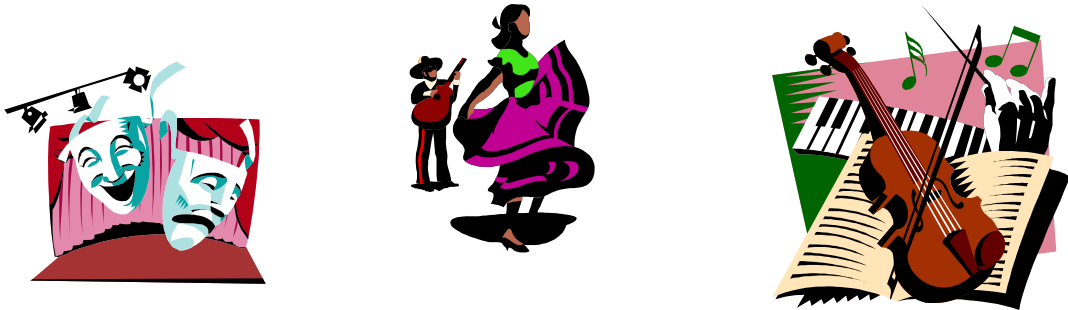


# Want to Plan a Campus Event Through the Cultural Events Committee?



**A Handbook for Use by Faculty, Staff,  
and Students of Colby-Sawyer College**

**Prepared by:  
The Cultural Events Committee**

## COMMITTEE AND MISSION

The Cultural Events Committee is a group of faculty, staff, and students who have come together to develop some interesting ways to enrich the cultural life on campus, and to better link our curriculum with our co-curriculum. We strive to find ways to create a richer and more diverse cultural/academic learning environment outside the classroom, and to enlist the interest and support of faculty for cultural events we bring to campus.

## SOURCES OF FUNDS

The following is provided to help you think of ideas for events. The Cultural Events Committee will determine the appropriate funding source for your event.

- **Sladen Lectureship Fund** supports public lectures. The intention is that these lectures will promote purposeful teaching and learning, facilitate the relating of subject matter to practical problems beyond campus, and engage the campus and community in a dialogue of ideas.
- **Eberle Music Fund** sponsors musical performance on campus.
- **Olivetti Fund** brings Italian culture to campus via lectures, performances, or displays of art.
- **Academic Speakers Fund** supports visiting academic speakers.
- **Cultural Events Fund** supports fine and performing arts and speakers on campus.

## WHAT TO DO WHEN YOU HAVE AN IDEA

The Cultural Events Committee plans many events one semester to one year in advance. When you have an idea for a speaker/ performer/ event please contact the committee as soon as possible. Funding is available on a first come first serve basis. Event planning takes a minimum of 6 weeks.

1. At least 6 weeks in advance contact the performer/speaker/group/agent and determine availability and price. Be sure to determine what the fee includes (travel, lodging, audio-visual equipment etc.) and what Colby-Sawyer College will be expected to provide. Do not ask for dates to be held or for a contract until the event and date is approved by the Cultural Events Committee and the Campus Activities Office respectively. The Director of Campus Activities and Orientation will make the contract request and work out the final details with the agent/performer.
2. Match performer availability with campus facility availability and choose possible dates; ask for dates to be held in the reservation system by contacting the Campus Activities Office. Once an event is approved and a date confirmed the extra dates will be released.
3. Determine if there are other sources of funding available and amount of such funding (departments, student clubs and organizations, special gifts to college, etc.).
4. Determine what the technical requirements, catering requirements, and set up requirements are for your proposed event so you will make an appropriate budget request based on your needs. If additional technical equipment is needed that the college will need to rent or possibly extra tables and chairs you will need to account for this in your budget proposal.
5. Fill out the Preliminary Event Request Form and send it to the Director of Campus Activities and Orientation.

## WHAT TO DO WHEN EVENT IS APPROVED

At the next meeting of the Cultural Events Committee after receipt of your preliminary request, the Cultural Events Committee will act upon the request. A member of the committee will be in touch with you shortly thereafter to let you know the status of your request and any recommendations that the committee might have. After you have received approval from the committee you need to work with the Campus Activities Office on the following:

### 1. Contract

Please turn over all contact information to the Director of Campus Activities and Orientation so the contract can be ordered and processed. Any details that you discussed with the agent or presenter should be discussed with the Director of Campus Activities and Orientation at this time.

## 2. Room Reservations and Event Details

1. Send an email with room specifics to the Administrative Coordinator for the Campus Activities Office. The email should detail what type of set up you will need and any services you will need such as sound, lights, projection, etc. This email will reserve the venue and set up for your event. The Administrative Coordinator will send you a confirmation that this reservation was made.
2. If you need tickets for your event you must request these from the Campus Activities Office at least 4 weeks in advance. All Sawyer Center Theater events will require tickets.
3. Arrange for your presenter's needs while here—local transportation, host, meals, lodging, etc. If requested, the Cultural Events Committee may pay for meals in the Dining Hall or the Lodge.
4. Arrange for an event host to present your speaker.

## 3. Food Requests

If your event was given a budget for refreshments, you need to meet with the catering manager to make your request directly. Please let them know what your budget is so they will suggest items that will keep you on budget. If you want to provide your own refreshments, this must be addressed with the committee. Food must be served in a safe and sanitary manner and we may be required to provide heating units, utensils, etc. Do not just plan to provide food on your own. All food brought in by individuals needs to be approved by Sodexo.

## 4. Audio-Visual needs are requested from Media Services.

- **The Media Services Coordinator** for Campus Activities can be reached at x 3483. The Media Services Coordinator provides audio-visual services for events that take place in the Ware Campus Center and non-class events that are scheduled in Clements Hall **between August 1<sup>st</sup> and May 31<sup>st</sup>**. Their office is located on the first floor of the Ware Campus Center.
- **Sawyer Center Technical Director** at x 3447 - provides audio-visual services for events that take place in the Sawyer Center. This person is on contract during the academic year.

Although the campus owns a variety of sound, light and AV equipment we sometimes get requests for equipment we do not have. If your presenter needs special equipment, it may have to be rented and that would come from the budget for the event. Please note rental costs on the request form if you know them in advance.

## 5. Meet with the Director of Public Relations to discuss your publicity needs.

As soon as you receive the Cultural Events Committee's approval to host your event, please contact the Public Relations Office. The Public Relations Office needs at least 3 weeks to develop and produce print ads and flyers. Publicity should be distributed 2 weeks before an event, so please plan accordingly. The following information should be emailed to the Public Relations Office:

- a) Event name, day and date, time, venue and ticket prices
- b) Sponsoring organization, i.e., Cultural Events Committee and/or underwriting information, i.e., Olivetti Fund
- c) Artists' or speakers' biographical information, photos or high resolution jpegs with photographer's crediting information, web site address, and information on how to reach the artists' or speakers' agent
- d) Get help with all-campus e-mails. For an important event, the Public Relations Office can work with you to create an effective e-mail message within college guidelines for these types of communications.

## WHAT TO DO IF THE EVENT IS CANCELLED

As soon as you know that an event must be cancelled, please IMMEDIATELY notify the following offices:

1. Campus Activities Office x3759

The Administrative Coordinator will:

- send out an email to all students
- mark appropriate event posters as “cancelled” in the Ware Campus Center
- post cancellation notices at the event venue
- mark event as cancelled in EMS

2. Housekeeping x3699

- The Housekeeping office will cancel set-up of furniture/equipment for the event

3. Campus Safety x3675

- Campus Safety needs to know about all events/cancellations.

4. Food Service x3770

- The Food Service office will cancel refreshments for the event.
- Please note that your account may be charged for refreshments that were specially purchased or prepared in advance.

5. Public Relations x3728

The Public Relations office will arrange:

- an all-campus email to faculty/staff
- ad spots notifying the community about the cancellation (if possible/advisable) on WSCS and WNTK radio
- notify as many media contacts as possible/advisable

6. Media Services

Notify the person that you initially were working with for media services and AV support:

- x 3483 for events in the Ware Campus Center and Clements Hall.
- x 3447 for events in the Sawyer Center.

This person will cancel the set up.

## WHAT TO DO AFTER THE EVENT IS OVER

1. Turn in any receipts you have to the Campus Activities Office for processing.

Only expenses approved in advance by the Cultural Events Committee will be processed. Receipts for meals must be itemized. Any alcohol is at the expense of the host or performer. The college will not reimburse you for alcohol.

2. Take down publicity from around campus.

3. Fill out evaluation form and send to the Campus Activities Office.

## FORMS

Event Request Forms and Event Evaluation forms are available at the Campus Activities Office, x 3759, or [activities@colby-sawyer.edu](mailto:activities@colby-sawyer.edu).

## EVENT REQUEST FORM

Please complete and send to the Campus Activities Office or the Chair of the Cultural Events Committee.

1. Name of contact (person submitting request) \_\_\_\_\_

2. Phone extension \_\_\_\_\_ E-Mail Address \_\_\_\_\_

3. Event title and short description:

4. How will this event enhance the curriculum/co-curriculum?

5. Will the presenter be available to attend classes, host a workshop, or other similar function?  Yes  No

Will the presenter charge extra to do a class or workshop?  Yes  No

If yes, how much? \_\_\_\_\_

6. Date for event--firm or suggested? Can you be flexible? \_\_\_\_\_

(Please contact the Campus Activities Office to see what dates are available and pencil in possible dates to hold your room until confirmed/declined by the Committee.)

7. Suggested location for event \_\_\_\_\_

(Please note that the Sawyer Center Theater must be reserved in the spring prior to the academic year that you want to hold your event.

A committee approves requests for this space in the spring. Due to the limited dates available in the theater late requests for this space cannot be honored.)

8. Budget

Item	Explanation, if any	Estimated Cost
Performance Fee		
Housing		
Meals		
Advertising		
Programs		
Tickets		
Catering		
Decorations		
Audio-Visual rental (if necessary)		
Rental of Chairs/Tables (if necessary)		
Transportation		
Other		
<b>Total</b>		

Are funds potentially available from other sources (departments, honors program, student clubs, etc.)? Where? How Much? \_\_\_\_\_

9. Anything else you would like the committee to know?

Signature \_\_\_\_\_

Date \_\_\_\_\_

Committee Action:

## EVENT EVALUATION FORM

1. Name of person completing form \_\_\_\_\_

2. Role in planning event \_\_\_\_\_

3. Date, time, and place of event \_\_\_\_\_

4. Title for event \_\_\_\_\_

5. Audience estimate

Students \_\_\_\_\_

Faculty/Staff \_\_\_\_\_

Outside Community \_\_\_\_\_

6. Actual cost of event (attach itemized budget) \_\_\_\_\_

7. Please rate the following services:

<b>Item</b>	<b>Excellent</b>	<b>Very Good</b>	<b>Good</b>	<b>Average</b>	<b>Fair</b>	<b>Improve!</b>
Working with CEC						
Facilities Services						
Audio-Visual Services						
Food services						
Publicity services						
Overall						

What went really well for your event?

What could have gone better?

Any suggestions for future sponsors/hosts?

Please make any comments about the event that will assist the Cultural Events Committee in planning future events.