



EVENT PLANNING GUIDE

2016-2017

TABLE OF CONTENTS

| | |
|----|--|
| 01 | USE OF FACILITIES AND UNIVERSITY SPACE |
| 03 | DETAILED SPACE DEFINITIONS |
| 07 | SPEECH AND DEMONSTRATION REGULATIONS |
| 08 | SPACE ASSIGNMENT |
| 08 | RESERVATION PRIORITIES |
| 09 | AMPLIFIED SOUND REGULATIONS |
| 10 | PUBLICITY |
| 12 | CREATING AN EVENT ON THE LINK |
| 13 | WHAT HAPPENS NEXT? |
| 13 | SETTING UP THE GROUP ROSTER |
| 14 | ADVERTISEMENTS |
| 15 | HOLDING A FUNDRAISER |
| 15 | CONTACT |
| 16 | RESOURCES: LOCATION MAPS |





STUDENT USE OF FACILITIES & UNIVERSITY SPACE

Non-academic facilities and other designated outdoor spaces are in place to enhance the social and cultural life of the University. The areas available for use are managed and scheduled through Campus Life, a department within Student Services.

When non-academic facilities and outdoor spaces are not in use for regularly planned educational activities or events that enhance the academic mission and/or for official University business as determined by the appropriate supervising vice president, certain identified areas are available for use by Registered Student Organizations, University departments, University students, and, in some cases, non-University groups. Use of this space is subject to all University policies.

Requests for use of non-academic facilities and other outdoor spaces should be submitted to Campus Life via an online reservation system located at the following web address: <http://reservations.atu.edu/>. All users of non-academic facilities and outdoor spaces are responsible for the conduct of their members and guests. Damage to buildings, equipment, or grounds is the responsibility of the users of the facility or space, and the University must be reimbursed for any damages. Users are responsible for returning space to the original, proper condition after an event. This includes take-down and clean-up. The use of decorations for events and activities must be approved by Campus Life prior to use.

Registered Student Organizations and students are able to reserve University space for events until 5 p.m. on the last day of class each semester, providing the event has been approved via the proper process. Any request for space usage for after this time period must be approved by the Office of Events.

All information specific to the use of non-academic facilities and outdoor spaces can be found in the Event Planning Guide. This manual is available at: www.atu.edu/campuslife or a printed copy can be obtained in Student Services, Doc Bryan Student Services Center, Suite 233.

SPACE IS AVAILABLE IN FOLLOWING CATEGORIES:

- A. **Non-Academic Facility Space.** Spaces are available for reservation with varying room sizes, audio/visual capabilities as well as seating, table, and configuration options. These spaces are traditionally used for meetings, programs, presentations, socials, and other similar events.
- B. **Outdoor Event Space.** Areas located throughout campus are available for reservation with varying sizes to accommodate the needs of the users. These spaces are traditionally used for events, programs, and socials that would be well-suited for large and open outside venues.
- C. **Tabling Areas.** A selection of defined areas located throughout campus are available for tabling reservations. These areas may include some of the Outdoor Event Space areas mentioned above. Traditional tabling consists of one (1) or more people using a table to display material and interacting with students moving through the designated area.
- D. **Free Speech Areas.** Arkansas Tech University recognizes and supports the rights of students, employees of all categories, and visitors to speak in public and demonstrate in a lawful manner in designated areas of the campus at designated times. Detailed information on these areas is found in this handbook under Speech and Demonstration Regulations. Reservations of this type of space is not required, but registration of your event is strongly encouraged to avoid scheduling conflicts. To register for a free speech area, please contact the Office of the Vice President for Student Services and University Relations at 479-968-0238.

THE LISTED SPACE MAY BE USED FOR THE FOLLOWING EVENTS:

- A. **Structured Event.** Events which have a planned program or agenda and at which the audience is primarily seated. Examples of these events include but are not limited to general meetings, movies, comedians, variety acts, and presentations.
- B. **Unstructured Event.** Events that do not have a planned program or agenda. Examples of these events include but are not limited to socials, mixers, receptions, and dances.
- C. **Closed Organizational Event.** Events designed to foster a sense of social, educational, and cultural development for the University community and are only open to organizational members and invited guests hosting the event.
- D. **Closed University Event.** Events designed to foster a sense of social, educational, and cultural development for the University community and are only open to University students, faculty, staff, and invited guests.
- E. **Open Event.** Events which are open to the University community and to the general public.
- F. **Late Night Event.** Events which occur after normal operating hours. These events require special permission through Campus Life and may require additional security as well as staffing.
- G. **Tabling.** Events designed to promote Registered Student Organizations and University departments by displaying information on a table in the designated tabling areas.

USE OF THESE FACILITIES & AREAS ARE AVAILABLE TO:

- A. **University Supported Organizations.** Registered organizations that are directly supported by the Student Activity Fee are able to utilize non-academic facilities and designated outdoor space. Additionally, with the approval of the Vice President for Student Services and University Relations, these organizations may utilize alternate facilities and space on campus. These organizations include the Student Government Association, Residence Hall Association, Student Activities Board, and GOLD Cabinet.
- B. **Registered Student Organizations.** All Registered Student Organizations fully registered with Campus Life are eligible to make reservations in non-academic facilities and the designated outdoor spaces. Room rental fees do not apply for standard reservations.
- C. **University Departments.** A University department is an official unit of Arkansas Tech University. Requests from University departments for use of non-academic and designated outdoor space should be primarily for educational purposes or programs and events officially sponsored by the University department. Room rental fees do not apply for standard reservations.
- D. **University Related Groups.** Events or programs sponsored by a group related to the University in which an admission fee, registration fee, or entry fee is charged and where a majority of the people in attendance are non-University students, staff or faculty or an event or program sponsored in which there is no direct link to the educational mission or official sponsorship from a University department. Rental fees for use of these areas may be assessed.
- E. **Special Group.** Students who are not members of a Registered Student Organization may request space for such purposes as required for their academic classes (projects, study sessions, etc.) and students with the intent to explore the creation of a new Registered Student Organization are eligible to make reservations in non-academic facilities and the designated outdoor spaces. Room rental fees do not apply for standard reservations.
- F. **Non-University Group.** Non-university groups may request the use non-academic facilities, but not designated outdoor spaces, when space is available. Rental fees for use of these areas will be assessed.

DETAILED SPACE DEFINITIONS

A. Facility Space. The following non-academic spaces may be reserved as outlined above:

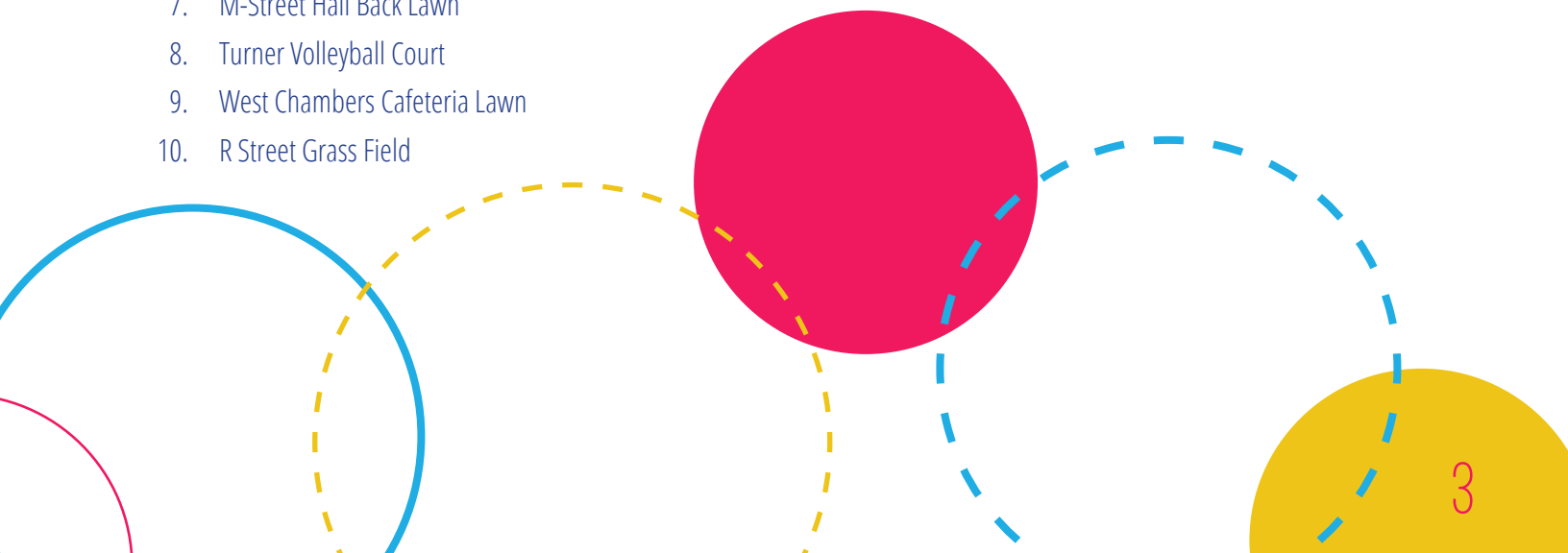
1. Doc Bryan Student Services Center
 - a. Room 105
 - b. Lecture Hall
 - c. Senate Room
 - d. Room 242
 - e. Doc's Place
 - f. Rotunda
2. Baswell Techionery
 - a. Room 202
 - b. Room 203
 - c. Room 204
3. Young Building
 - a. Ballroom

B. Outdoor Event Space. When using designated outdoor event space, at no time may any items be staked, hammered, or driven in the ground without prior approval from Facilities Management and Campus Life. Any items brought to the designated outdoor event spaces by the approved group must be attended to at all times. No items are to be left in the area after the reservation period has expired. Failure to comply may result in future restrictions in reserving designated outdoor event spaces.

It is the responsibility of the group to provide their own sound/amplification devices, if desired and if permitted, in the reserved area. Not all areas have access to electricity. Groups must meet with the Campus Life staff prior to the event if desiring electricity.

The following designated outdoor spaces may be reserved as outlined above:

1. Caraway/Hull Lawn
2. Campus Recreation Fields
3. Centennial Plaza
4. Doc Bryan Student Services Center, Courtyard (also a Free Speech Area)
5. Hindsman Quad
6. Old Textile Building Area
7. M-Street Hall Back Lawn
8. Turner Volleyball Court
9. West Chambers Cafeteria Lawn
10. R Street Grass Field



- C. **Tabling Areas.** Registered Student Organizations and University departments requiring access to tables must request tables via the Event Registration form through theLink. Up to two (2) tables may be checked out by any group approved to use a tabling area. When tabling, groups are permitted to have no more than four (4) students/members per table at the approved location. It is the responsibility of the group to pick up and return borrowed tables to the Doc Bryan Student Services Center Information Booth at the conclusion of the event. Tables must be placed on the grass directly beside the sidewalk or in a location that does not impede with any flow of pedestrian traffic. Chairs, table covers, and hand carts are not provided.

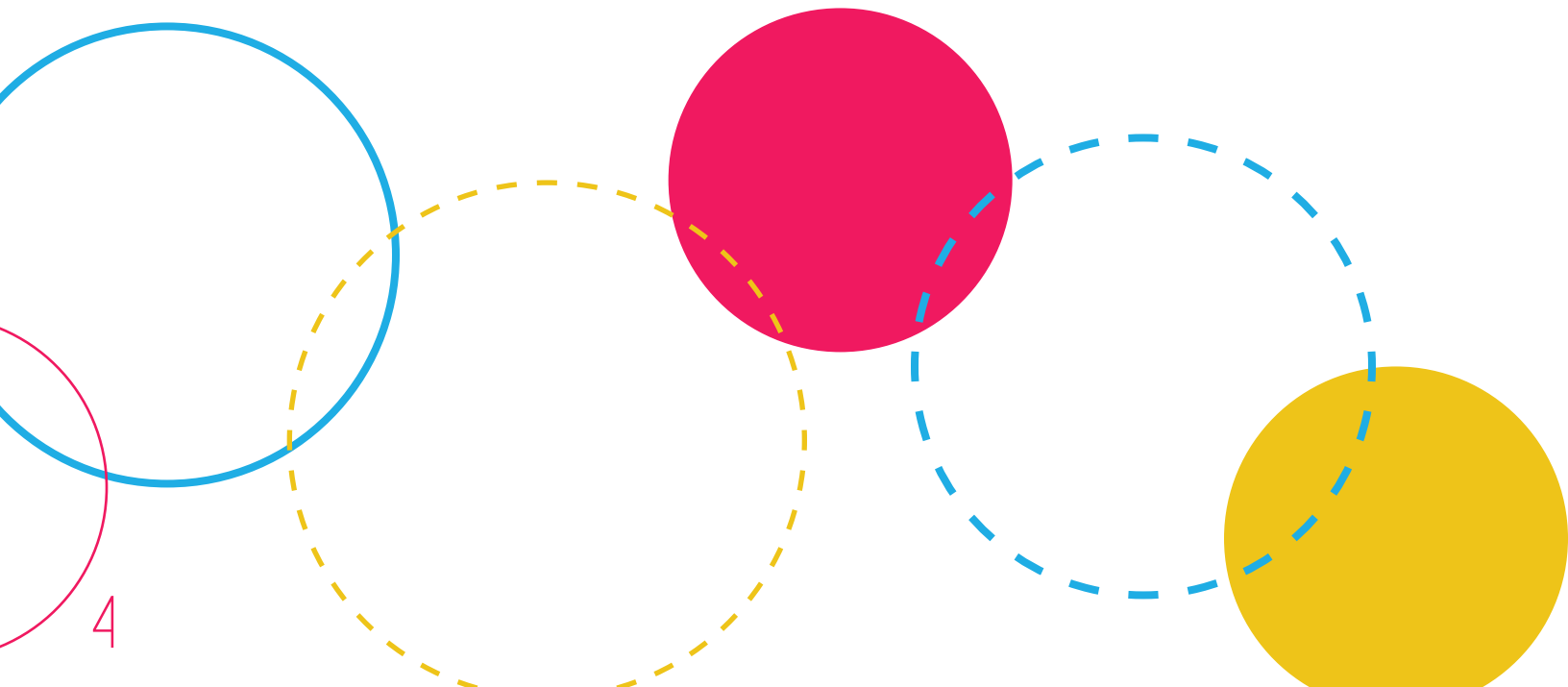
The following tabling areas may be reserved by Registered Student Organizations and University departments as outlined above:

1. Indoor

- a. Baswell Techionery Main Floor
- b. Chambers Cafeteria, Hallway
- c. Doc Bryan Student Services Center, Rotunda
- d. Doc Bryan Student Services Center, Doc's Place
- e. Young Ballroom Reception Area

2. Outdoor

- a. Hindsman Tower (also a Free Speech Area)
- b. Doc Bryan Student Services Center, Courtyard (also a Free Speech Area)
- c. West Chambers Cafeteria Lawn
- d. Old Textile Building Area
- e. Nutt Hall Curve
- f. Ross Pendergraft Library, South Entrance
- g. Witherspoon, North Entrance
- h. Chambers Cafeteria, Main Entrance
- i. Chambers Cafeteria, Corner
- j. McEver Sidewalk
- k. Corley/Norman Corridor
- l. Baswell Techionery, North
- m. M Street Hall Back Lawn



OUTDOOR AREAS AVAILABLE FOR TABLING





SPEECH AND DEMONSTRATION REGULATIONS

Arkansas Tech University recognizes and supports the rights of students, employees of all categories, and visitors to speak in public and to demonstrate in a lawful manner in designated areas of the campus and at designated times. In order to maintain safety, security and order, ensure the orderly scheduling of campus facilities, ensure that vehicular and pedestrian traffic will not be impeded, and to preclude conflicts with academic and extra-curricular activities, Arkansas Tech University reserves the right to limit such activities by the following regulations regarding time, place, and manner of such activities:

Interior Locations. The following area is designated for demonstrations, debates, speeches, and other forms of expression:

Where: Doc Bryan Student Services Center, Lecture Hall
Day: Every Tuesday
Time: 3 p.m. – 5 p.m.
Area Defined: This area is defined as all space located behind the entrance doors to the Lecture Hall, Room 109.

Exterior Locations. The following area is designated for demonstrations, debates, speeches, and other forms of expression:

Where: Doc Bryan Student Services Center, West Courtyard
Day: Daily
Time: 8 a.m. – 12 a.m. (Midnight)
Area Defined: This area is defined as the entire grass plot located behind the building marquee and includes the cement stage/platform located in front of the windows on the west side of the building.

Where: Hindsman Tower
Day: Daily
Time: 8 a.m. – 12 a.m. (Midnight)
Area Defined: This area is defined as all space located under the tower roof and an area of five (5) feet surrounding the brick base in a circular fashion, not to impede walkways or sidewalks.

The following requirements shall apply to demonstrations, debates, speeches, and other forms of expression in all designated areas:

- Arkansas Tech University will remain neutral as to the content of any public demonstration, debate, speech, or other form of expression.
- There must be no obstruction of entrances or exits to buildings.
- There must be no interference with educational activities inside or outside of buildings.
- There must be no impediment to normal pedestrian or vehicular traffic or other disruptions of University activities, including sidewalks, roads, and parking areas all of which must remain unobstructed.
- There must be no interference with scheduled University ceremonies, events, or activities.
- Additional tables, chairs, and/or other special accommodations for use in locations will not be provided by the University.
- Any display materials must be completely removed at the conclusion of the event.
- When display materials are used, a representative must be present at all times.
- Damage or destruction of property owned or operated by the University, or damage to property belonging to students, faculty, staff or guests of the University is prohibited. Persons or organizations causing such damage may be held financially responsible.
- Persons or organizations responsible for a demonstration, debate, speech, or other form of expression event must remove all signs and litter from the area at the end of the event.
- There must be compliance with all applicable local, state, and federal laws and University policies, rules, and regulations.

Additionally, the following requirements shall apply to demonstrations, debates, speeches, and other forms of expression:

Interior Location.

- Use of sound and/or voice amplification is permitted. No outside sound equipment may be brought in from outside groups and connected to University equipment.

Exterior Location.

- Use of sound and/or voice amplification is not permitted while classes are in session.
- Overnight camping and related camping items including, but not limited to, tents, sleeping bags, tarps, and other temporary shelters, are not permitted.
- No structures may be erected and no items may be staked or inserted into the ground.

Any individual violating these regulations regarding time, place, and manner will be subject to immediate eviction or removal from the campus, without further warning, by appropriate University agents or officials and may be subject to appropriate legal action. Students or Registered Student Organizations violating these regulations may be subject to action as described in the Student Code of Conduct.

Nothing in this policy is intended nor should it be understood as an endorsement or approval by Arkansas Tech University of any speech or demonstration, an invitation or license to speak or demonstrate or the granting of any right or permission to speak or demonstrate on campus beyond the right existing under federal and state law.

All groups are encouraged to contact the Office of the Vice President for Student Services and University Relations at 479-968-0238 to register events in these spaces. For more information, contact Susie Nicholson, Vice President for Student Services and University Relations at 479-968-0238 or snicholson@atu.edu.

SPACE ASSIGNMENT

The Director of Office Events will assign rooms and space according to the most appropriate use of the area requested as identified in the reservation process. The demands on the facility as well as the nature and size of your event will be considered in determining space assignments. However, due to heavy demand, reservations will be made based upon certain priorities to ensure maximum, appropriate use of the facility. The Director of Office Events reserves the right to assign facilities and areas based upon the total demand for the facilities and space and their most effective and efficient use. Please be specific in the reservation process as to rooms and spaces needed to accommodate your group and/or event. The Director of Office Events and Campus Life staff will work to meet your space requests, however, submitting a reservation request does not guarantee your specified preference or reserved space.

RESERVATION PRIORITIES

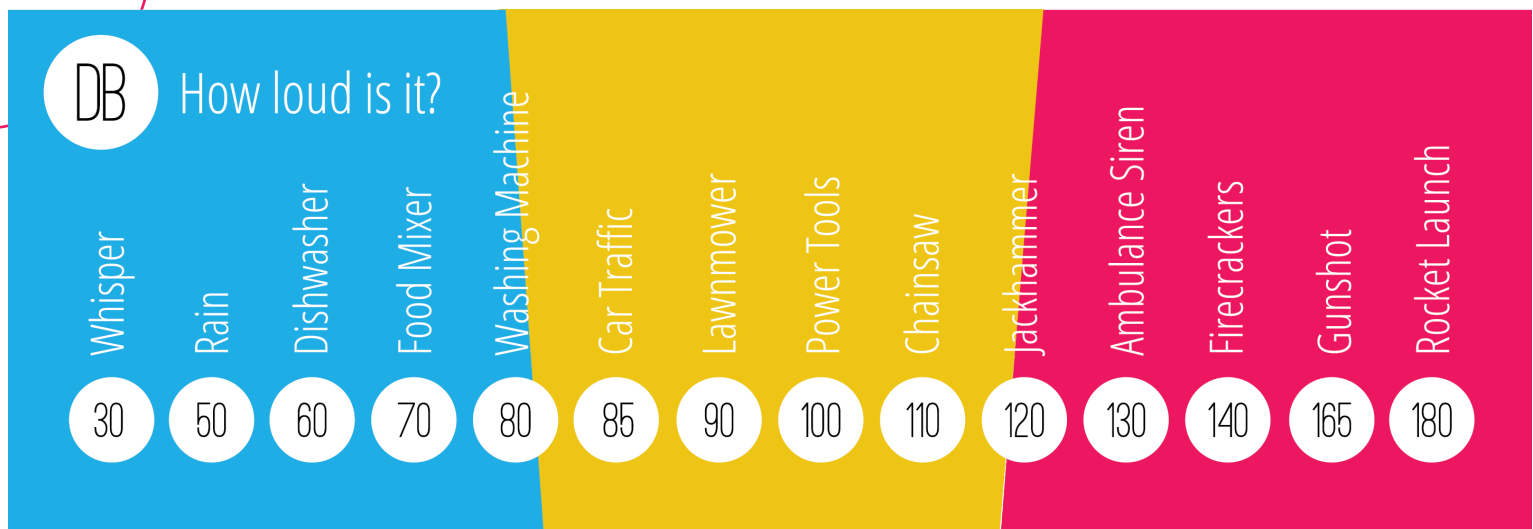
Non-academic facilities and designated outdoor spaces are available to enhance the student experience through out of class programs, events, and activities. For these purposes, the following priorities are considered in the reservation process:

1. **Office of the President:** Open reservation period
2. **Executive Council Members:** Open reservation period
3. **Departments within Student Services:** Open reservation period
4. **University Supported Organizations:** Open reservation period
5. **Registered Student Organizations:** Yearly reservation period (May 15 to May 15)
6. **All Other Groups:** Yearly reservation period (May 15 to May 15)

AMPLIFIED SOUND REGULATIONS

Groups approved to use a designated outdoor space must respect the rights of others by not creating noise disturbances on the campus, especially near classrooms and student residential facilities. The guidelines below apply regardless of whether or not amplified sound is being used at the event:

- 1. Maximum Decibel Levels.** Absent a written waiver from Campus Life, outdoor events held on campus must adhere to the following noise standard:
 - a. A maximum level of seventy (70) decibels in approved locations
- 2. Sound Systems.** Sound systems are permitted in approved locations from 11 a.m. to 11 p.m.
 - a. In all approved locations, speakers must be pointed away from any classroom building near the area. In the event of special academic concerns within buildings in the area, sound may be restricted at an event or users may be requested to lower volume levels.
- 3. End of Semester Policy.** Outdoor events which could create noise disturbances on campus will not be approved after the last day of classes through the end of final exam week each fall and spring semester.
- 4. Noise Compliant Procedures.** The Department of Public Safety will measure decibel levels at event site or from site of complaint upon notification. If sound cooperation cannot be met, DPS may end the event or require that groups lower the noise level.



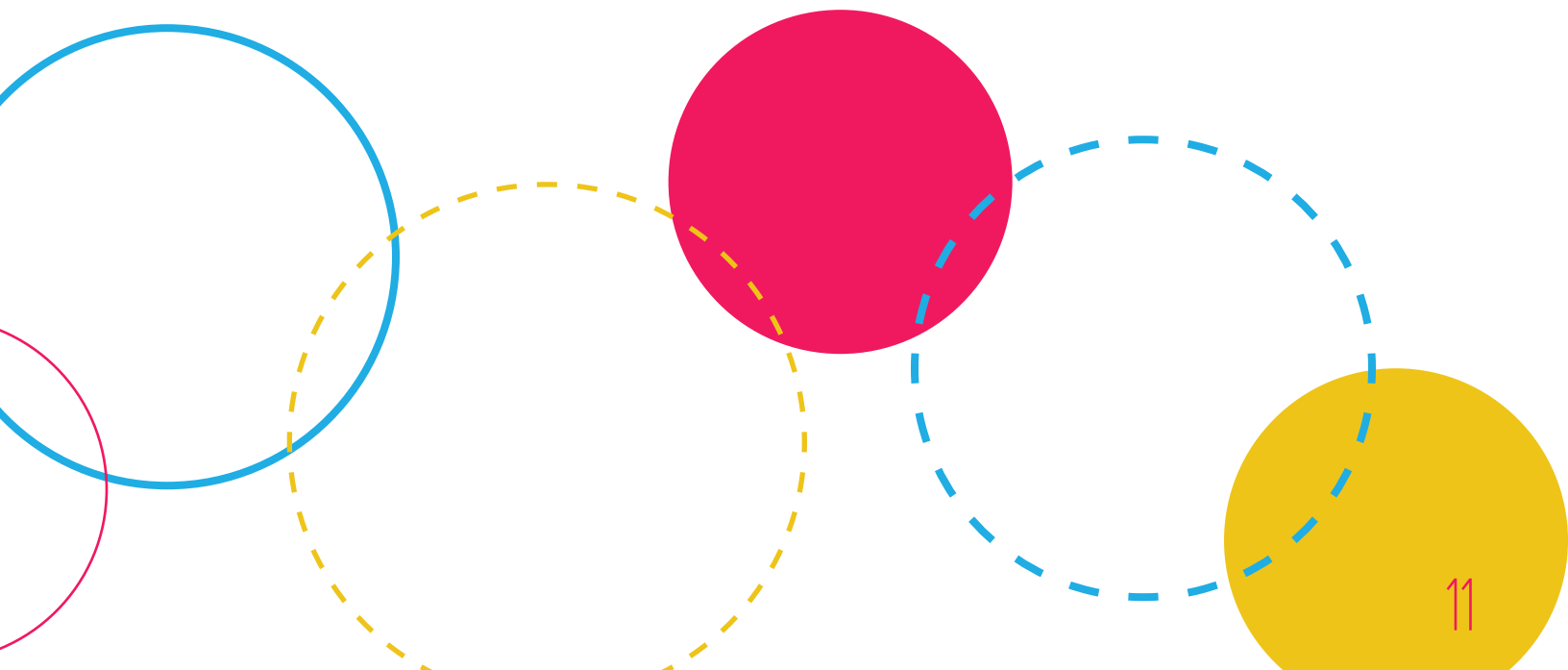
PUBLICITY

Publicity done by or for a Registered Student Organization and/or a University department is subject to the Student Code of Conduct, and permitted on campus under the following guidelines:

- A. Flyer and Banner Display.** Flyers and banners may not be displayed any sooner than one (1) week prior to the event. All expired flyers/banners will be removed by Student Services. Student Services can assist in posting flyers in seventeen (17) campus buildings and, in coordination with the Office of Residence Life, can assist in posting flyers in one hundred forty (140) locations throughout the residence halls. Banners can be displayed in the following two (2) locations: Baswell Techionery and Doc's Place.
- i. Flyers may be no larger than 14x18 inches and must be identified as to the Registered Student Organization or University department responsible for their display.
 - ii. Banners must not exceed the dimension of three (3) feet wide by six (6) feet in length and must be identified as to the Registered Student Organization or University department responsible for their display.
 - iii. Any flyer/banner which promotes a Registered Student Organization's event cannot be posted until the event is fully registered and approved on theLink.
 - iv. Any Registered Student Organization which wishes to place a banner, flyer, or any other display in any other location must have permission from Student Services or the Office of Residence Life. Some exceptions are allowed at specific times, such as during Welcome Week, Homecoming, etc. and at certain designated locations. Proper recognition and guidelines for such expectations are obtained from Student Services or, for residence halls, from the Office of Residence Life.
- B. Table Tent Display.** Table tents may not be displayed any sooner than one (1) week prior to the event. Table tents must be removed after the event by the Registered Student Organization or University department sponsoring the event. Advertising through the use of table tents may be permitted in the following locations: Chambers Cafeteria, Doc's Place, and Baswell Techionery, under the following guidelines:
- i. If a Registered Student Organization event, the event must be fully registered and approved on theLink prior to placing table tents. If a University department event, the advertisement must be approved by Student Services.
 - ii. All table tents must be approved by Chartwells Dining Service.
 - iii. No more than two (2) table tents are permitted at any one (1) table at any given time. Placement after approval is on a first come, first served basis. Removal of table tents for the purpose of creating additional display space could result in disciplinary action.
 - iv. The table tent may not be any larger than six (6) inches wide by eight (8) inches in height.
- C. Handbill Marketing.** Distribution of flyers and/or handbills by a Registered Student Organization or a University department may be permitted in the Hindsman Quad (area between McEver Hall and Dean Hall) and Chambers West Lawn (see the Event Planning Guide for map and specific locations) under the following guidelines:
- i. If a Registered Student Organization event, the event must be fully registered and approved on theLink prior to distributing flyers and/or handbills.
 - ii. The flyer and/or handbill must clearly identify the Registered Student Organization and/or University department sponsoring the event.
 - iii. The flyer and/or handbill must include an Arkansas Tech University valid email address identifying a contact person.
 - iv. The Registered Student Organization or University department is responsible for collecting any trash resulting in the distribution prior to leaving the Hindsman Quad area, and/or Chambers West Lawn.

PUBLICITY CONTINUED

- D. Chalking.** Advertising events with chalk on sidewalks (termed as “chalking”) by Registered Student Organizations or University departments may be permitted in the Hindsman Quad (area between McEver Hall and Dean Hall), Chambers Cafeteria, Baswell Techionery sidewalk, and the Wilson Hall sidewalk (see the Event Planning Guide for map and specific locations) under the following guidelines:
- i. Chalking is permitted only to advertise a scheduled, approved event; Not general advertisements for a Registered Student Organization or University department.
 - ii. If a Registered Student Organization event, the event must be fully registered and approved on theLink prior to chalking. If a University department, the advertisement must be approved by Student Services.
 - iii. The chalking area used for the advertisement shall not be bigger than four (4) feet by four (4) feet.
 - iv. The sponsoring Registered Student Organization or University department must be clearly identified in the chalking area.
 - v. Chalking is only permitted on approved, flat concrete sidewalk surfaces away from any overhang (see the Event Planning Guide for map and specific locations).
 - vi. Chalking is prohibited prior to 7 a.m. on the first day of classes in the fall semester and must cease after the final exam period begins in the spring semester.
 - vii. Chalking may not occur more than five (5) business days prior to an approved event.
 - viii. Only washable sidewalk chalk may be used. Spray chalk is not permitted.
 - ix. Registered Student Organizations and University departments may not place more than two (2) chalking advertisements within each approved area.
 - x. Placement after approval is on a first come, first served basis. Removal of chalked advertisements for the purpose of creating additional space could result in disciplinary action.
- E. Open Posting Locations.** Bulletin boards located in the Young Building and the Doc Bryan Student Services Center are designated as open posting areas and may be utilized by other entities. These bulletin boards will be cleared on the 15th day of each month.
- i. Open flyer posting locations are located in the Young Building (on the bulletin board across the hall from the Arkansas Tech Bookstore) and in Doc’s Place, the Doc Bryan Student Services Center (on the bulletin board at the base of the stairs).
 - ii. Flyers may be no larger than 14x18 inches.



REGISTER AN EVENT BEFORE YOU GET STARTED

YOU SHOULD KNOW:

- the date, time & location desired
- the event's name, type & description
- how many people will come
- how you will advertise
- any fundraising details

HAVE ALL OF THIS INFORMATION READY TO MAKE THE EVENT
REGISTRATION EASIER.

CREATING AN EVENT ON THELINK

- Start by logging in to theLink.
- Go to the organization's page & click on "Events."
- Follow the form, selecting all details that will apply to the event-- this is where space is reserved.
- Read carefully, make notes of additional things needed as a condition of approval of the event.
- When all information is submitted, click "Submit for Approval."
- The review will begin when submitted.
- If the student leaves the page before submitting, the form can be re-visited to finish it!
 - Click on your name toggle at the top of the page, then "Involvement", then "Submissions."
 - Click "Events." This should display all events pending. The "Status" column will indicate those not finished. Click on the event to finish submitting.

WHAT HAPPENS NEXT?

- The Office of Events and Campus Life staff will review each event submission within 3 business days.
- Approval or disapproval of the event is sent via theLink.
- Once approved, the space will be confirmed by the Office of Events, and you will receive a confirmation letter showing that your event space is reserved.
- Unless messages on theLink are forwarded to the student's e-mail, the only way to know the status of the event is to sign in to theLink and check "Submissions" under the "Involvement" tab.

TIPS

SETTING UP THE GROUP ROSTER

- Log in at thelink.atu.edu. Go to the organization's page.
- Click on the "Roster," then "Manage Positions," to view or edit an existing position and assign "Events" permission.
- Click "Manage Roster" and click on "Edit Position" on the right of each members' name, to assign a position to a member.
- Make sure that the proper individuals have the right permissions to set up an event on theLink.



ADVERTISEMENTS

- For the event flyer to be displayed on theLink, please attach it to the Event Registration form.
 - It must be in .PDF format.
 - For display on TVs in Doc Bryan, Baz-Tech and Chambers, please upload the flyer in a landscape format.
- If the flyer is for a fundraiser, it must have:
 - Name of sponsoring campus organizations
 - Name of the benefiting on or off campus organizations or individuals
 - What percentage of funds raised will be donated to the benefiting organizations or individuals
 - List the intended use of the collected funds

HOLDING A FUNDRAISER

If you plan to hold a fundraiser

- All requests must be completed via the Event Registration form on theLink seven (7) business days prior to the requested date of solicitation.
- If targeting area businesses, the list of businesses and requested items (i.e. gift cards, prizes, monetary donations) must be uploaded to the Event Registration form at least thirty (30) business days prior to the requested date of solicitation.
 - This is to ensure that there are currently no conflicts with University contracts and/or sponsorship efforts as well as to give the requesting party ample time to conduct solicitation/fundraising efforts. All lists will be reviewed, and applicants will be notified of approval or disapproval within fourteen (14) business days after the list has been filed.

QUESTIONS?

Contact Campus Life at 479.968.0276 or campuslife@atu.edu.
Doc Bryan Student Services Center, Suite 233

A complete list of the policies and procedures for students at Arkansas Tech University are found in the 2016-2017 Student Handbook. This can be found at www.atu.edu/studenthandbook. The handbook located at this site is always current.

 = AVAILABLE OUTDOOR SPACE



 = AVAILABLE AREA FOR TABLING



 = AVAILABLE AREAS FOR HANDBILL DISTRIBUTION



 = AVAILABLE AREAS FOR CHALKING

