

Introduction

The Events Planning Manual is a working document intended to aid the presenter of events on the Earlham College campus through the necessary steps when planning and presenting an event. Students presenting events are to work with the Director of Student Activities who has additional guidelines for student presenters. The manual also includes supportive information on the different aspects involved in the planning and presenting of an event.

The Events Planning Manual contains information on all aspects for events planning including and not limited to:

- Copy of programming guidelines, shielding policy, etc
- Responsibilities of the presenter
- Checklist for planning an event (which includes deadline dates, who to contact for what and when, things to think of when planning an event, and responsibilities of presenter, etc)
- Job description of events coordinator
- Marketing information
- Specific information for the support departments for events and who to contact
- Available space on campus for use for events
- Available set ups for food service
- Capacity of space on campus for use for events
- Tech inventory of space available for events on campus
- Available equipment available for use for an event and contact information of such equipment (staging, risers, piano, podium, tables, performance chairs, music stands, performance bench, Earlham chairs, tables, etc)
- Sound permit information
- Guideline information for fund raising events on campus

Hard copies of the manual are available in the following offices: Office of Events and Community Relations, Office of the President, and Runyan Center Desk. The manual will be updated yearly. If you have questions on the content of the manual please contact the Events Coordinator, at 765/983-1373.

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Section I. Space Reservation Highlights *(see appendix for full description of space reservation guidelines)*

Consult the web events calendar

- (<http://www.earlham.edu/cgi-bin/we/ec/webevent.cgi?cmd=open&cal=cal3&>)

The events calendar contains a listing of events on campus. A Presenter is encouraged to schedule an event in keeping with the programming guidelines set forth by the College. *See Appendix A for complete programming guidelines*

Reserve Space

- To reserve a space and secure a specific date for an event contact the respective offices.
- Academic classrooms during the academic day 8:00 a.m. – 4:00 p.m. with the exception of the noon hour 12:00 p.m. – 1:00 p.m. contact:
The Registrar's office at 765/983-1515
- Wellness Center, contact:
Wellness Coordinator at 765/983-1373
- All computer labs contact:
Earlham Computing Services at 765/983-1527
- All library spaces, contact:
Lilly Library, 765/983-1287
- The Richmond Room and President's Conference Room (LBC 106) contact:
The President's Office, 765/983-1211
- All other times and locations
Runyan Center Desk at 765/983-1587

Section II. Planning an Event Highlights

Planning

- Presenter is responsible for all aspects of reserving and the scheduling of an event including but not limited to: contract negotiations, date reservation, room reservation, Media /Tech needs, catering, marketing, housekeeping, security, audience services, back stage needs, and maintenance, bookstore arrangements. The Events Coordinator is available for support in planning events on campus. *Guideline on event inquiry available in appendix.*

Set Up and Strike

- Presenter is responsible for all aspects of an event from set-up to strike. The presenter needs to be present for all pre-sets, load-ins, rehearsals, and performances for an event and to be the last one to leave after strike. Presenters are to make sure the space is left as it was found and all lights are turned off and doors are closed.

House Needs

- Presenter is responsible for all front of the house needs including ushers, audience services, emergency procedures, back stage, and knowledge of emergency procedures. Usher training available through the Office of Events.

Marketing

- Presenter is responsible for the coordination of all publicity of an event including and not limited to: newsletter, press release, posters, programs, etc.

Section III. Programming and Shielding Policies

Below are highlights from the Programming and Shielding Policies approved by President Doug Bennett, and Earlham Community. *See Appendix A for complete documents.*

Basic Programming Principles

- Events are special opportunities that serve the mission of Earlham College by extending and enriching the opportunities provided by our curriculum and locally organized activities.
- Earlham seeks to balance its events experience by providing a rich mix of concurrent opportunities, which enhance diversity, and multicultural opportunities. The events are to be distributed throughout the semester and should improve the community life by complementing academic programs, not compete with them.
- The College maintains a decentralized approach to events in that different departments and areas on the campus present events, with the support of the Events Coordinator on the coordination, programming and presentation of the event present events.
- Space should be maintained in programming to allow for smaller events.
- Any groups sponsoring an event are responsible for stewardship of the space(s) and consequences for damage or abuse of such space.
- All community members shall act with goodwill and seek common understanding when programming and scheduling events in appropriate spaces and at appropriate times.
- The College operates on the concept of Intentional Programming. Groups scheduling events are encouraged to consider the impact of their event on other activities already scheduled and not schedule like events, which compete for audiences.
- The intent is to encourage individuals and groups to think creatively toward providing a rich mix of opportunities (concurrent and at separate times) for both the Earlham and the greater Richmond communities.
- A public event is any event, which is open to and marketed to the Earlham community and to the greater Richmond/Wayne county area.
- A non-public event is an event that is restricted to a particular group of people.

Shielding Policy

A shielded event is an event during which no other sanctioned event can be scheduled to run concurrently, with the exception of classes and non-public events.

- Shielding can occur only within evening prime time (7-10 pm) and will be limited to only one event each evening
- Consideration for giving an event shielded status

- Shielding requested at time of scheduling space and date
 - Impact on other events (based on past experience)
 - Academic related
 - Community wide programming
 - Financial impact on sponsoring group (income producing / expense)
 - Culminating experience for participants
 - Single or multiple occurrence (i.e. number of times same program is offered)
 - What other events have been scheduled for that time / day
- Junior and Senior Recitals, Productions, and/or Projects can be considered for shielding on Sunday through Thursday but not on Friday and Saturday.
 - Off-campus events. In general, off-campus events will not receive shielding.

Section IV. Planning an Event

Events are special opportunities that serve the mission of Earlham College by extending and enriching the opportunities provided by our curriculum and locally organized activities. Earlham seeks to present a broad variety of such special opportunities, which support the intellectual, spiritual, creative and artistic endeavors of the College. Some should be expected to command the attention of the whole community; some should be expected to interest smaller groupings. Earlham's approach to event planning encourages initiative to come from many people and areas on the campus. One office or person is not responsible for the planning or carrying through of all events, but works in conjunction with a variety of departments and programs on campus in the creation and presentation of an events season on the campus.

A. Selection of date, time, and location

When a Presenter is looking to present an event at Earlham it is advisable to consult the web events calendar. The events calendar contains a listing of events on campus. A Presenter is encouraged to schedule an event in keeping with the programming guidelines set forth by the College. The guidelines encourage the Presenter when reserving a date for an event to keep in mind like events occurring in same time period, keeping in mind that the College is committed in bringing and providing for the community a wide variety of events scheduled such that it allows for the greatest number of the community the opportunity to attend. Support in selecting a date, time and location, which will be in keeping with the events policies and guidelines of the College is available through the Reservationist and the Events Coordinator.

Events, which will be marketed to the greater Richmond/Wayne County area, will need to be approved by the Events Coordinator and the Earlham Events Committee

B. Reservation of space

Academic classrooms during the academic day 8:00 a.m. – 4:00 p.m. with the exception of the noon hour 12:00 p.m. – 1:00 p.m. contact:

The Registrar's office at 765/983-1515

Wellness Center, contact:

Wellness Coordinator at 765/983-1373

All computer labs contact:

Earlham Computing Services at 765/983-1527

All library spaces, contact:

Lilly Library, 765/983-1287

The Richmond Room and President's Conference Room (LBC 106) contact:

The President's Office, 765/983-1211

All other spaces and time periods are reserved through the Reservation Desk at Runyan Center. Monday-Friday, 9:00 am- 4:00 pm.

Reservation Desk, 765/983-1587

(For full explanation of Runyan Reservation Guidelines see appendix???)

C. Contract negotiations and guidelines

Below is the list of approved personnel that can sign contracts in regards to Earlham events:

- ❖ Earlham Vice Presidents
- ❖ Events Coordinator
- ❖ Directors of Earlham Programs and Departments
- ❖ Departmental Conveners
- ❖ Assistant Director of Student Activities

It is advisable when first contacting an agent or performer to ask the following questions before a contract is issued:

1. If artist/speaker is available for specific dates, touring in the area during that time period
2. General fee
 - a. all inclusive (no additional costs for equipment rental, travel, meals, etc)
 - b. plus lodging
 - c. plus travel
3. Does the artist/speaker offer any residency activities?
 - a. If so what and does it require additional fee
4. Technical requirements/special needs *Tech specs for Goddard available in Events Office*
 - a. If is advisable to send the artist/agent our tech specs
 - b. It is advisable to receive the artist's tech specs prior to further negotiation of contract
 - c. Be sure to get the name and contact information of the tech manager for the artist for tech negotiations
 - c. Media Instruction must to sign off all tech requirements prior to the signing of the contract
5. Once negotiations for the contract are concluded the contract can be issued and signed by appropriate Earlham personnel

D. The Events Coordinator

The Events Coordinator is available to assist and advice the presenter of events on the Earlham College campus with the planning and presentation of an event.

What the Events Coordinator can assist and advice include:

- The Coordinator of Events is available to support a coordinated, decentralized approach to events planning at Earlham College as well as act as a resource for faculty, staff, and students on how to plan and carry out events on Earlham's campus.
- The Coordinator directly oversees most major events, providing information on guest lecturers and performers with the potential to appeal to the Earlham community as a whole.
- The Coordinator consults regularly with representatives from various offices (Student Development, Public Affairs, Media Resources, Food Service, Maintenance Housekeeping, Security, Student Activities, Development) about way to strengthen the campus's culture of events planning.
- The Coordinator is responsible for the general guidance of the campus in the adherence of the events guidelines and procedures and for providing supportive information on the presentation of events on the Earlham campus.
- The Coordinator provides various instructional events workshops throughout the year and has on hand instructional information pertaining to events planning.

E. Events Committee

A reconstituted Earlham Events Committee (a standing committee) functions/responsibilities include making recommendations regarding:

- a. The overall schedule for the coming academic year;
- b. Speakers and performers for specific major events (e.g. Convocations, Arts and Lectures);
- c. The processes, policies and arrangements for events planning and execution; and
- d. Priorities with regard to different kinds of events.

The committee consults widely in an effort to balance campus and community events, and to address a range of curricular and social needs. The committee works closely with the Fine Arts faculty, Public Affairs office, Student Activities Board, office of admissions, office of alumni development and with other campus groups responsible for particular events.

The committee works by consensus. It is composed of: the events Coordinator (ex officio) one student representative from the Student Activities Board, one student at large, and for 3 year staggered terms, three faculty (at least two of whom are teaching faculty) of whom one should usually be from Fine Arts.

V. **Marketing an Event**

The marketing of an event is the primary responsibility of the presenter. The Public Affairs office is available to be of assistance with the publications (events brochure, posters, programs, tickets, etc) for an event and the marketing through local media (press releases, newspaper ads, etc), but it is the presenter's responsibility to supply the correct complete information within the deadline dates. *See*

<http://www.earlham.edu/%7Epublicaf/office/eventpro.html> for complete guidelines

A. Marketing an event through publications

Events Brochure -- The Events Brochure is the Colleges public calendar of events for each semester. The brochure is mailed out at least on month prior to the start of each semester. Requests Events Brochure submission occurs by mid semester of the fall and spring semesters for the following semesters events.

Web Events Calendar – Once the presenter has received confirmation of the space reservation then submissions to the Web Events can be made to the Web Calendar Editor. *See* <http://www.earlham.edu/reserving0802.html> for complete guidelines.

Posters and programs – Contact the Public Affairs office at least six weeks prior to an event with all the pertinent information. The Presenter will need to provide the basic information about the events: who, what, when and where. Be sure the information is accurate and include information about ticket prices and contacts. If a photograph is available it should be included. *The office of events can provide a listing of sites in the community that accept campus posters.*

Press Releases – For Press Releases on an event submit form at <http://www.earlham.edu/%7Epublicaf/office/prform.html>. The press releases will then be sent out at least two weeks prior to the events to area news agencies and radio stations.

Campus Newsletter – Submit all newsletter articles in written form to newsletter@earlham.edu. The newsletter is distributed daily by campus email and in print weekly.

Around the Heart Campus Publication – Submissions on events to Around the Heart can be sent to aroundtheheart@earlham.edu. Submissions should just include title of event, location of event, time of event and ticket information. Around the Heart is printed weekly and is available on the web at www.aroundtheheart@earlham.edu

B. Other marketing opportunities

- Ads on local access channels
- Ads on local radio stations
- Ads on local cable TV
- Interviews on Focus on the Arts on local access channel
- Ads in local arts programs
- Personalized letters to targeted patrons

The office of Events can provide specific information on these additional marketing opportunities

C. Earlham signage policy

The College has a sign posting policy (*see appendix for complete document*), which is consistent with the nature and spirit of the Earlham College Community Code. General guidelines for signage posting on campus:

- A name and drawer number of a contact person and/or sponsoring organization are to appear on all posters.
- A date by which the posting is to be removed. For signs advertising specific events, the date of the event is sufficient.
- Signs should not be placed on windows, doors, mirrors, glass front of display cases or over other pictures or signs, unless those areas are specifically designated as posting areas.
- Signs may not be placed outside. The exceptions to this are: sidewalk chalk art and banners whose locations are reserved, prior to use, through Runyan Center. Materials will be provided by the center.
- Posters should not be posted using materials that would deface buildings or posting areas.
- Posters in bathrooms should be limited to those of concern for health, support, and security, using bulletin boards in the bathrooms where available; otherwise, individual buildings are responsible for determining their own limits.
- Multiples of single posters for an event are discouraged.
- The people who put postings up are responsible for removing them promptly after their expiration date.
- Non-Earlham event posters need the approval of Runyan Center Desk. Off-campus groups are asked not to do their own posting.
- Residence Hall Council decides annually, by consensus, its own policy for posting,

VI. **Events Supportive Departments and Personnel**

A. Instructional Technology and Media

The office of instructional technology and media offers all support for media needs to the College. All contract tech riders need to be signed off by this office. All media needs for events need to be requested at least 48 hours prior to an event.

All events to be recorded must have at least 24 hours prior to the event a signed media release form. (*See appendix E for copy of media release form*)

B. Housekeeping

Housekeeping can assist with tasks such as set up of tables and chairs for an event with the equipment on hand. Any additional set ups for events may incur additional set up fees.

Special events needs are to be OK'd by the housekeeping supervisor, exp. Weekend event set up.

C. Maintenance

- Maintenance is available for special set ups of equipment not available on site for an additional set up and strike fee.
- Work order requests of Maintenance can be made at http://www.earlham.edu/%7Esas/reslife/work_request.html or by calling the 765/983-1315.

D. Sodexo Food Service

Sodexo has an exclusive contract with Earlham College to provide catering for all events held on campus. No outside caterer should be brought on campus unless Sodexo declines to provide the service. Groups of less than 10 participants are exempt from this policy. *(For complete guidelines see)*

Planning a Catered Event Highlights

1. Confirm the room reservation before contacting Sodexo, contact Catering Director for catered events and contact Director of Food Service for use of Dining Hall
2. Select the menu
3. At least four (4) days is needed for functions of 25 people or less
4. At least ten (10) days is needed for larger functions
5. A guaranteed number of guests is required 48 hours prior to your function
6. Cancellations must be made forty-eight (48) in advance of the function; failure to do so will result in being charged for the entire function.
7. Location; some events may result in additional charges due to difficulty of food and equipment delivery. Events scheduled in unusual locations will be considered individually.
8. Hours of functions; prices are based upon events being held during Sodexo's normal hours of 7:00 am – 8:00 p.m. seven days a week while classes are in session. Functions taking place outside these times will be considered individually.
9. Delivery charges; there are no delivery charges for functions within Runyan Center. A minimum \$20.00 order must be placed for delivery without additional charges.
10. All quoted prices include all necessary equipment and support for an event.

11. Special Diets; Sodexho will be happy to accommodate special diets (diabetic, low fat, lactose, vegetarian or vegan meals) with 48 hours advance notice prior to your event.

E. Security

- Security is to be involved and notified of all major events occurring on campus.
- Security is the department to contact in case of an emergency at any event. All public spaces on campus have an accessible phone available to contact Security in case of an emergency by dialing 765/983-1400.
- Any event occurring out of doors requires a sound permit. The Security Office has all the necessary forms.

F. Accounting

All events requiring honoraria require a check to be cut. It is advisable to submit a check warrant at least two week prior to the event. All check warrants for honoraria must include correct name, address and social security number for proper payment.

G. Earlham Bookstore

The Earlham Bookstore is available to sell items for an event with the following guidelines:

- The Bookstore needs to be contacted with the following information a minimum of 4 weeks before an event if you would like them to have a table with the presenter's work there.
- Location and time of event
- Does the performer want the Bookstore to sell his/her products at the event and will the Bookstore be the only one selling items
- Is the performer providing the merchandise or should the Bookstore order it through normal channels? In the former case, the Bookstore needs contact information of the supplier.
- How many attendees are expected?
- Will there be an opportunity for the performer to sign their works?
- Will the presentation be based primarily on a specific work?

H. Transportation

- Earlham sanctioned events can request the use of Earlham owned vehicles, a fee is attached to the use of the vehicle
- All drivers must be registered with Security prior to use of an Earlham vehicle.

- Student driver shall complete drivers training (vans only) course conducted by Security personnel before they are certified to drive a college owned vehicle.
- Reservations for vehicles can be made by phone 983-????, by submission of vehicle request form (see appendix)
- Winter weather advisories may result in the denial of van/car usage
- All occupants of college owned vehicles shall wear seatbelts at all times
- Student drivers will normally be limited to a radius of 80 miles from Richmond.
- The Director of Campus Safety and Security may revoke, with just cause, operators driving privileges.
- The issuances of Earlham vehicles are on a predetermined priority list: (the priority list is for trips scheduled 30 or more days in advance. For trips less than 30-day notice, college owned vehicles will be on a first come basis.
 1. Class activities lead by a faculty member driving
 2. Athletic teams
 3. Service learning activities
 4. Other administrative and teaching faculty trips
 5. Student activities with faculty member driving
 6. Student activities with no faculty member driving
 7. Rentals to affiliated groups, e.g. ESR, Bethany, Clear Creek, etc.
- If an Earlham vehicle is not available then Security has available a listing of recommended vehicle rentals in the area.

I. Housing

- A list of recommended hotels that the College generally does business is available in the Office of Events

J. Fundraising Events

The Office of Institutional Advancement would like to be aware of fund-raising initiatives. Working together when approaching donors in the Richmond community and our alumni base, Earlham College will not only make a positive impression on these audiences, but will also be more likely to reach fund-raising goals more successfully. In an effort to coordinate all fund-raising initiatives, the Office of Institutional Advancement encourages groups to contact them before beginning a fund-raising project that will involve local or alumni donors.

K. Misc.

- The office of events has a list of the recommended florists in the area that the College generally does business
- See appendix for a copy of an events check off list to use when planning an event. The checklist will aid in the smooth production of an event.

VII. Non-Earlham Event Guidelines

A. Non Earlham Events

Earlham space is available for use for Non Earlham events under the following guidelines. All outside groups wanting to use an Earlham space for an event must work with the Events Coordinator. All presenters are expected to adhere to the same guidelines and procedures for Earlham sanctioned events.

1. Presenter must be in attendance from the time the first person involved with the event arrives until the last person leaves.
2. When school is in session, space can be held, but not confirmed until four weeks into each semester.
3. When school is not in session (i.e. Winter break, Spring and Thanksgiving break) reservations can be made up to one year in advance. During summer session, reservations will not be accepted until January due to potential summer conference needs.
4. Presenters are required to leave the space exactly as they found it. All charges incurred in the case where a room is left unclean are the sole responsibility of the presenter.
5. All set up and tear down in preparation of the event is the responsibility of the presenter. Any charges incurred by the College for the production of an event are the sole responsibility of the presenter.
6. The presenter is responsible for the assessment for the use of Earlham equipment (lights, sound, tables, chairs, piano, etc). Additional fees will be incurred for the use of Earlham equipment and personnel in the production of an event. The arrangements need to be confirmed at least one month prior to the event.
7. Additional guidelines for use of Wilkinson Theatre and/or Goddard Auditorium.
 - a. No food, drink or smoking is allowed in Wilkinson Theatre or Goddard Auditorium.
 - b. Stage Manager will need to be hired for the use of both Goddard and Wilkinson.
 - c. When school is in session, stage space may be unavailable, however auditorium may be reserved.

Note: Sodexho Management Services has an exclusive contract with Earlham College to provide catering for all events held on campus. No outside caterer should be brought on campus unless Sodexho declines to provide the service. (Exception – for groups of fewer than

10 participants.) Sodexho's fees are in addition to the billing for the rental, personnel and Earlham equipment usage fees.

B. User fee Earlham employee

Earlham employees may obtain use of Earlham space, scheduling allowing for non-Earlham sanctioned events for a nominal user fee. This fee helps to defray the cost of the non-Earlham event including and not limited to, housekeeping, media resources, and facility manager.

The usage fee for an Earlham employee using Earlham space for non-Earlham sanctioned events is: \$54.00 per hour for all spaces except Goddard Auditorium, which is \$72.00 per hour.

The employee will adhere to the same policies and guidelines for a non-sanctioned event as a presenter for a sanctioned Earlham event.

C. Rental guidelines for profit and not for profit groups

Rental charges for outside groups use of Earlham space: (additional charges will be incurred for use of Earlham Equipment and Earlham personnel)

Space	For Profit	Not for Profit
Stout Meetinghouse	\$350	\$250
Earlham Dining Hall	\$400	\$300
Orchard Room	\$300	\$200
Comstock Room	\$300	\$200
Goddard Auditorium	\$450	\$350
Wilkinson Theatre	\$450	\$350
Hancock Room	\$150	\$100
Classrooms	\$80	\$50
Richmond Room	\$100.00/25.00 maintenance	
Loose Lecture Hall		
Athletic and Wellness Center Gym		
Athletic and Wellness Center Concourse		
Athletic and Wellness Center Mezzanine		
Dennis 110		

- Suggesting the best ways to work with them.