Print Form

SAN DIEGO MESA COLLEGE

MAJOR EVENTS
APPROVAL PROCEDURE

Approved by the President's Cabinet 03/21/06

- A Major Event is defined as any event that involves more than 50 people, has a college-wide impact, and is generally open to the public.
- This event planning packet should be submitted at least 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. 40 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 implementation 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
- Groundskeeping
- Food services
  - -food sales
  - -hospitality center
- Decorations, other amenities
- Ushers/docents/guides/information center staff
- Vendor coordination
- Cleanup plans

C. NEWS MEDIA, PRINTING, MARKETING, OUTREACH

- Invitations
- Tickets
- Programs
- Flyers, posters
- Outreach Material
- 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	PIO, Lina Heil	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
• Groundskeeping		K-202	388-2610
• Room/Area Reservations	I-421,423,424/Dawn McClelland	I-430	388-2538
	A-102, A-104/Jane Ponce	A-104	388-2721
	LRC/Joyce Skaryak	LRC	388-2799
	All other rooms/Mila Zagyanskiy	A-104	388-2755

SAN DIEGO MESA COLLEGE - MAJOR EVENT APPROVAL FORM

(All forms must be typed.)

EVENT _____

DAY(S) and DATE(S) _____

LOCATION(S) _____

TIME(S) (Start/End) _____

AUDIENCE/PURPOSE _____

NUMBER OF EXPECTED ATTENDEES _____

ACTIVITIES _____

ADMINISTRATOR RESPONSIBLE _____

COMMITTEE CHAIR _____

COMMITTEE MEMBERS _____

OUTREACH ACTIONS PLANNED _____

PUBLICITY PLANNED _____

PRELIMINARY ESTIMATED BUDGET _____

DATE SUBMITTED TO DEAN/SUPERVISOR _____

SUPERVISOR/DEAN'S APPROVAL _____ _____ DATE

VICE PRESIDENT'S APPROVAL _____ _____ DATE

DATE SUBMITTED TO PRESIDENT'S CABINET _____

DATE OF PRESIDENT'S CABINET APPROVAL _____

DATE OF POST EVENT REVIEW, EVALUATION AND BUDGET RECONCILIATION SUBMITTED TO PRESIDENT'S CABINET _____

SAN DIEGO MESA COLLEGE - MAJOR EVENT
TIMELINE OF PLANNING

EVENT _____

Activity	Responsibility	Due Date	Completed	Comment/Review

SAN DIEGO MESA COLLEGE - MAJOR EVENT
SUPERVISORY SCHEDULE

EVENT _____

Enter names and phone numbers of supervisors responsible during each hour of event.

Day/Time	Supervisor	Phone/Office

SAN DIEGO MESA COLLEGE - MAJOR EVENT BUDGET

EVENT _____

REVENUE	ESTIMATED	*FINAL
Admission	$ _____	$ _____
Donations	$ _____	$ _____
Budget # _____		
Budget # _____		
Other	$ _____	$ _____
Total	$ _____	$ _____

EXPENSES		
Refreshments (See next page)	$ _____	$ _____
Supplies/Materials	$ _____	$ _____
Equipment		
Audio Visual	$ _____	$ _____
Other	$ _____	$ _____
Personnel		
Speaker	$ _____	$ _____
Consultant	$ _____	$ _____
Entertainers	$ _____	$ _____
Security	$ _____	$ _____
Custodial	$ _____	$ _____
Clerical	$ _____	$ _____
Audio Visual Technician	$ _____	$ _____
Publicity	$ _____	$ _____
Travel	$ _____	$ _____
Transportation	$ _____	$ _____
Other	$ _____	$ _____
Total	$ _____	$ _____

*FINAL: Used to reconcile the event's income and expenditures, and to compare the estimated and actual budgets for the event's evaluation report.

Print Form

Food/Food Vendor Description

This form must be approved by the President's Cabinet no later than three weeks prior to your event.

If you propose to offer food at this event, please describe the types of food and whether attendees will be charged. If you intend to invite outside food vendors onto campus, please list their names below as well as the dates/times they'll be on campus. With approval, you must provide copies of the food handlers' license(s) and their proof of insurance to the Dean of Student Affairs **1 week** prior to the event.

Name of Vendor	Description of Food	Date(s) Vendor will be on Campus	Times Vendor will be on Campus	Participants to be charged (Y/N)? If yes, provide details	Food Handler's License to be provided to Student Affairs by (date):

The approval of vending activities and food handling on campus is subject to District Policy 3925 (http://hr/hr/POLICIES/3925.HTM).