

22 Events & Activities

22.1 Program and Event Planning

Program and event planning helps your organization achieve its goals, teach leadership skills, and foster camaraderie within your organization. However, it takes a great deal of planning and forethought prior to your event to ensure success. The following list will describe some basic programming tips that will help keep you on track.

22.1.1 Concept

- Determine the goals of the program.
Examples: to bring a community together, to educate, to expose individuals to different points of view, to support other programs, to provide entertainment, to provide opportunities, to socialize, to recreate.
- Brainstorm the type of event and possible themes that will match your organizational goals.
Examples: speaker, film, dance, fundraiser, trip, food, festival, athletic event, recreational tournament.
- Decide on a program within your budget.
- Discuss the options within your organization and make a group decision.

22.1.2 Planning

1. **Date**
 - a. Find a convenient date for members in the group and for the entertainment/speaker you would like to sponsor.
 - b. Choose a date that does not conflict with other existing campus programs. (For more information on scheduling go to <http://events.tamucc.edu>).
2. **Entertainment/Speaker**
 - a. Determine the type of entertainment/speaker you would like to sponsor.
 - b. Research local, regional, and national possibilities and negotiate a fee.
3. **Location**
 - a. Project the attendance to make sure that you have reserved an adequate facility.
 - b. Determine the type of space that is needed for you event and any special needs you may have. Specific facility needs may include the need for: chairs, tables, lighting, sound, a stage, open space, a cooking area, an outdoor area, lecture hall, etc.
4. **Time**
 - a. Determine a convenient time for your targeted audience.
 - i. **For example:** if you want commuter students to attend your program, many are on campus during the day; so plan a time between classes for a program. Do not plan a program when major organizations have standing meetings.
5. **Budget**
 - a. Project all expenses and incomes such as fees, advertising, security, food, etc.
 - b. Stay on budget.
 - c. Brainstorm additional funding sources if you need more money. (For more information on Fundraising, please refer to fundraising section)
6. **Publicity**
 - a. Design publicity strategies for targeted audience.
 - b. Design your promotion to fit the style and them of the program. Be creative.
 - c. Make the publicity neat and accurate. Include the name of the program, date, time, place, and ticket information if necessary.
 - d. Distribute publicity in ample time. This allows people to plan ahead. Two weeks advance notice is ideal.

7. Food

- a. Determine food needs. Are you planning a dinner or a reception? If you are having the event on campus, have you contacted ARAMARK for catering needs? Consult with Corpus Christi-Nueces County Public Health Department (851-7273) to ensure that you have the proper food handler permits for you event if members or volunteers are preparing food.

22.1.3 Implementation

- Develop a list of tasks that need to occur before, during, and after the event; then determine who will be responsible for each one.
 - **For example:** ushers, clean-up crew, stage crew, publicity, and hospitality.
- On the day of the program
 - Arrive early to check on room arrangements and the set up.
 - Prepare a brief introduction statement.
 - **For example:** "Welcome to tonight's performance sponsored by _____. If you are interested in having more events like this one, please talk to a representative of our organization."
- Do an evaluation of the program at the next meeting.
 - Determine if you have accomplished your program goal.
 - Record both positive and negative results for future planning.
 - Prepare financial statement actual expenditures.
- Send thank you notes to appropriate people.

22.2 Planning a Meeting and Other Events

RSOs may use university facilities for meetings, functions, programs and other appropriate activities provided that proper reservation forms are completed through the appropriate office and that all regulations of facility use are followed. Failure to comply with facility use regulations may restrict an organization from future use of that and other similar facilities.

22.1.1 Scheduling University Facilities

All student organization events should be held in the University Center unless there is a valid reason for using another space.

1. University Center

To reserve meeting and event rooms in the University Center, go to <http://events.tamucc.edu> or go to the UC 215 (Scheduling Office) and ask for a paper request for a room. For UC information, call 825-5282.

- a. Requests for fall semester meetings/events are accepted beginning on April 1st;
- b. Requests for meetings/events occurring in the spring semester are accepted beginning on November 1st. After these dates, routine events must be scheduled at least two (2) working days in advance; extraordinary events must be scheduled at least five (5) working days in advance.
- c. Requests for all events designed primarily for the benefit of and open to the entire University/student community will be accepted up to one year in advance.
- d. Interfraternity Council, Panhellenic Council, Student Government Association, University Council of Student Organizations and Campus Activities Board may request space up to one (1) year in advance for regular business meetings or large scale events.
- e. Student Organizations **ARE NOT CHARGED** space rental fees for routine meetings or events open to the University community free of charge. Space

rental fees are charged for events involving admission charges/ registration fees. Additional labor fees for complex set-ups involving special staffing and operator fees for stage/sound/lighting/A-V equipment will be charged in addition to room rental fees for all meetings/events. A University account number or a deposit equal to 25% of the estimated charges for an event is required before a space request involving fees will be confirmed.

2. Classrooms

Classrooms should only be used if a meeting room in the UC cannot be scheduled. In this case, the UCSA Scheduling Office will facilitate the reservation of classrooms.

3. Fieldhouse (gym), pool, racquetball courts, playing fields, etc

To reserve these areas related to the Field house, contact Recreational Sports at 825-2455 or complete a **Facility Reservation Request** (available on-line at <http://falcon.tamucc.edu/~recsport/facilpol.htm>).

4. Glasscock Fitness and Wellness Center

To reserve the aerobic rooms, game room or Wellness Center, go online to <http://falcon.tamucc.edu/~recsport/facilpol.htm>.

5. CI Courtyard, Lee Plaza (fountain area), Dr. Hector P. Garcia Plaza, CA Courtyard

To reserve any of the above areas, follow instructions above, number 1.

6. Faculty Center

To reserve the Faculty Center Conference Room, contact the College of Business at 825-2655. To reserve the Faculty Center Atrium, contact the College of Arts and Humanities at 825-2659.

22.2.2 Special Set-ups and cancellations

To have a special set-up or tables and chairs placed in an outside area or the Field House, contact UC Scheduling at least five (5) days prior to any event. Due to Physical Plant restrictions, set ups will not be provided if proper notice is not given. Set-ups for events reserved by the University Center will be arranged by the UC Scheduling Office.

Fees for special set-ups will be billed to the organization.

If a meeting room is reserved and the meeting is canceled, please notify the appropriate office to cancel the room reservation. Failure to do so may result in the inability to reserve space in the future and a fine.

22.3 Contracting Speakers & Entertainers

If you plan to have a program with a speaker, there are several steps that should be taken to ensure a clear understanding by everyone involved.

- After the speaker has been contacted and there is an informal letter or a verbal agreement, follow up with a formal letter of agreement or contract. The letter of agreement should include the person's name, address, date, time and location of program. A description of the program should also be included in the letter (i.e., lecture, subject, demonstration or workshop subject). This makes it very clear what service is being provided. If the speaker is to be paid a fee from the organization, the amount must be stated in the letter. Make two originals of the letter and send them to the speaker. The speaker signs on the designated line, returns one copy and retains one copy (See Appendix).

22.3.1 Regulations for Guest Speakers and Entertainers

The university exists to foster ideas and their exchange. This exchange occurs inside and outside of the classroom, on-and off-campus, formally and informally. However, such exchange can only occur if order is maintained and good behavior is recognized by all. The following guidelines are designed to serve this objective:

1. Any university recognized group or non-university organization, which has properly obtained permission through Community Outreach to hold an event on campus, may invite and sponsor speakers, lecturers or entertainers.
2. Recognized student organizations must obtain the approval of their faculty/staff advisor to sponsor any speaker, lecturer or entertainer.
3. Speakers, lecturers or entertainers hosted by students who are not members of recognized student organizations must obtain the approval of the Vice President for Student Affairs or his or her designated representative.
4. The arrangements for a speaker or performance, the conduct of the speaker or performer on campus, and the good order of the activity are the responsibility of the sponsoring group or organization.
5. Speakers, lecturers or entertainers who are to be paid with university funds must enter into a contract with the university subject to requirements established by the State of Texas, Texas A&M University System and the local purchasing department.
6. The university cannot be held responsible for accidents and/or injuries incurred through activities on- or off-campus sponsored by recognized student organizations.
7. The sponsoring group or non-university organization will be financially responsible for any and all damages caused by acts of misconduct or impropriety on the part of the speaker/performer or those acting in concert with him or her. The organization inviting a speaker/performer to the campus shall hold the university harmless from any or all damages caused by such conduct.
8. The university reserves the right to cancel any event it deems likely to cause an interruption in the university's orderly activities.
9. The President or his duly authorized representative may order an event to be terminated on grounds that it constitutes a disruptive activity (as defined by the Texas Education Code Section 37.123). Any member of the faculty or staff or any student who resists such an order shall be subject to disciplinary action. Non-university organizations that resist such an order will be denied access to university facilities.
10. No individual, group, or other organization may use the institution name without the express authorization of the institution other than to identify the institutional affiliation. Institutional approval or disapproval of any guest speaker, lecturer, entertainer or special event may not be stated or implied by any individual, group or organization.
11. State law regarding candidates for public office and campaigning on public property and all other applicable statutes must be observed.
12. Texas A&M University-Corpus Christi cannot appear to support, endorse, promote or recommend any individual person, legislation, amendments or propositions. The University must remain neutral.
13. Organizations can host a political candidate or current office holder on campus. However, permission must first be given by the President's Office and Community Outreach Office. The Public Affairs Office must be notified once permission is granted. This is so the appropriate offices can answer questions regarding the event and will be aware of what is going on around campus.

14. If an organization wishes to host a candidate or current office holder at an off campus location, the organization must clearly state on all advertisements and at the event that the University is not sponsoring/endorsing/promoting the person and that the views of the person are his/her own and do not necessarily represent the views of the Texas A&M University System or Texas A&M University-Corpus Christi.
15. All postings (flyers, banners, etc) advertising such events must be approved through Student Activities and follow University guidelines regarding bulletin board policies. The name of the sponsoring organization must be clearly visible. No official university logos, symbols or insignia may be used on these postings. This includes the "big wave" (colorful one that looks like a tidal wave), the "small wave" (3 blue wave lines), and Izzy the Islander.
16. Political campaign materials promoting a particular candidate, amendment, proposition, etc may not be placed on University grounds. This includes car windshields, utility poles, bulletin boards, stake signs, etc.
17. These rules do not apply if an individual student is helping a campaign on his/her personal time and is not announcing him/herself as a representative of the University and as long as the student will not bring any materials or speakers to campus.
18. For information on additional issues related to the scheduling of events and the use of university facilities, please refer to University Rule 33.04.99.C1, *Use of University Facilities*.

22.4 Food Service Guidelines

By contract, ARAMARK has exclusive rights to provide food services to the Texas A&M University-Corpus Christi campus. ARAMARK is responsible for compliance with all health regulations, licensing, taxes and workers compensation insurance required by law for all campus food service organizations.

For events hosted on campus, ARAMARK will provide all food service support. The following are exceptions to the guidelines:

1. Recognized student organizations and University departments may provide refreshments and food items served by and for exclusive use of that organization. Items to be served include light refreshments such as coffee, tea, punch, carbonated beverages, cookies, doughnuts, crackers, chips, etc. and snack foods including but not limited to hamburgers, veggie trays, pizza, sandwiches, etc. It should not include full course meals. All organizations and departments are expected to leave the event meeting space in the same condition as it was prior to the event.
2. Recognized student organizations and University departments that have donated or cooked food and wish to use it for meetings must have filed a Food Exemption Form and have prior written approval from the Director of University Services at least (1) one week prior to event. These events will be scheduled in a location other than the University Center. Donated food will not be allowed in campus housing without prior coordination with University Services and Camden Miramar about time, location and cleanup.
3. Recognized student organizations and University departments that are using baked goods for fund raising must continue to use the Bake Sale Guidelines in the Student Organization Policy and Procedures Manual. Bake Sale space will be allocated at the University Center.
4. Special cases based on the inability of food services to provide the required services for an event must be approved by the Director of University Services (1) week prior to the event.
5. There is a \$300 minimum order for catering services on Saturday or Sunday

If the event is large and/or important, it is recommended that approval be sought as soon as possible.