Introduction to Student Activities & Event Planning 101
PRESENTATION OVERVIEW

Student Activities Office (SAO)
- SAO staff & groups they advise
- Where is SAO located?

UCS/UFB
- SA committee
- UFB and finances

Student Group Resources

Event Registration
- new SAO terms for events
- when are events permitted
- event planning tips / outline
- event management plans
- student staff/leaders for events
- student org checklist
- liability, waivers, contracts
- alcohol policy
- SAO event staffing (EEM, ESS)
- project/performance group safety

Travel
- driver registration
- airfare & lodging

Financial Guidance
- Fundraising

Other Campus Offices/Partners
- Catering
- DPS / Public Safety
- Facilities
- Media Services
- Scheduling
- Student Accessibility Services

University Policies
As part of the Division of Campus Life, the Student Activities Office (SAO) leads campus efforts to support over 475 student organizations at Brown.

In addition, the office provides oversight and coordination for three facilities that serve the Brown community—the Stephen Robert ’62 Campus Center, Greek organizations, and both T.F. Green Hall and Alumnae Hall auditorium for student performing arts.

Our office works with student groups to plan events and other initiatives on campus, to process financial and budget transactions within university systems, and to manage a variety of risk factors which may arise in co-curricular activities.

We also help students develop leadership skills and address issues (conflict, officer transition, etc.) that may arise within organizations.
MISSION

The Student Activities Office supports students as they engage in identity and community building and leadership development through co-curricular involvement. Through advising, mentoring, and collaborating with student leaders, we foster skill building and critical thinking. We bridge students’ academic pursuits with their lives outside of the classroom while promoting an inclusive campus community embedded in Brown’s educational mission.

We have organized our responsibilities into five areas:
Meet the SAO Team

Joie Steele  
Senior Associate Dean & Director of Student Activities

Diane Chouinard  
Finance Manager

Matt Branch  
Associate Director

Megan Fox  
Assistant Director

Daniela Monge  
Administrative Coordinator

Stefanie Argus  
Program Manager, Leadership Development & BOLT

TBD - Fall 2021  
Assistant Directors (3 new staff members)
WHERE IS SAO LOCATED?

2nd Floor of the Stephen Robert ‘62 Campus Center

Main Office: 232

Staff Offices: 2nd Floor near main office, check-in at 232

Financial Manager: 342
(only accessible by stairs, contact SAO for assistance)
WHY VISIT SAO?

MAIN OFFICE: 232
- borrow tables, chairs, cash boxes
- meet with your advisor
- questions about event planning
- pick up organization mail & packages

FINANCIAL MANAGER: 342
- book travel
- use the SAO Credit Card
- use computers to complete a payment request or reimbursement (you may do this on your own computer as well)
Student Activities also works closely with the Undergraduate Council of Students to recognize and support student organizations.
UNDERGRADUATE COUNCIL OF STUDENTS (UCS)

Brown University's student government that strives to actively and authentically pursue and advocate for undergraduate interests. UCS aspires to develop and foster collaboration between students, staff, and faculty in order to effectively communicate, represent, and build from the diversity of student interests that shape our campus.

Categorization and Recategorization
- Process open from late September to end of October
- Process: meet with rep -> submit app -> get response in several weeks
- Recategorization: one full semester before eligibility to apply. Cannot apply in the same semester you’ve become a new category

Funding
- Cat 1: Startup Fund
- Cat 2: Baseline - 200/600
- Cat 3: Baseline, UFB

SA Reps
- Email: ucs_sa@brown.edu

https://www.brownucs.org/
UNDERGRADUATE FINANCE BOARD (UFB)

- Category 3 Student Groups
- Student Activities Fee: $216
- Supplemental Budgeting – New Reps
- Annual Budgeting – Early April
- When can groups start applying for funding?
- Quick tips
  - In line with mission
  - Have reasoning ready to justify costs
  - Earlier the better
  - When in doubt, ask your Rep

https://www.brownufb.org
WHAT'S NEW IN SAO TERMINOLOGY?

Event Coordinator → Event Manager

Party Manager → Event Assistant

Party Manager Training → Event Training
WHAT NEEDS TO BE REGISTERED:

You must register ALL events or activities:
- Where alcohol will be served
- Off-campus (off-campus venues must be pre-approved by SAO)
- Where anticipated attendance is 50 or more
- Where the venue capacity is 50 or more
- All performance events, film, and video production activities
- All Greek organization events
- Other events or activities when required by appropriate campus departments or under special circumstances.
- Exemptions on this policy are only for weekly organization meetings and board and committee meetings.
- If you are unsure if you have to register your event, please contact your advisor.

Events or activities that meet any of the above criteria must be sponsored by a recognized student group and are required to have two (2) Brown student Event Managers who are responsible for the overall planning and management of the event.

Performance events, film and video production activities must be sponsored by a recognized student group and are required to have Brown student producers who are responsible for the overall planning and management of the project, following the timelines, policies and procedures specified here.
Covid Specific Guidance

- Indoor events will be permitted, but we are asking student organizations to please consider hosting outdoors when possible.
- Masks will be required at all times for any events, meetings, or activities that are held indoors and any food service is only permitted outdoors.
- Events that require bringing large numbers of minors to campus will not be permitted for the fall semester but we are happy to work with you on virtual options.
- Off campus events are only permitted at venues that we can rent fully and that will comply with our on campus mask mandates with regard to indoor mask wearing. Your SAO advisor can work with you to find appropriate off campus venues.
- Events with large capacities (greater than 500) will be evaluated on a case by case basis to ensure safety.
- Any visitors coming to campus on behalf of a student organization four or more times a month need to sign a visitor vaccination attestation form which can be found on the SAO website.
WHEN ARE EVENTS PERMITTED:

- Events Permitted
- Yes, w. Restrictions
- No Events Permitted
**WHEN ARE EVENTS PERMITTED:**

<table>
<thead>
<tr>
<th>Days</th>
<th>Events &amp; Activities Must End at:</th>
<th>Alcohol Service</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunday through Wednesday</td>
<td>12am (midnight)</td>
<td>No alcohol service permitted</td>
</tr>
<tr>
<td>Thursdays</td>
<td>1am (into Friday)</td>
<td>Alcohol Service must end at 12:30am Friday</td>
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<tr>
<td>Fridays &amp; Saturdays</td>
<td>2am (into Sat or Sun)</td>
<td>Alcohol Service must end at 1:30am Sat or Sun</td>
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HOW TO REGISTER YOUR EVENT

- Aim to register two weeks prior to your event date.
- Use the SAO event registration form located on the SAO website to register your event.
- Advisors will review event registration forms and email the submitter with either an approval or a request for more information.
STUDENT GROUP RESOURCES

- **Student Activities Policies** - last updated 5/10/21
- **Event Registration Form** is now OPEN through Google Forms for fall 2021 events.
- **Brown Student Organizations** (alphabetical list with nickname, category, & advisor)
- **Important Policies**: Be sure to review our policies as your group plans events throughout the year.
- **Reimbursement/Payment Portal** - ONLY to be completed and submitted by an authorized Financial Signatory.
- **SAO Guide to Financial Transactions**: A Google site containing everything you need to know about transactions for your student group - includes our new online reimbursement process!
- **Event Support Request Form** - staff from SAO will work with you to update and finalize your estimate.
- **Party Manager Training**: TBD (new program coming soon)
- **SAO Reservation Form**: Use this form to reserve a folding table, cashbox, etc. from the Student Activities Office.
**EVENT MANAGEMENT PLANS**

- **Event Management Plans** are required for any event involving alcohol and/or 100+ anticipated attendance, unless otherwise specified by the group's SAO advisor.
- Performance and visual art project events are subject to venue-specific rules no matter what number of attendees are expected, and may also be required to adhere to additional policies listed below.
- **Event Management Plans** must be submitted to be attached to the Event Registration Form two weeks before the event. Editable templates are available on the [SAO website](#).
  - Group advisors may require changes to Event Management Plans at their discretion based on safety factors and risk management of the overall event.
  - Capacity, prices, attendance policy, staffing plan, venue and many other factors impact one another and contribute to the development of a safe Event Management Plan.
STUDENT STAFF FOR EVENTS

EVENT MANAGERS

Performance and Visual Art Events - this is the Producer and/or Stage Manager

All events that must be registered according to the Event Registration Policy are required to have at least one event manager (see table for additional managers required).

*Event Managers are responsible for the event from start to finish.* Having one group of people plan the event and a different group oversee the event undermines effective event management.

EVENT ASSISTANTS

1. Usher
2. Ticket Collector
3. Monitor the Guest Log
4. Social Distancing Compliance
5. Assistant Stage Manager
6. Associate/Assistant Producer
SAO PROFESSIONAL STAFF FOR EVENTS

Evening Event Managers (EEMs)
- SAO part-time professional staff
- Support late-night events Thursday, Friday, Saturday & some off campus

Event Staff Services (ESS)
- Full-time professional staff in contract with SAO
- Capacity count, crowd management, bag &/or ID checks

All staffing is determined by SAO.
**LIABILITY, WAIVERS, & CONTRACTS**

| Your Group Needs Waivers If: | ● It inherently involves [High Risk Physical Activity Risk Liability Waiver](#)  
| | ● Working with minors  
| | ● Hosting an event w/ inflatables/physical activity  

| Contracts | **Never sign your own!** [SAO standard contracts](#)  

| **SUPPLIER REGISTRATION FORM** | Required for paying non-Brown vendors  

| STUDENT SERVICE PROVIDERS | contact SAO for info  

| BROWN VISUAL IDENTITY | Use of Brown crest/logo must be approved by Office of University Communications  


# ALCOHOL POLICY

<table>
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<tr>
<th>Events w. Alcohol</th>
<th>Thursday through Saturday only, MUST use Catering or Brown First Vendor, food must be served</th>
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<tbody>
<tr>
<td>Register</td>
<td>Your event with alcohol 3 weeks in advance</td>
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<tr>
<td>No alcohol</td>
<td>In residential &amp; designated organization spaces</td>
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PROJECT / PERFORMANCE SAFETY

STUDENT PROJECT SAFETY PLANNING FORM

- Any group using Alumnae Hall, TF Green, John St. Studio OR
- Rigging, lighting or constructing set regardless of location
- Complete the form & email to SAOProjectSafety@brown.edu four weeks before the first activity or performance date(s)
- New Project/Performance Safety page on SAO website available soon with forms & more info
TRAVEL
DRIVER REGISTRATION

WHO NEEDS IT? Anyone driving on behalf of their organization via Zip Car, rental car, university car, and/or personal vehicle

REQUIREMENTS: 18+, valid US driver’s license 2+ years, acceptable Motor Vehicle Record (MCR) check

SAFE DRIVE REGISTRATION: list SAO, SAO@Brown.edu as Vehicle Coordinator

FAQs:
- You’ll receive an online quiz after registering
- It lasts 5 years for all your student org/university driving
- Personal insurance used for personal vehicles
- Not registered? No reimbursements for driving!
AIRFARE & LODGING PROTOCOL & POLICY

- Reimbursement requests for airfare & lodging are not permitted
- All airfare & lodging must be purchased through SAO P-Card - visit Financial Services (3rd floor)
- **IMPORTANT:** ALL Travel MUST be registered in the Travel Request form prior to booking your trip
GUIDE TO FINANCIAL TRANSACTIONS

Available on the SAO home page

Financial Signatories

- To become a Financial Signatory, you need to review the guide and complete the registration process via a link within the guide.
- There should be two Financial Signatories per group. A Financial Signatory cannot submit/authorize their own reimbursement.

Deposits

- All cash and checks need to be brought to the SAO Finance Office, room 342, to be deposited.
- Checks must be payable to Brown University with the group name in the memo.
- Dues can be collected through the BSA Marketplace or, can be paid by check or cash.
FUNDRAISING

UNIVERSITY PAYMENT CARD INDUSTRY COMPLIANCE

- No Venmo, Square, EventBrite, Paypal, GoFundMe, Kickstarter
  - No web, mobile or app-based transactions
- No individual bank accounts

ACCEPTED FORMS OF PAYMENT

- Cash or Check
- Online: Brown Student Agencies Marketplace

CONTACTING ALUMNI?

- Connect with your SAO advisor
OTHER CAMPUS OFFICES / PARTNERS
CATERING

- Place your order in-person with SAO Financial Services
- If your event requires a Special Menu or Arrangements, contact Kathleen_Fonseca@brown.edu at least 1 month prior to schedule a consultation.
- Student-based menus are available online. These menus are only available for students/student groups, as they are specially priced to accommodate student budgets.
- Requests for events or estimates should be made 3 weeks prior to date of event.
- Estimates for SAO need to be approved no later than 10 business days & submitted to Catering
- Brown First vendors need approval through the SAO office; vendors require a minimum of 2 days advance notice.
- Outside vendors not on our Brown First list require written approval from the Catering Office as well as the Insurances required by Brown. All these requests should be sent to staff_catering@brown.edu 3-4 weeks prior to the event. Contact SAO first, so that they are aware of the request and can validate funding.
  - One Time Vendor requests should only be a last resort. Please utilize the Brown Catering, Express, Gate Pizza and Brown First Vendors as much as possible.
EVENT REQUESTS

- Start by Submitting to SAO 14 business days in advance
- Must be submitted at least 10 business days in advance to Facilities
- Late requests have a $150 fee
- All events that include food require trash and recycle bins as well as a custodial clean

NO ESTIMATES - Complete the Event Support Request form online. It will be processed by a member of the SAO Team and completed through the online Facilities request system.

CONSULTATIONS - Email eventSupport@brown.edu or call (401) 863-7820 to schedule a meeting

NO SOUND SYSTEMS

- On campus space w/ A/V - Media Services
- Outdoors or no A/V - SAO recommends Advanced Production and Design
You MUST use the Event Safety Checklist while planning, setting up, and during your event.

Do NOT overcrowd the space you are in - get the occupant load number before you book.

Paper, plastic, and dead vegetation are NOT allowed as decorations.

All decorations must be fire resistant. Fire resistance ratings must be factory applied. Self application is not allowed. Tablecloths/curtains (at windows) do not count.

The completed Event Safety Checklist MUST be returned to Fire Safety.

Balloons are not allowed in most assembly areas.
ONLINE REQUESTS - At least 10 business days prior to the event but AFTER room is booked with the Scheduling Office.

CONSULTATIONS - Email Media_Services@brown.edu or call (401) 863-3600 to schedule a meeting.

LATE REQUESTS - $150 rush processing fee!

LOANER GEAR - Visit the CIT Service Desk - Page-Robinson, 5th floor

UFB will cover the cost of all of this for recognized, active student groups
SCHEDULING

ONLINE SPACE REQUESTS:
- Availability calendar via 25Live or space-reservations.brown.edu, www.brown.edu/scheduling
- Must be a recognized student group to reserve space.
- Please wait for confirmation before planning or advertising.

PLAN EARLY - Large event venues go quickly. Meet with your SAO advisor, then check your dates in 25Live.

CONSULTATIONS - Email Scheduler@brown.edu or call (401) 863-6217 to discuss your event with us.

REMINDER - The start of the semester is the Scheduling Office's busiest time. They are reviewing hundreds of room requests made through 25Live in date order on a first come first serve basis, so please be patient - they will respond as quickly as they are able!
STUDENT ACCESSIBILITY SERVICES (SAS)

- SCHEDULE OPEN EVENTS in ADA/accessible spaces (check box)
- ACCOMMODATION REQUEST INFO - Include it on notices/flyers; advertise early to allow time for requests
- KNOW EVENT ACCESS - (doors, seats, leaving space between things, hearing systems – loop in 85 Waterman, 130)
- ACCESSIBLE ENTRANCES - Make sure they are unlocked
- USE MICROPHONES - in large events and whenever possible
- INTERPRETERS & CART - require advance notice to be scheduled; usually on request, sometimes just in case

(401) 863-9588 | SAS@brown.edu
RECAP!

*PLAN EARLY

*REACH OUT WITH QUESTIONS
  sao@brown.edu, Faunce 232

*THANK YOU!
QUESTIONS?