

Event Leadership Training

2022 – 2023 Student Organizations



REGENT
UNIVERSITY

A young woman with long hair, wearing a floral dress, and a young man with a backpack and a skateboard under his arm, are walking away from the camera on a brick path. In the background is a large, multi-story brick building with arched windows and doorways. The scene is bathed in warm, golden light, suggesting late afternoon or early morning. The text "equipped to lead" is overlaid in a blue serif font, with "equipped to" in a standard weight and "lead" in an italicized weight.

equipped to *lead*

equipped to *lead*

This PowerPoint will:

- Introduce you to University policy regarding events
- Orient you to available resources to help you plan events
- Outline a step-by-step process for event planning

equipped to *lead*

- This PowerPoint is posted on [OSAL's website](#) and should be the very first resource newly assigned event coordinators review.
- It is the responsibility of organization presidents and faculty advisors to ensure each team member has viewed this training before engaging in event coordination efforts.
- One leader from each organization must complete this training every Fall to preserve their organization's active status and approved charter.

A young woman in a floral dress and a young man with a backpack and skateboard walking on a brick path towards a large brick building with arched windows. The scene is bathed in warm, golden light, suggesting late afternoon or early morning. The text "special highlight" is overlaid in a large, blue, serif font across the center of the image.

special highlight

fundraising

- Always work with our Office of Advancement
Erin Flynn: eflynn@regent.edu, (757)-352-4831, ADM 126
- Fundraiser Application
 - Apply 90 days before you need your funding
 - Consider RoyalRaiser crowdfunding platform
- Fundraising Policies & Procedures
 - Do not use GoFundMe, your personal Venmo, or other non-Regent digital platforms



introductions

There are 4 faculty/staff members to identify:


- Director of Student Activities & Leadership
- Faculty Advisor
- Budget Manager
- Logistics Manager

Jenn Gribble

Director of Student Activities
and Leadership



- Oversees student organization activities and governance
- Manages the charter renewal process
- Maintains list of valid student organizations
- Provides approval for all student org events, guest speakers, and social media accounts

- 
- **Faculty Advisor** provides general support and guidance to org
 - **Budget Manager** is the staff/faculty member who has authority over your budget and cost center
 - Might be different from Advisor
 - (Budget Manager might sometimes be called Cost Code Approver)
 - Their approval is needed whenever you spend money from your account

Not sure who your budget manager is? Ask your advisor.

Laura Sproul

Logistics Manager



- Primary point of contact for all student org event planning
- Works directly with the central departments on students' behalf to secure and process event needs
- Instructs students on how to find/utilize resources as well as follow procedures and policies



the basics

- Internal meetings vs. events



internal meetings

- Members only
- Simple (no food, guests, set up needs, etc.)
- Example: planning meeting, executive board meeting, weekly members' meeting
- All requests for internal meetings must go through the On-Campus Event Application for OSAL approval.

event types

1. Low Scale
2. Medium Scale
3. High Scale

These are unofficial, fluid categories. The point is to illustrate how events vary in complexity.

➤ All requests for events must go through the [On-Campus Event Application](#) for OSAL approval.

low scale

- Smaller groups (usually >40 people)
- Self-serve resources (classroom technology, simple or no food)
- Typically take place in classroom or building lobby
- Potential examples: tabling, interest meeting, town hall, speaker event

Event coordinators receive email confirmation from Laura Sproul. No consultation needed. Must contact Laura with questions or for additional support.

medium scale

- Might involve individuals or businesses outside Regent community: attendees, catering, guest speaker, vendor, etc.
- Might involve any of the following: special event spaces, Ordinary catering, reserving Costco card, reserving parking spots, and renting tables/chairs
- Potential examples: initiations, court competitions, dances

Event coordinators receive email confirmation from Laura Sproul. Email consultation required, phone/in-person consultation optional.

high scale

- Involves individuals or businesses outside Regent community: attendees, catering, guest speaker, vendor, etc.
- Might involve any of the following: rental items, outside catering, media technician, VIP speaker, Founders Inn accommodations
- Typically involves large event spaces
- Potential examples: commissionings, large competition, campus-wide event

Event coordinators work very closely with Laura Sproul. In-person consultation and/or email follow-up required.



An aerial photograph of a university campus. The central focus is a large, multi-story brick building with a prominent portico supported by white columns. The building has a dark roof and several chimneys. In front of the building is a paved area with a circular design, possibly a courtyard or a small sports field. The campus is surrounded by lush green lawns, numerous trees, and winding paths. In the background, there are more campus buildings, parking lots, and a large body of water under a clear sky. The overall scene is bright and sunny, suggesting a pleasant day.

applications

on-campus

- Application found at www.regent.edu/studentorgs
- Required whenever your organization wants to have a meeting or event on campus
- Submit according to these deadlines:
 - Small or medium-sized events: 2-3 weeks in advance
 - Large or complex events: 6 weeks in advance

on-campus

- The application asks about:
 - Desired date and time
 - Location
 - Support needed – parking, catering, vendors, etc.
 - Food budget and plan
 - Invited guests
 - Marketing/publicity

Its goal is to guide your thinking to consider every element of your event and help us understand your plan.

locations

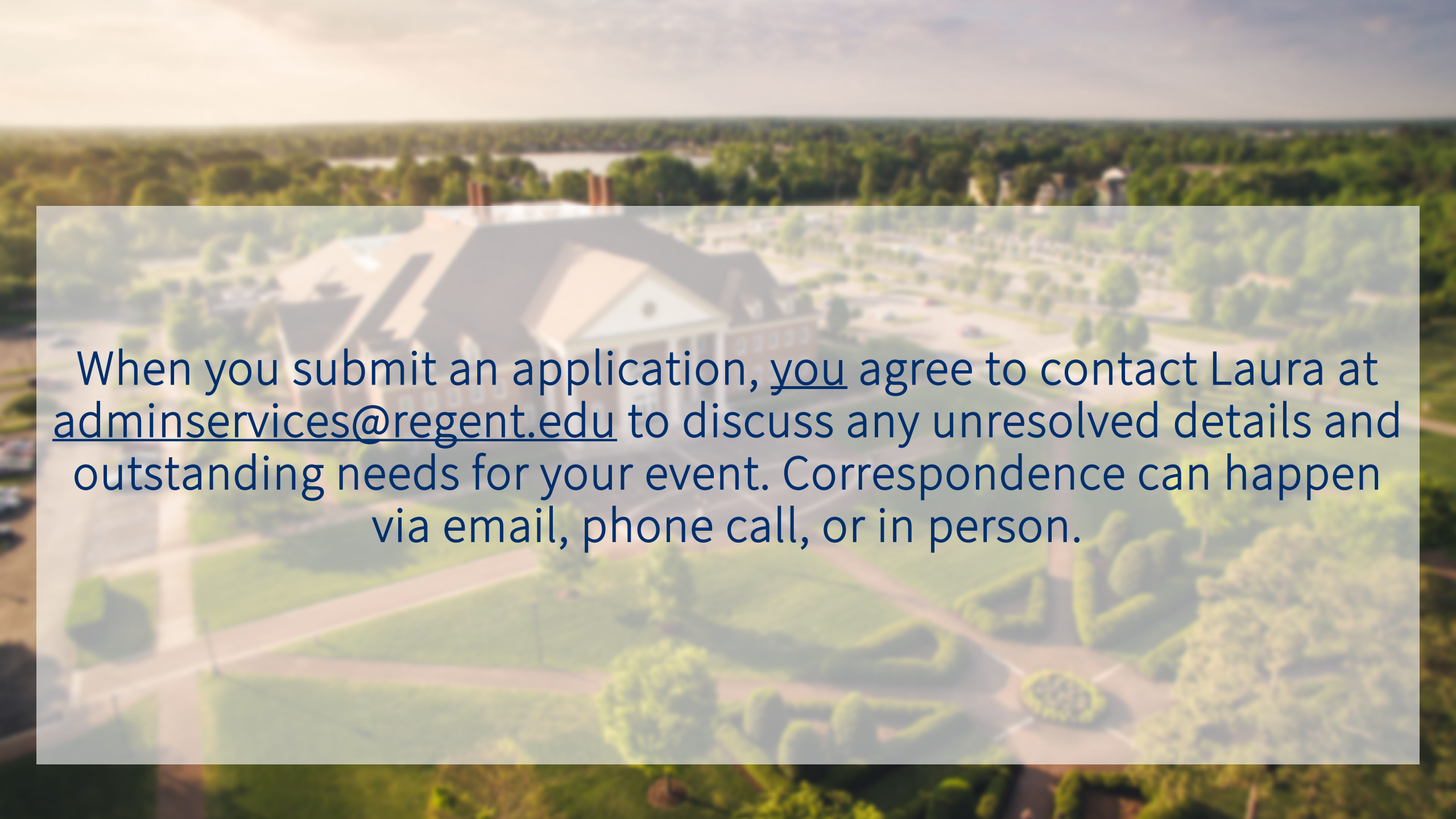
- Classrooms (Robertson Hall, Classroom Building, COM Building, DIV Building)
- Special Event Spaces (Moot Courtroom, Library Atrium, Library Auditorium, Ordinary Dining Hall, Fountain View Room, lobby spaces, Shaw Chapel)
- Outdoor Areas (Robertson fields, fountain area, mall)
- Conference Rooms
- Regent Housing Areas (community rooms, grilling area, volleyball court, etc.)
- Founders Inn (ballrooms, outdoor tented area)

locations

- Spaces that CANNOT be exclusively reserved:
 - Student Lounge/Café Moka
 - Mall area with lawn chairs
- If a space you're interested in isn't listed on the application, specify it in the comment section.



Want to have a reoccurring weekly or monthly meeting?
Just let Laura know in the event description box and she will add
those dates to your reservation.



When you submit an application, you agree to contact Laura at adminservices@regent.edu to discuss any unresolved details and outstanding needs for your event. Correspondence can happen via email, phone call, or in person.

off-campus

- Application found at www.regent.edu/studentorgs
- Required whenever your org wants to have an official event off campus
 - Traveling to competition
 - Local event
 - Out of town conference
- Must be submitted 3 weeks in advance
- Approval granted by OSAL on a case-by-case basis





food

non-catering options

Popular options for cost-effective events:

1. **Costco** for catering trays, snacks, drinks, etc.
 - Email Laura to reserve a membership card.
 - Want to use money in your University account to pay for Costco? Tell Laura and she'll give you a payment card as well.
2. **Delivery pizza** such as Dominos, Papa John's, etc.
 - Want to use money in your University account to pay for pizza? You can either have a staff/faculty member with a University credit card make the purchase or you can submit your receipt for reimbursement.

reimbursement

- Food and non-food purchases qualify
- Must complete two things within 60 days of purchase:
 1. Fill out an Expense Report
 - Ask faculty advisor or Laura for help as needed
 - Must have Budget Manager signature
 - Must have original receipts attached
 - Submitted to Lou Henderson, Accounts Payable (ADM 134)
 2. Sign up for direct deposit
 - Regent's Business Office will not write you a paper check
 - Routing Number and Account number are not listed on your debit/credit card. Check "Account Details" on your online banking app.

regent catering

- If interested, contact Laura with your budget, number of servings, and meal option from the Ordinary's catering menu. Laura will complete the request form for you.
- Want to utilize Founders Inn? Speak with Laura.
- Note: If your organization receives university funding, the Ordinary has the first right of refusal on catering. See full policy here.

ordinary deadlines

- Laura needs to submit a catering request 2 weeks before the event date.
- Final headcount due 1 week in advance.
- Ordinary requires a minimum of 72 hours' notice in the event of a cancellation.
 - If cancellation notice is less than 72 hours, you will be charged 50% of your total bill.

outside catering

- **Can be freely utilized when you're not using university funding.**
- Payment is made with either University credit card or reimbursement
- A current certificate of insurance (COI) from the caterer must be on file in the Administrative Services/Purchasing department. Work with Laura to complete this.

bake sales

- Bake sale items cannot be homemade. They must be individually pre-packaged and purchased from the Ordinary, a grocery store, or another licensed food establishment.
- Approved food fundraiser examples:
 - Selling cupcakes, cookies or brownies purchased from Costco.
 - Selling pre-packaged items such as candy or drinks.
- [See full policy here.](#)



A photograph showing several rows of white folding chairs set up on a green lawn. The chairs are arranged in a grid pattern, receding into the background. The background is slightly blurred, showing more greenery and trees. The text 'set-up needs' is overlaid in the center of the image in a dark blue, serif font.

set-up needs

self-serve trashcans

Self Serve Trash Can Locations		
Building	Location	Quantity
ADM	3rd Floor Elevator	1
COM	Outside Green Room	2
CRB	Center Stairwell	2
DIV	1st Floor Staff Kitchen	2
RH	2nd Floor Hallway by Restrooms	4
SC	Student Lounge	2

All groups must leave event space clean and remove trash. **Minimum \$100 fee** from Housekeeping for non-compliance.

Trash cans should be returned to the locations noted above per building. Each user must replace the liner after the trash has been emptied, leaving the can ready for the next person. Please do not stack the cans.

self-serve tables

- 2nd floor Robertson Hall: covered tables available for use in RH, stored in hallway on parking-lot side of building
- Café Moka: 1 covered table available for tabling days
- Free resources must be returned to their original location and in their original condition at the end of your event. Contact Laura in the case of damages.

rented resources

- Tables, chairs, covered trashcans, etc. See a full list of available items here.
- Laura requests these for you.
 - Communicate with her 2 weeks before the event date so she can submit the request. \$50 late fee applies.
 - Work with Laura to create diagram for layout.
- Rental costs are automatically billed to your account.
- Setup changes will be accepted until 2 business days before the event date. No changes are possible after that time.

cleanup

- Before you leave your event location, leave it the way you found it:
 - All chairs/tables back to original positions
 - Housekeeping items left set up with linen, free of debris or crumbs
 - **Trash taken out to nearest dumpster/compacter**
 - Lights turned off
 - Doors locked when appropriate

Tip: Take a quick picture before the event and send to your team so you have a reference point for resetting the room.





media services

self-serve media

- Self-serve audio/video recording and streaming are available in the following spaces:
 - Moot Courtroom
 - Library Auditorium
 - Most university classrooms

walkthroughs

Unfamiliar with a classroom?
Using a new special event space?
Utilizing a technology for the first time?

- Ask Laura for a walkthrough! She will coordinate this meeting with Media Services as needed.
- Always come early and test technology well before your event.

technician support

- Most spaces on campus are “self-service” and don’t need a media tech.
- Larger events may be eligible for technician support.
 - COM main theatre and some Chapel events require paid technician support.
 - Professional technician \$50/hr. (billed in ½ hour increments)
 - Student worker technician \$20/hr. (billed in ½ hour increments)
- Reach out to Laura for more information. Requests must be submitted 30 days in advance.

free resources

- The following equipment is free to check out from Media Svcs. Speak with Laura 2 weeks before your event to request:
 - Portable speaker with 2 wireless microphones
 - Music stands
 - Mic stands



A woman in a blue graduation gown is celebrating, with her arms raised and mouth open in a shout. She is surrounded by a shower of blue and green confetti. In the background, other graduates in blue gowns are visible, and the overall atmosphere is one of joy and achievement.

special considerations

- 
- A celebratory scene with confetti and people cheering. The background is a bright, festive atmosphere with blue and green confetti falling from the sky. In the foreground, a woman with long dark hair is cheering with her mouth open and hands raised. To her left, a man in a blue graduation cap and gown is visible. To her right, the back of a person in a white graduation cap and gown is visible. The overall mood is joyful and celebratory.
- Reserved parking
 - Outdoor events
 - Animals
 - Food trucks
 - Gift cards

- Events at Founders Inn
- Logos and merchandise
- Contracts with vendors
- Local news coverage

...talk to Laura.

film rights

- Your org must have or purchase rights to screen a film at an event that is public, advertised, and affiliated with your student organization.
- All movie rights must be purchased from Swank Motion Pictures (prices range from \$500-\$1500)
- Proof of movie rights must be sent to adminservices@regent.edu before your event

brand guidelines

- Brand guidelines document
- Marketing website with downloadable files

inclement weather

A celebratory scene with confetti and people. The background is filled with blue and green confetti. In the foreground, a person with long hair is seen from the back, wearing a blue shirt, with their arms raised in celebration. To the left, another person is partially visible, also wearing a blue shirt. The overall atmosphere is festive and joyful.

- If the University is closed due to inclement weather, all student organization events are cancelled. There are no exceptions.



A dense collage of various papers, flyers, and documents pinned to a surface. The papers are of different colors (white, yellow, blue, pink, orange) and contain various text and images. Some papers have the words "BE THE CHANGE" and "VOL" visible. The word "publicity" is overlaid in the center in a white, serif font.

publicity



Don't advertise until you've received event approval via email.

social media

- If you want to start an Instagram account, contact Jenn Gribble (jgribble@regent.edu). She will walk you through the process.
- These social media platforms are not approved:
 - TikTok
 - Facebook
 - Snapchat
 - Twitter
 - LinkedIn
 - Non-Regent websites
- Gmail accounts are okay to use for your org

regent outlets

- The Regent University Newsletter (RUN) is a weekly email students receive each Tuesday. Email run@regent.edu and submit details of your event by 12pm on Friday.
- Tag @regentuniversityosal on Instagram to have your event showcased on OSAL Online's Instagram stories.
- University events are automatically added to the [the events calendar](#).

flyers

- Take 7 color copies to Mail Services' office (at the library loading dock). They will stamp them as approved and post in each building.
 - OR you can email a digital file to copies@regent.edu to be printed (small printing fee)
- You can also take flyers to the Village and/or the Commons housing office for posting in entry and laundry areas.



Be the Change
[Small graphic of a person]
[Faded text]

BE THE CHANGE
[Small graphic of a person]
[Faded text]

[Faded text]
[Small graphic of a person]

[Faded text]
[Small graphic of a person]

[Faded text]
[Small graphic of a person]

[Faded text]
[Small graphic of a person]

BE THE CHANGE
[Small graphic of a person]
[Faded text]

JOB BOOK GROUP

VOLunteer

[Faded text]
[Small graphic of a person]

[Faded text]
[Small graphic of a person]

[Faded text]

A low-angle, upward-looking photograph of a wooden truss ceiling. The ceiling is composed of a complex network of wooden beams and trusses. Several stage lighting rigs are suspended from the ceiling, with various cables and chains visible. Bright stage lights are on, creating a warm, golden glow and some lens flare. The overall scene suggests a professional stage or theater environment.

tips for success

debrief

- Discuss with your team - What went well? What could be improved? What should be repeated?
- Document for future leaders/events
- Larger events: debrief with Laura

documentation

- Most organizations don't do this. They suffer as a result.
- **Make a Special Event Google Drive/binder**
- Things to record:
 - Subfolder for each event name and date, with speakers, hospitality needs, etc.
 - Delegated tasks and deadlines
 - Important contacts, resources, and time saving information
 - Feedback and advice for next year

hosting a successful meeting

- Meetings are the means of communicating, making decisions, setting goals, discussing problems, planning actions, strengthening the group, selecting officers, and establishing committees.
- Make certain a meeting is necessary to achieve the desired objectives.

hosting a successful meeting

- Develop an agenda and send it out in advance.
- Start the meeting on time. Meetings must start on time so that members get the idea they are expected to be there on time.
- Start the meeting with prayer.
- Give the meeting your individual attention. Meetings should be held where distractions and interruptions can be held at a minimum.

hosting a successful meeting

- Be prepared.
- Create a climate in which suggestions and opinions of other members will be adequately heard.
- Keep to the agenda.
- Conclude the meeting with summarizing the highlights.

step-by-step

1. Submit Event Application
2. Develop budget with org treasurer or Budget Manager
3. Wait for approval email before publicizing
4. Communicate catering, media, and setup needs to Laura; email, phone, or in-person consultation
5. Develop agenda and delegation plan for your team
6. Schedule + attend walkthrough, if needed
7. Purchase needed supplies
8. Provide volunteers to staff event + clean up after
9. Debrief event + document details for next year

other tips

- Start planning early
- Co-host events with other orgs
- Have questions? Ask Laura or Jenn.
- Refer to this PowerPoint as needed

osal updates

- LEAD virtual training
- Leadership Lounge – coming soon
- Outdoor spaces
- Charter renewal – due electronically to Jenn by Monday, Sept. 19th
- Spring elections for 2023-2024 leaders must be complete by April 1st

contact info

Jennifer Gribble – Director of Student Activities & Leadership

- SC 201
- (757) 352-4968
- jgribble@regent.edu

Laura Sproul - Logistics Manager, Administrative Services:

- ADM 119, in ADM 116 suite
- (757) 352-4034
- adminservices@regent.edu

