SAN DIEGO MESA COLLEGE

MAJOR EVENTS APPROVAL PROCEDURE

Revised and Approved by the President's Cabinet 09/09/03

- A Major Event is defined as any event that involves more than 50 people, has a collegewide impact, and is generally open to the public.
- This event planning packet should be submitted <u>at least</u> 3 months prior to the proposed event. For large events, it is recommended that the plan be submitted to the Dean or Supervisor at least 6 months prior to the event.
- Initiator must complete this packet in order to request approval for the event.
- The event plan should be developed and discussed in consultation with initiator's supervisor. No contracts, commitments, flyers, invitations, etc. should be sent until this event plan is approved by the President's Cabinet.

PROCEDURES

- 1. The initiator submits final event plan to dean/supervisor.
- 2. Dean/supervisor submits event plan to VP for review and presentation to President's Cabinet.
- 3. VP places Major Event request on President's Cabinet agenda at least one week prior to presentation.
- 4. VP and Initiator present plan at the President's Cabinet. Copies of pages 4-7 and preliminary flyer, brochures, agendas, programs, contracts, invitations, etc. are provided to members of the President's Cabinet.
- 5. If the Major Event is approved, event is placed on Master Calendar by President's office and event plans can proceed.
- 6. Initiator will be responsible for implementation of event and will contact all pertinent personnel.
- 7. Appropriate administrator will monitor planning and implement and will be responsible for communication regarding event to the campus/community.
- 8. Initiator will present a follow-up report (including a review, evaluation & budget reconciliation for the event) to the President's Cabinet with in one month of the event's conclusion.

SAN DIEGO MESA COLLEGE - MAJOR EVENT PLANNING CHECKLIST

A. GENERAL LOGISTICS

- Function date, time (start/end), location
- Event title/theme/scope
- Speakers, entertainers, artists vendors
- VIP guests, procedures, amenities
- Room/area reservation
- Proposed budget, with preliminary budget approval
- Main contact person and phone number
- Attendance fees
- Permits

B. FACILITIES/EQUIPMENT

- "Mission Central" location supervisor, decision center
- Security, Campus Police
- Emergency medical, health services
- Make special parking arrangements
 - Submit Parking Services Request
 - Consider traffic control on day/evening of event and VIP Parking (reserved signs)
- Delivery locations; unloading/loading assistance, equipment
- Direction signs created, posted, removed after event
- Plant facilities:
 - -diagram setup, foot traffic flow, etc.
 - -custodial help before, during and after
 - -electrical power and lighting services
 - -furniture, equipment needs defined, ordered; diagrams
 - -storage, if applicable
- Rental of special equipment: tents, umbrellas, platforms, table skirts, etc.
- Audiovisual arrangements
- Grounds keeping
- Food services
 - Food sales
 - Hospitality center
- Decorations, other amenities
- Ushers/docents/guides/information center staff
- Vendor coordination
- Cleanup plans

C. NEWS MEDIA, PRINTING, MARKETING

- Invitations
- Tickets
- programs
- Flyers, posters
- · Addressing, mailing of invitations
- Ticket sales
- Merchandise sales
- News media coordination
 - -news release campaign and follow-up
 - -coverage arrangements
- Photography

D. BUDGET

Please see budget sheet

E. POST-EVENT REVIEW AND EVALUATION

- Evaluation of event to President's Cabinet
 - -summary
 - -budget reconciliation (listing of actual incomes & expenses)
 - -recommendations for next event

Helpful Contacts:

•	Facilities Services	Supervisor, Kim Sturm	J-107	388-2814
•	Communications	Officer, John Nunes	A-115	388-2759
•	Audio Visual	Supervisor, Jill Baker	LRC	388-2690
•	Campus Police	Lt. Jack Doherty	J-202	388-2749
•	District Parking	Supervisor, Debra Picou	DSC	388-6416
•	Grounds keeping	·	K-202	388-2610
•	Room/Area Reservations	I-421,423,424/Barbara Plandor	I-430	388-2779
		A-102, A-104/Jane Ponce	A-104	388-2721
		LRC/Joyce Skaryak	LRC	388-2799
		All other rooms/Josolyn Hill	A-104	388-2755