

Overview

The Student Organization Event Planning Guide is a resource designed to assist student organizations in planning a campus event. This resource provides information about university [policies and procedures](#); best practices for event planning; processes for requesting approval and scheduling events; budgeting and funding; and important information about event planning deadlines.

Click on the link below to go to a specific section of this document:

[Event Scheduling & Requesting a Room/Campus Venue](#)

[Budgets & Funding](#)

[Event Policies & Guidelines](#)

[Event Supplies & Equipment](#)

[Food and Beverage](#)

[Technical Support & Facilities Requests](#)

[Event Marketing](#)

[Attendance & Participation Tracking](#)

Event Scheduling & Requesting a Room/Campus Venue

Student organizations seeking to host an event must comply with the guidelines and procedures outlined in the [Campus Event Scheduling Policy](#).

Event Scheduling

All events **must be submitted through CORE**. To submit an event request, follow these steps:

1. Log into CORE at www.sru.edu/core using your SRU username and password.
2. Navigate to your student organization's page.
3. Click on "Manage Organization"
4. Click on the hamburger menu (three horizontal lines) in the top left to open the tool bar.
5. Click on "Events"
6. Click on "Create Event"

Reserving a Room or Campus Venue

If you need to reserve a room or campus facility, you will do that directly through your event request in CORE. After providing the basic event information, you will be asked for additional information.

7. Click "Yes" for the question: *Do you need to reserve a room or campus facility?*
8. On the following page, click the facility in which you would like to reserve a room or space.
9. Based on your answers, additional pages will be generated to gather additional information.
10. Be sure to click "Submit" on the final page.

Event Approval

You will receive two notifications of approval for your event:

1. Confirmation of facility reservation from the venue manager.
2. Final approval of event through CORE from the authorized university officials.

Special Events

If your event constitutes a special event, as defined in the [Campus Event Scheduling Policy](#), then it will need approval by the authorized university officials before the event may occur. **Events may not be publicized until final approval is received.**

The following outlines the special event approval process:

1. Upon submission of your event in CORE, the venue manager will forward requests for special events to the authorized university officials for review.
 2. The authorized university officials will review requests for special events and determine final approval.
 3. Event sponsors will receive two notifications of approval for a special event.
 - a. Confirmation of facility reservation from the venue manager.
 - b. Final approval of event through CORE from the authorized university officials.
-

Budgets & Funding

When planning an event, consider all of the supplies and services you'll need to host your event successfully, and research costs to create your budget.

Funding Sources

- **SGA Budget** – An account that each organization is allocated each year through the SGA Budget Process held each spring semester. You can view your SGA budget in the “Finance” section on your organization’s CORE page. Information on how funds may be used is found in the [SGA Finance Policy](#).
- **Self-Support Account** – A self-support account is essentially an on-campus bank account that is housed in the Cooperative Activities Office. Student organizations can deposit funds into the account any time from fundraising efforts, dues collections, donations, etc. Additional information can be found in the [Self Support Guidelines](#).
- **University department** – Consider asking various university departments to co-sponsor your event or contribute funding.

Requesting and Spending Funds

SGA Budget

You can request or spend funds from your SGA budget through the the “Finance” section on your organization’s CORE page. There are two types of requests:

- **Payment Request** – request a payment or reimbursement for a purchase
- **Funding Request** – request funds that are in addition to your approved SGA budget or to request SGA funding for the first time

Self-Support Account

The required [forms and documents](#) used to request or spend self-support funds are found in the “Documents” section of the [SGA CORE page](#). These include:

- **Cash Advance** – request funds in advance to pay for a purchase.
- **Self-Support Deposit** – deposit funds into an organization’s self-support account.
- **Self-Support Payment Request** – request a payment using funds from your self-support account.

Contracts

The following documents are utilized for a contract or agreement required for any performer, speaker, entertainer, etc. that is funded with your SGA budget. **Under no circumstances should a student or advisor sign any contract or agreement.**

- **Performer Contract** – This document is to be completed and signed by the performer, advisor, and the SRSGA Executive Director **before** an event takes place.
- **W-9 Tax Form** – to be completed for any performer, speaker, or entertainer funded with your SGA budget. This form must be completed and submitted before any payment will be remitted.

Event Policies & Guidelines

Student organizations seeking to host an event must comply with the guidelines and procedures outlined below. All event student organization policies and guidelines can be found in the “Documents” section of the [Student Organization CORE page](#).

- Animals on Campus Policy
 - Campus Events Scheduling Policy
 - Car Smash Guidelines
 - Chalking Policy
 - Collection Box Guidelines
 - Drive-In Event Guidelines
 - Election-Related Activity for Student Organizations
 - Event Catering, Food, and Beverage Guidelines
 - Food Truck Guidelines
 - Late Night Event Guidelines
 - Licensing & Trademark Policy and Usage Approval Process
 - Movie or Film Screening Guidelines
 - Sales & Solicitation Policy
 - Small Games of Chance License Application Procedures
 - Tailgating Policy
 - Travel Policy and Checklist
-

Event Supplies & Equipment

Equipment Requests

The Office for Student Engagement and Leadership, SGA, and UPB have a variety of supplies and equipment for student organization use. These include:

- Carnival Wheel
- Carpet Squares
- Flashlights
- Popcorn Machine
- Reflective Safety Vests
- Sidewalk Chalk
- Snow Cone Machine
- Speaker and Speaker Stand
- Walkie Talkies
- Yard Games

To request any of this equipment or supplies for your event, complete the [Student Organization Equipment Request Form](#). Requests should be made two weeks prior to the event.

Resource Area

The Office for Student Engagement and Leadership offers a student resource area located in *The Suite*, on the second floor of the Smith Student Center. The resource area is available during building hours and is free for student organization members. Supplies available in the resource area include:

- Banner paper
- Construction paper
- Die-cut machine, including inserts for letters, numbers, and Greek letters
- Paint
- Markers
- Glue
- Scissors
- Yard sticks and rulers
- Paper cutter
- Button maker
- Sidewalk chalk

Food and Beverage

All events with food should follow the [Event Catering, Food, and Beverage Guidelines](#).

Catering Requests

Dining Services has the exclusive right to cater all functions held on university property when University funds are utilized. If student organizations are using SGA or self-support funds, they are not required to use Dining Services.

[Visit the catering website](#) for ideas or to submit a catering order.

You may also arrange for catering through Dining Services, contact the Catering Office at sru.catering@sru.edu or 724-738-2832.

Technical Support & Facilities Request

Events in the Student Center

The Student Center purchases, maintains, and operates standard equipment for events held in the Student Center. You can request audio/visual equipment, tables, chairs, etc. for your event in the Student Center through the facility reservation when submitting your event in CORE.

Student organizations hosting events in the Student Center are required to meet with the Assistant Director of the Student Center to discuss equipment needs for all events scheduled in either the Ballroom or Theater.

Other Campus Venues

For audio/visual support and facilities requests in venues outside the Student Center, your advisor must submit a request using the [Facilities Work Order Portal](#).

Facilities requests might include, but are not limited to:

- Tables and chairs
- Sound equipment
- Staging
- Parking horses and barricades
- Electrical needs

Event Marketing

CORE

CORE serves as the central calendar for all student organization events, meetings, and gatherings. Once an event is approved, it will automatically appear on the CORE events page for the intended audience (public, SRU, organization, or invite-only).

Social Media

The top three social media sites for college students are Instagram, Snapchat, and YouTube (higherexperts.com, 2019). [The Hootsuite Blog](#) has some great articles on how organizations can best engage your social media followers!

It is critical, however, that you not exclusively use social media to promote your events. Your organization social media account is exposed to a targeted audience...your followers. If a student does not following your account, they may never see the post.

Digital Signage

The Student Center uses several digital signage display screens for the announcement of campus events by recognized student organizations. Requests for digital signage must be submitted using the [Digital Signage Request Form](#).

- All announcements must be submitted as a single PowerPoint slide.
- One announcement is permitted per event.
- Each announcement will be scheduled for display for no more than two weeks.

Window Posters

The Student Center permits large posters to be hung in the 1st floor corridor windows for recognized student organizations to advertise events. Requests to display a window poster must be submitted using the [Window Poster Request Form](#).

- Specific production sizes and file formats are detailed in the form.
- Upon schedule approval by the Student Center, the poster will be submitted to the Electronic Technology Center (ETC) for production.
- The student organization is responsible for purchasing the banner and returning it to the Student Center Information Desk once it is produced.
- Each poster will be displayed for a maximum of two weeks.

2nd Floor Posters

The Student Center permits medium sized posters to be hung in 2nd floor cork board for recognized student organizations to advertise events. Requests to display a poster must be submitted using the [2nd Floor Poster Request Form](#).

- Specific production sizes and file formats are detailed in the form.
- Upon schedule approval by the Student Center, the poster will be submitted to the Electronic Technology Center (ETC) for production.
- The student organization is responsible for purchasing the banner and returning it to the Student Center Information Desk once it is produced.
- Each poster will be displayed for a maximum of two weeks.

Chalking

The use of sidewalk chalk to promote campus events or make announcements is permitted for student organizations. The [University Chalking Policy](#) outlines expectations and guidelines for chalking on campus.

Table Tents

Table tents may be placed on the food service tables in the Student Center, outside Rocky's. There is a limit of two (2) table tents per table at any one time.

- Table tents shall be no bigger than 5 ½" x 8 ½" folded in half. (This is half of a regular 8 ½" x 11" sheet of paper).
- If an organization wants to advertise more than one activity, an 8 ½" x 11" sheet of paper, tri-folded and stapled/taped so that it will stand erect can be used (this will provide three sides of advertising space).
- Table tents must be pre-approved by Dining Services (102 Smith Student Center). Prior to printing, the master copy will be stamped "approved for posting". Without this approval stamp, the table tents cannot be placed on tables.
- A copy of the table tent is to be kept on file with Dining Services.
- No fluorescent pink or red paper is to be used. These colors "bleed" onto the tabletops if they become wet."
- The organization is responsible for placing the table tents on tables. This should be done between meal service hours.

Bulletin Boards

Student organizations may post event information on the various bulletin boards around campus. No materials may be handed out to individuals in public areas or from door to door unless requested and approved via the [Sales & Solicitation Request](#).

Student organizations must remove all materials within 24 hours of completion of the event/posting expiration.

Posters and signage may only be placed on specific areas of SRU buildings, as outlined below:

- **Student Center** – Not permitted on glass, doors, windows, walls, or pillars.
- **Health Center** – Limited posting, must request from director to post.
- **Food Service** – Must be approved and stamped in the Student Life Administration office, 102 Student Center.
- **Eisenberg** – Prohibited on doors, walls, and windows. Organization must request to post on bulletin boards from the Dean’s office located in 305 ECB.
- **East/West Gym, Behavioral Science Bldg., Physical Therapy Bldg., Vincent Science Hall, ATS and McKay** – Postings are allowed only on general posting bulletin boards with pushpins.
- **Residence Halls** – Bring 1 copy of the flier to Office of Residence Life for initial approval. Do not take the fliers to each building front desk. All stamped approved posters/fliers will be hung on the appropriate bulletin boards by Residence Life Staff only.
- **Field House** – Postings allowed only on designated bulletin boards.
- **Special Education Building** – Postings allowed only on designated bulletin boards.
- **Old Main** – Postings allowed only in vending area and bulletin board on 3rd floor.
- **ARC**: Must request to post in 117 ARC.
- **Spotts World Cultural Bldg., Art Bldgs., Miller Auditorium, and Swope Music Hall** – Must request approval from appropriate department office.
- **Library** – Postings allowed only on designated bulletin boards. Call 724-738-4458.
- **Maltby Center** – Must be approved for posting in Career Service Office, only one bulletin board.

Banners

Banners are subject to approval by the Student Center and Conference Services.

- Requests to display banners must be made at least two weeks in advance of the first day of display by submitting the [Outdoor Banner Request Form](#), along with the banner to Student Center Information Desk.
- Indoor banners will be posted on the 2nd floor of the Student Center; outdoor banners will be hung on the railing above the waterfall.
- Banner display is limited to two weeks.
- Banners must conform to size and material limitations specified on the request form.
- Indoor banners are discarded when the display period has concluded unless special arrangements have been made to retrieve the banner.
- [University Printing Services](#) can create durable, professional banners at a reasonable cost

University Events Calendar

The [University Events Calendar](#) is a web-based schedule of programs and events of interest to the general campus and regional community.

Attendance & Participation Tracking

Student organizations are encouraged to track attendance at events and meetings as a means of record-keeping and event follow-up. Follow these steps to track attendance or participation:

1. Log into CORE at www.sru.edu/core using your SRU username and password.
2. Navigate to your student organization's page.
3. Click on "Manage Organization"
4. Click on the hamburger menu (three horizontal lines) in the top left to open the tool bar.
5. Click on "Events"
6. Click on "Add Attendance" for the event in which you want to track participation.

You can then track participation using a variety of methods:

- **Event Check-In App** – Use the [Event Check-In App](#) for automatic participation tracking using the [SRU Event Pass](#).
- **Manually by Invitation** – On the *Invitations* tab, you will see a list of users that were invited to the event. For each user, select the appropriate level of attendance (Attended, Absent, Excused, or N/A). You can also add additional comments about a user's attendance, if applicable.
- **Text Entry** – On the *Text Entry* tab, you can enter attendee information in bulk using campus email addresses. Enter up to 500 attendees using this method, with one email per line.
- **File Upload** – The *File Upload* tab allows you to enter a .csv or .txt file containing attendees' email addresses or a [Zoom User Report](#) for virtual events. Select the identifier type, upload the file, assign the proper level of attendance credit and click *Upload*. Limit attendance uploads to a maximum of 1,000 records.

Questions?

For questions, or assistance in planning an event, contact:

Office for Student Engagement and Leadership
Smith Student Center, Suite 234
leadership@sru.edu
(724) 738-2902

Student Center and Conference Services
Smith Student Center
smith.studentcenter@sru.edu
(724) 738-4926