

# EVENTS 101

POLICIES & PROCEDURES

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# EVENT REGISTRATION PROCESS

- ❖ ALL STUDENT ORGANIZATION ACTIVITIES, EVENTS, OR PROGRAMS ON-OR-OFF CAMPUS MUST BE REGISTERED WITH LAKER LIFE USING THE EVENT REGISTRATION FORM.
- ❖ PRESENCE/INVOLVE: [CLAYTON.PRESENCE.IO](https://clayton.presence.io)
- ❖ ASTRA:  
[AAISCLOUD.COM/CLAYTONSTATEU/DEFAULT.ASPX](https://aaisccloud.com/claytonstateu/default.aspx)
- ❖ EVENT REGISTRATIONS MUST BE SUBMITTED A MINIMUM OF 10 BUSINESS DAYS BEFORE THE REQUESTED DATE. PARTIES OR LARGE ON-CAMPUS EVENTS MUST BE SUBMITTED 5 WEEKS PRIOR TO THE REQUESTED DATE.

# EVENT REGISTRATION PROCESS

- ❖ Event Registrations for meetings in classroom spaces can be submitted within two (2) business days of the meeting date but must follow the regular approval process.
- ❖ All events, programs, and meetings involving a set-up (does not include table/tables on UC Main Street or meetings in classrooms) require a scheduled walk-through with the appropriate Laker Life staff member.
- ❖ For additional information, contact Tony Berry at [TonyBerry@clayton.edu](mailto:TonyBerry@clayton.edu) or 678-466-5433.

# EVENT REGISTRATION PROCESS

- ❖ Events scheduled to start at or after 6:00pm must start no later than 15 minutes from the scheduled start time. Events that extend 30 minutes past the scheduled end time may be fined.
- ❖ In instances where the reserved space is not sufficiently cleaned, student organizations will be assessed a cleaning fee.
- ❖ Student Organizations are financially liable for broken equipment (beyond normal wear & tear) and facility damage.

# EVENT REGISTRATION PROCESS

- ❖ Student Organization Advisors are required to attend all events, and programs held on the weekend (Friday night through Sunday night) – excludes meetings.
- ❖ Student Organization Advisors are required to stay at the event in its entirety, until clean up has completed.

# PARTIES

- ❖ Must be submitted 5 weeks prior to event scheduled date
- ❖ Can only be scheduled on Thursday, Friday, or Saturday nights
- ❖ Must conclude in its entirety by 2:00am, ending by 1:00am with time for clean-up
- ❖ Maximum capacity of 500 participants
- ❖ Your advisor must be present for event to begin and must remain throughout.
- ❖ Your advisor, plus 2 additional full-time faculty/staff members are required to chaperone your event (found by you).

# PARTIES

- ❖ A custodial, security, and facility fee will be required
- ❖ A minimum of one officer is required. The ratio of officers to patrons shall not exceed 1:150 at a minimum of 4 hours.
- ❖ Laker Life will supply wristbands for admittance. Number of wristbands not subject to change and must be agreed to 5 business days prior to the day of the party.
- ❖ No replacement wristbands will be allowed



# ADVERTISING

- ❖ Flyers
- ❖ Email Announcements
- ❖ Chalking
- ❖ Social Media

# ADVERTISING

## ❖ Flyers

- ❖ Must be a Recognized (Active) Student Organization to post on campus.
- ❖ Student Organizations are not allowed to advertise unapproved events.
- ❖ All campus postings must be approved by Laker Life. Laker Life will only approve (20) flyers, posters or signs per event, meeting or program.
- ❖ There is a 24 hour or next business day turn around time for flyer approvals.

# ADVERTISING

## ❖ Flyers

- ❖ Student Organization member(s) must submit all postings to the Campus Activities and Student Organization Coordinator's mailbox, mailbox #4 located in the Center for Student Involvement and Services (2nd floor of the SAC).
- ❖ Upon approval, the stamped postings will be placed in the student organization's mailbox for retrieval. Postings requiring approval must be submitted by a Student Organization Member.

# ADVERTISING

## ❖ Flyers

- ❖ Postings not in accordance with the University Posting Announcement Policy will be removed and discarded. Failure to adhere to the regulations may result in a loss of privilege to post and/or publicize on campus.
- ❖ Posters, signs, or flyers in poor taste will not be approved.
- ❖ The name of the sponsoring student organization(s), the date (month, day, & time), & location of the event must appear on all posters, signs or flyers, etc.

# ADVERTISING

## ❖ Flyers

- ❖ The following statement must be present on ALL marketing to be posted on campus per University policy:

*Individuals requiring disability-related accommodations for participation in any Clayton State University sponsored event or program may contact Disability Services at (678) 466-5445 or [DisabilityServices@clayton.edu](mailto:DisabilityServices@clayton.edu).*

- ❖ Handbills do not have to be stamped but must also be approved by the Student Life.
- ❖ All posted items must be removed within 24 hours or the next business day following program, meeting, or event,

# ADVERTISING

## ❖ Flyers – what not to do



# ADVERTISING

## ❖ Flyers – what not to do

There are no "official" CSU Events

The Official Clayton State University

\$5 in advance  
\$10 at the door



**BIG PARTY**

featuring  
DJ Sandals

SAC Balroom D  
Friday, April 32<sup>nd</sup>  
9pm - 1pm

# ADVERTISING

## ❖ Flyers – what not to do

There are no "official" CSU Events

The Official Clayton State University

Who's sponsoring this event?

\$5 in advance  
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# ADVERTISING

## ❖ Flyers – what not to do

There are no "official" CSU Events

The Official Clayton State University

Who's sponsoring this event?

Is this an approved fundraiser?

\$5 in advance  
\$10 at the door



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\$5 in advance  
\$10 at the door

QR Code w/o Link



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## ❖ Flyers – what not to do

There are no "official" CSU Events

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Who's sponsoring this event?

Is this an approved fundraiser?

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QR Code w/o Link



Inappropriate Content

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featuring  
DJ Sandals

SAC Balroom D  
Friday, April 32<sup>nd</sup>  
9pm - 1pm

# ADVERTISING

## ❖ Flyers – what not to do

The flyer is for 'The Official Clayton State University BIG PARTY' featuring DJ Sandals at SAC Balroom D on Friday, April 32<sup>nd</sup> from 9pm to 1pm. The flyer includes a QR code and ticket prices of \$5 in advance and \$10 at the door. Red arrows point to several issues: 'There are no "official" CSU Events' points to the title; 'Who's sponsoring this event?' points to the title; 'Is this an approved fundraiser?' points to the ticket prices; 'QR Code w/o Link' points to the QR code; 'Inappropriate Content' points to the 'BIG PARTY' text; and 'Is the location correct?' points to the venue name.

There are no "official" CSU Events

Who's sponsoring this event?

Is this an approved fundraiser?

QR Code w/o Link

Inappropriate Content

Is the location correct?

The Official Clayton State University

\$5 in advance  
\$10 at the door

**BIG PARTY**

featuring  
DJ Sandals

SAC Balroom D  
Friday, April 32<sup>nd</sup>  
9pm - 1pm

# ADVERTISING

## ❖ Flyers – what not to do

The flyer is for 'The Official Clayton State University BIG PARTY'. It features a QR code, a price of '\$5 in advance \$10 at the door', and the text 'featuring DJ Sandals'. The event is scheduled for 'SAC Balroom D Friday, April 32<sup>nd</sup> 9pm - 1pm'. The flyer is annotated with several red arrows pointing to specific areas, each with a text label:

- There are no "official" CSU Events**: Points to the title 'The Official Clayton State University'.
- Who's sponsoring this event?**: Points to the top right corner.
- Is this an approved fundraiser?**: Points to the pricing '\$5 in advance \$10 at the door'.
- QR Code w/o Link**: Points to the QR code.
- Inappropriate Content**: Points to the large diagonal text 'BIG PARTY'.
- Is the location correct?**: Points to the event details 'SAC Balroom D Friday, April 32<sup>nd</sup> 9pm - 1pm'.
- Missing ADA Statement**: Points to the bottom left corner.

# ADVERTISING

## ❖ Flyers – what not to do

The flyer is for 'The Official Clayton State University BIG PARTY' featuring DJ Sandals at the SAC Balroom D on Friday, April 32nd from 9pm to 1pm. The flyer includes a QR code and ticket prices of \$5 in advance and \$10 at the door. Red arrows point to various errors: 'There are no "official" CSU Events' points to the title; 'Who's sponsoring this event?' points to the title; 'Is this an approved fundraiser?' points to the ticket prices; 'QR Code w/o Link' points to the QR code; 'Inappropriate Content' points to the 'BIG PARTY' text; 'Is the location correct?' points to 'SAC Balroom D'; 'Is the time correct?' points to '9pm - 1pm'; and 'Missing ADA Statement' points to the bottom of the flyer.

There are no "official" CSU Events

Who's sponsoring this event?

Is this an approved fundraiser?

QR Code w/o Link

Inappropriate Content

Is the location correct?

Is the time correct?

Missing ADA Statement

The Official Clayton State University

\$5 in advance  
\$10 at the door

**BIG PARTY**

featuring  
DJ Sandals

SAC Balroom D  
Friday, April 32<sup>nd</sup>  
9pm - 1pm



# ADVERTISING

## ❖ Flyers – what not to do

The Official Clayton State University

Who's sponsoring this event?

There are no "official" CSU Events

Is this an approved fundraiser?

\$5 in advance  
\$10 at the door

QR Code w/o Link

Inappropriate Content

**BIG PARTY**

featuring  
DJ Sandals

Are all words spelled correctly?

SAC Balroom D

Is the location correct?

Friday, April 32<sup>nd</sup>

9pm - 1pm

Is the time correct?

Missing ADA Statement

# ADVERTISING

## ❖ Flyers – what not to do

The Official Clayton State University

Who's sponsoring this event?

There are no "official" CSU Events

Is this an approved fundraiser?

\$5 in advance  
\$10 at the door

QR Code w/o Link

Inappropriate Content

**BIG PARTY**

featuring  
DJ Sandals

Are all words spelled correctly?

Is the location correct?

SAC Balroom D

Is the date correct?

Friday, April 32<sup>nd</sup>

9pm - 1pm

Is the time correct?

Missing ADA Statement



# ADVERTISING

## ❖ Flyers – what to do

The flyer is for a game night event. It features a blue background with a yellow border. At the top left is a board game, and at the top right is a yellow and red pin. The text reads: "THE ALPHA ETA ZETA CHAPTER OF ALPHA PHI OMEGA PRESENTS... GAME NIGHT WITH APO". Below the text are illustrations of playing cards and an arcade machine. The event details are: "Monday, January 23, 2023 SAC Ballrooms B & C 6:25pm". At the bottom is an ADA statement: "INDIVIDUALS REQUIRING DISABILITY-RELATED ACCOMMODATION IN ANY CLAYTON STATE UNIVERSITY-SPONSORED EVENT OR PROGRAM MAY CONTACT THE DISABILITY RESOURCE CENTER AT (678) 466-5445 OR DISABILITYRESOURCECENTER@CLAYTONSTATE.EDU".

Annotations on the flyer include:

- Unlicensed/copyright free graphics (pointing to the board game)
- Unlicensed/copyright free graphics (pointing to the pin)
- Clear sponsorship/organization host (pointing to the text "THE ALPHA ETA ZETA CHAPTER OF ALPHA PHI OMEGA PRESENTS...")
- Clear title/name of event (pointing to "GAME NIGHT WITH APO")
- Unlicensed/copyright free graphics (pointing to the playing cards)
- Correct date (pointing to "Monday, January 23, 2023")
- Clear location (pointing to "SAC Ballrooms B & C")
- Correct time (pointing to "6:25pm")
- ADA Statement (pointing to the bottom text)

# ADVERTISING

- ❖ **Email Announcements**
  - ❖ **Email Announcements are sent out every Monday, Wednesday & Friday of each week (Wednesday only during the summer).**
  - ❖ **Announcements are for activities that are occurring within two weeks of the Announcement date.**
  - ❖ **Events must be approved Registered Events with Laker Life before an Email Announcement Request may be submitted.**

# ADVERTISING

- ❖ **Email Announcements**
  - ❖ **Student Life does not send out announcements for event cancelations, event “thank you’s,” or events occurring off campus (other than volunteer opportunities).**
  
- ❖ **Chalking**
  - ❖ **Sidewalk chalk is permitted on the main sidewalk of the campus courtyard (The rear of the University Center opposite Magnolia Hall), also known as the QUAD area.**
  
  - ❖ **Chalking is also permitted on the sidewalk area of the SAC Green.**

# ADVERTISING

- ❖ **Social Media**
  - ❖ **Student Organizations are encouraged to utilize Facebook, Twitter, Instagram, Snap Chat, Threads, etc. to advertise their events in an appropriate manner. Please make sure to pass the login information to incoming President for continuity's sake.**
  - ❖ **If you intend to include a QR Code, be sure to either include the corresponding link on the flyer or in the text accompanying your post.**
  - ❖ **Remember that your Student Organization is a representation of the University at all times .**

# POSTING & ANNOUNCEMENT POLICY

- ❖ Things to Remember
  - ❖ Posted posters, signs or flyers may not overlap on bulletin boards.
  - ❖ No more than one of the same poster, sign or flyer may be placed on any one bulletin board.
  - ❖ All requests to hang banners must be approved by Laker Life.
  - ❖ The placing of any publicity materials on vehicles is strictly prohibited.

## COPY MACHINE POLICY

- ❖ Student Organizations have a spending limit of 100 copies per semester.
- ❖ Copy codes are ONLY given to the President & Advisor of each Student Organization.
- ❖ Student Organizations are NOT allowed to make personal copies that are unrelated to the Organization (copying homework, personal materials, etc.)
- ❖ Do NOT give out your copy code. You are responsible for all activity conducted w/your code.
- ❖ Do NOT forget to logout of the printer after use.

# COPY MACHINE POLICY

Please follow these instructions:

- ❖ Bring a hard copy of the material to be copied or you can print out a copy from one of the two wall-mounted computers located in the organization suite.
- ❖ Come in prepared to make your own copies.
- ❖ White copy paper will be provided. If you choose to use color paper, designer paper, etc., you are responsible for providing it.
- ❖ If the copy machine runs out of paper, please notify a Student Life Staff member to replace the paper.

# COPY MACHINE POLICY

Please follow these instructions:

- ❖ Log in on one of the two wall-mounted computers provided by Laker Life. Access your document via email or flash drive.
- ❖ Print to Toshiba eStudio 3525ac.
- ❖ Make the necessary adjustments (b&w or color; portrait or landscape).
- ❖ Click on Print.



# COPY MACHINE POLICY

Please follow these instructions:

- ❖ Go to the printer, ‘wake’ it from sleep mode, and tap “Print” on the home screen.
- ❖ Enter your organization’s print code.
- ❖ Under the private, find your print (usually located under “Hold”). Click “Print.”
- ❖ Go to “Invalid,” click on your print again.
- ❖ Click on Print (again). (You’re done.)
- ❖ If you have any problems with the printer please consult with Laker Life.

# AMERICANS WITH DISABILITIES ACT (ADA)

- ❖ All events, meetings and programs must be accessible to individuals with disabilities. Design your set-up in the most universal way possible.
  
- ❖ Design your organization web site in order for individuals with disabilities to be able to view it. Some tools to check the accessibility of your website are:
  - ❖ <http://www.visionaustralia.org.au/ais/toolbar>
  - ❖ <http://www.w3.org/WAI/intro/accessibility.php>
  
- ❖ For questions, contact the Disability Services for assistance at (678) 466 – 5445

# AMERICANS WITH DISABILITIES ACT (ADA)

Remember, the following statement must be present on ALL marketing to be posted on campus per University policy:

- ❖ *Individuals requiring disability-related accommodations for participation in any Clayton State University sponsored event or program may contact Disability Services at (678) 466-5445 or [DisabilityServices@clayton.edu](mailto:DisabilityServices@clayton.edu).*

## WE ARE HERE TO HELP!

For questions or concerns regarding Presence/Involve, Astra requests, event walkthroughs and/or set-ups, or marketing/communications contact:

- ❖ Tony Berry,  
Technology & Communications Manager
- ❖ 678-466-5433
- ❖ [TonyBerry@clayton.edu](mailto:TonyBerry@clayton.edu)

## WE ARE HERE TO HELP!

For questions or concerns regarding Astra requests & event walkthroughs and/or set-ups contact:

- ❖ Tony Berry,  
Technology & Communications Manager
- ❖ 678-466-5433
- ❖ [TonyBerry@clayton.edu](mailto:TonyBerry@clayton.edu)

## WE ARE HERE TO HELP!

For questions or concerns regarding Loch-N & general Student Organization information:

- ❖ LaShanda Hardin,  
Programming Coordinator/  
Student Engagement
- ❖ 678-466-5433
- ❖ [LaShandaHardin@clayton.edu](mailto:LaShandaHardin@clayton.edu)

Laker  
*Life!*  
Division of Student Affairs

## WE ARE HERE TO HELP!

For questions or concerns regarding financial inquiries and the facility & operations:

- ❖ Brandon Marshall,  
Facility Manager,  
Student Activities Center (SAC)
- ❖ 678-466-5433
- ❖ [BrandonMarshall@clayton.edu](mailto:BrandonMarshall@clayton.edu)

Laker  
*Life!*  
Division of Student Affairs

## THE HOME OF STUDENT INVOLVEMENT

Location: Student Activities Center, Suite 223

### Office Hours:

Monday - Thursday 8:00am – 6:00pm

Friday 8:00am – 12:00pm

Telephone: 678-466-LIFE