Must have Dean Walton’s signature
   • Must have original receipts attached
   • Submit to Lou Henderson, Accounts Payable (ADM 134)

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.
• When using university funding, the Ordinary has first right of refusal for all catered events on campus.

➢ Contact Laura with budget, number of servings, and meal option from Ordinary’s catering menu. Laura 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 Laura if you believe this applies to your event.

• Exception 2: For certain events, Founders Inn catering can be substituted. Speak with Laura if you’re interested. She is the point of contact for Founders.

• See full policy here.
• Laura needs to submit a catering request **2 weeks** before the event date. Last-minute requests are not always possible.

• Final headcount due 1 week in advance.

• 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.
  • A minimum of three comparative (apples-to-apples comparison) price quotes are required (ex. orders from Chipotle, Moe’s, and Qdoba). Email these itemized quotes to Laura AFTER she has notified you of the Ordinary’s refusal.
  • Purchasing will approve 1 option for you.
• 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. Work with Laura to complete this.
set-up needs
• 3 law school tables with black drapes may be reserved. Indicate need for tables in application or email lawrooms@regent.edu.

• 2nd floor Robertson Hall: several covered tables available for use in RH, stored in hallway on parking-lot side of building

➢ Free resources must be returned to their original location and in their original condition at the end of your event. Contact Laura in the case of damages.
Trash cans should be returned to the locations noted above per building. Each user must replace the liner after the trash has been emptied, leaving the can ready for the next person. Please do not stack the cans.

<table>
<thead>
<tr>
<th>Building</th>
<th>Location</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADM</td>
<td>3rd Floor Elevator</td>
<td>1</td>
</tr>
<tr>
<td>COM</td>
<td>Outside Green Room</td>
<td>2</td>
</tr>
<tr>
<td>CRB</td>
<td>Center Stairwell</td>
<td>2</td>
</tr>
<tr>
<td>DIV</td>
<td>1st Floor Staff Kitchen</td>
<td>2</td>
</tr>
<tr>
<td>RH</td>
<td>2nd Floor Hallway by Restrooms</td>
<td>4</td>
</tr>
<tr>
<td>SC</td>
<td>Student Lounge</td>
<td>2</td>
</tr>
</tbody>
</table>

All groups must leave event space clean and remove trash. Minimum $100 fee from Housekeeping for non-compliance.
rented resources

• Tables, chairs, covered trashcans, etc. See a full list of available items here.
• Laura requests these for you.
  ➢ Communicate with her 2 weeks before the event date so she can submit the request. $50 late fee applies.
  ➢ Work with Laura to create diagram for layout.
• 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.
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 linen, 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.
media services
• Self-serve audio/video recording and streaming are available in the following spaces:
  • Most university classrooms
  • Moot Courtroom
  • Library Auditorium
Unfamiliar with a classroom? Using a new special event space? Utilizing a technology for the first time?

- Ask Laura for a walkthrough! She will coordinate this meeting with Media Services as needed.
- Always come early and test technology well before your event.
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 require paid technician support.
- Professional technician $50/hr. (billed in ½ hour increments)
- Student worker technician $20/hr. (billed in ½ hour increments)

Reach out to Laura for more information. Requests must be submitted 30 days in advance.
Self-serve audio/video recording and streaming are available in the following spaces:

- Moot Courtroom
- Library Auditorium
- Most university classrooms

Zoom streaming is self-service. Want to livestream your event using Panopto? Laura will request a link from Media Services.
special considerations
• Outdoor events
• Animals
• Food trucks
• Gift cards
• Local news coverage

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

…talk to Laura.
• 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 Laura 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.
Contact: Ann Campbell (757) 352-4423 amcampbell@regent.edu

• Step 1: Email Ann Campbell with requested dates at least 2 weeks prior to event. Include your cost center.

• Step 2: If you need to sign out an iPad from IT Help Desk, please have your faculty advisor complete this process. A Regent faculty or staff member may sign out an iPad on a student’s behalf. IT Help Desk is located on the third floor of the Communications Building. 757-352-4076, helpdesk@regent.edu
• Step 3: Pick up the device from ADM 134. At the time of pickup, a quick training will be provided.

• Step 4: Return the device within 1 business day of square use.
Don’t advertise until you’ve received approval.
• Weekly Law email announcements – sent out on Fridays
  ➢ Email Mary Bunch (marybun@regent.edu) by Wednesday
• Law school official social media accounts
  ➢ Email Rebecca Cartier with request 48 hours before desired post date
• Regent University Newsletter (RUN) – sent out on Tuesdays
  ➢ Email run@regent.edu by 12pm on Friday for submission
• University events are automatically added to the events calendar.
➢ Take 7 color copies to Mail Services’ office (at the library loading dock). They will stamp them as approved and post in each building.
➢ OR you can email a digital file to copies@regent.edu
➢ You can also take flyers to the Village and/or the Commons housing office for posting in entry and laundry areas.
tips for success
Discuss with your team - What went well? What could be improved? What should be repeated?

Document for future leaders/events

Larger events: debrief with Laura
Most organizations don’t do this. 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 Laura.
- Refer to this PowerPoint as needed
1. Submit event details to Law Records office
2. Complete On-Campus Event Application
3. Wait for approval email before publicizing
4. Confirm budget approval from Dean Walton
5. Communicate catering, media, and setup needs to Laura; email, phone, or in-person consultation
6. Develop agenda and delegation plan for your team
7. Schedule + attend walkthrough, if needed
8. Purchase needed supplies
9. Provide volunteers to staff event + clean up after
10. Debrief event + document details for next year
student engagement updates

• New outdoor spaces
• Upcoming fundraising policy updates
• Charter renewal – due electronically Monday, Sept. 19th
Rebecca Cartier – Date approval
Office: RH 239 – (757) 352-4046 – lawrecords@regent.edu

Dean Van Essendelft – Event approval
Office: RH 239 – kimbvan@regent.edu

Dean Walton – Budget approval
Office: RH 223 – stevwa1@regent.edu

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

Laura Ivey – Scheduling confirmation & logistics
Office: ADM 119 — (757) 352-4034 — adminservices@regent.edu

Sue Stewart – Budget support
Office: RH 239 – (757) 352-4554 – susaste@regent.edu