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## ASUN Operating Procedure - Event Management Standards

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### Operating Procedure Synopsis

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*Title: Event Management Standards*

*Approval Date:*

*Revised: n/a*

*Responsible Officer: Ike Wheeler*

*Responsible Operating Procedure Manager: Ike Wheeler*

*Responsible Department: Institutional Advancement/Special Events*

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#### A. Purpose

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To ensure that events on our campuses meet certain standards with regard to venue, room presentation, refreshment presentation and overall image as well as professionalism.

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#### B. Definitions

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**Venue**-----the area where an occasion will commence. A venue has the capacity to be simple, (a room, a hall), or complex, (tent, outside destination area).

**Special Event**-----defined as a cross campus occurrence which requires the assistance of the Office of Institutional Advancement, the Director of Events and Food Services and the Special Events Committee.

**Space**-----a significantly broader term in perspective than venue. Space may be either raw event space or furnished event space.

**Refreshments**-----may be either simple, (light refreshments), medium, (heavy refreshments), or complex, (full meal).

**Refreshment Provider**-----may be either in house catering services or an outside vendor.

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#### C. Scope

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The crafting of a special event, whether simple or complex requires significant thought and planning. Those influenced by these procedures include the Special Events Committee, The Director of Special Events, the Dean for Institutional Advancement as well as Physical Plant.

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#### D. Statement of Authority

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The authority for designated special events rests in the Advancement arena, specifically the Dean for Institutional Advancement supported by the Director of Food Services and Special Events Committee.

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#### E. Procedures

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Initially, an event is brought to the attention of the campus community and placed upon the calendar through the Director of Events and Food Services. At this point, a venue is decided. The event is then dissected and a decision is rendered as to the need for the attention of the Special Event's Committee. If Special Event's attention is not required, the event proceeds. If Special Event's attention is needed a variety of steps are enacted to ensure that a smoothly running event transpires. Initially a venue is

dissected to see if minimal or maximal room assistance is needed. Secondly the issue of refreshments is addressed. Decisions are made with regard to the simplicity or complexity of refreshments for the occasion. The Director of Events and Food Services or, in certain instances directed by the Office of the Chancellor, an outside caterer is contacted and decisions regarding menu addressed. Thirdly, event space is reviewed and a decision addressed with regard to minimal, medium or maximum set up and preparation of the room for the event. Physical Plant is then contacted if any specific room set up is desired. As the date for the event nears, members of the Special Event's Committee prepare the venue.

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**F. Responsible Officer**

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Dean for Institutional Advancement

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**G. Related Information**

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N/A