



# KEAN



## STUDENT GROUP EVENT PLANNING RESOURCE GUIDE

Involvement Center

Miron Student Center, Room 303

908-737-5270

[www.kean.edu/campus-life/involvement-center](http://www.kean.edu/campus-life/involvement-center)

DIVISION OF STUDENT AFFAIRS

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# PURPOSE

Hosting events is the perfect way to connect to potential members, keep current members eagerly involved and even scout for student groups to partner with. Start by creatively planning and utilizing Kean University's resources to share your club's passions with those around you. This booklet serves as a student group event planning resource guide for students by providing information that will help you do just that!

## THINGS TO KNOW BEFORE YOU BEGIN

### WHAT IS EVENTS BOARD?

The Kean University Events Board is a collective body of senior-level professional staff members that formulate general and specific policies guiding Kean University officers and programming committees, advise Kean University resource areas, and review and approve all co-curricular student activities. All major events are processed and ultimately approved by the Kean University Events Board following the initial approval(s) of the appropriate administrative department(s).

### WHAT IS VIRTUAL EMS?

Virtual EMS is Kean University's online room and space reservation system. Student group executive board members may only reserve meetings directly in Virtual EMS. All other events or programs must first be submitted through a Cougar Link event submission form. Virtual EMS is accessible online at <http://events.kean.edu> and uses the same login credentials as your Kean Google account.

### WHAT IS COUGAR LINK AND HOW DO I SUBMIT AN EVENT?

Cougar Link is Kean University's online student group management and co-curricular involvement tracking system. Student groups must submit a Cougar Link event submission to gain approval to reserve space and host events at Kean University.

To create an event submission through Cougar Link, please follow these steps:

1. Access Cougar Link at <https://kean.campuslabs.com/engage> from your computer or mobile device.
2. Login using your Kean Google username (with "@kean.edu") and password.
3. Enter the "Action Center" [  ] through the menu or go to <https://kean.campuslabs.com/engage/actioncenter>.
4. Select the organization that will be hosting the event you are submitting.

*Please note that you must be in an executive board role within Cougar Link that has administrative access to the organization's events in order to create an event submission for your organization.*

5. Enter the organization menu [ ≡ ] and select "Events".
6. On the "Manage Events" page, select "+ Create Event" [  ] on the top right and complete the online event submission form within Cougar Link.
7. Upon submission, the appropriate administrative reviewer(s) will be notified and can review your event submission for approval.

## RESERVATION TIME FRAMES

Reservations for events may only be placed once an event concept is approved by the appropriate administrative department(s) and/or Events Board. Reservations must be placed into the Kean University reservation system, Virtual EMS, at least five business days in advance of the event.

If your event submission is not fully approved by the appropriate administrative department(s) and/or Events Board, your event submission will remain as pending. It is important to submit your event through Cougar Link at least 15 business days prior to your event. If your Cougar Link event submission is not approved by the appropriate administrative department(s) in a timely fashion, you may be forced to postpone your event if it is not fully approved within five business days prior to your event date. Major events must be fully approved by the Events Board at least one month in advance of the event.

Please note the student group executive board member that submitted the Cougar Link event may view the status of their event by going to <https://kean.campuslabs.com/engage/submissions/events>. **It is important that the host organization speaks with the appropriate administrative department(s) regarding the status of their Cougar Link event submission, to submit any outstanding forms and/or provide the clarification needed for full event approval.**

## TYPES OF EVENT APPROVALS

**Department Approval:** A department approval is the first step in the Kean University event approval process. Each recognized student group has a designated administrator(s) to review and approve their event submission. It is the responsibility of each administrative department to begin reviewing a new event submission within two business days following the submission. The administrative department(s) will also represent your organization when the Events Board reviews your event submission for concept and full event approval. It is extremely important for student groups to ensure that their administrative department(s) are fully aware of all aspects of their event and that all appropriate paperwork is submitted timely.

**Concept Approval:** Events Board can issue a "concept approval" for a student group event submission. A concept approval means that the event may be missing some required paperwork, but will most likely occur and meets the requirements for full approval once all necessary paperwork is submitted. Once an organization receives concept approval for their event submission, they may begin advertising their event and their event space will be placed on hold. The event space reservation will not be confirmed until the event submission is fully approved by the Events Board.

**Full Event Approval:** A full event approval is the final step of the event submission

approval process by Events Board. Full event approvals are only issued when all appropriate administrative department(s) have approved the event, all required paperwork has been successfully submitted and Kean University resources (ex: facilities, security, funds, etc...) are available to host the event. Upon full event approval, the organization may begin advertising, selling any tickets through the Kean Stage Box Office and will have their event reservation approved and confirmed through Virtual EMS. The event will also show in the Cougar Link calendar and become syndicated throughout Kean University to advertise to students.

## EVENT NOTIFICATIONS

All notifications for event submissions will occur through Cougar Link and/or Virtual EMS through email. **It is imperative that student group executive board members review their Kean University email and read all messages carefully.**

All Virtual EMS confirmations will be sent through email ONLY to the executive board member identified in the contact information. Virtual EMS confirmations will include all of the reservation details. Please review your confirmations carefully to ensure that your reservation matches your organization's desires for the event.

All Cougar Link event submission notifications – approvals, denials, event comments, etc... – will only be sent to the executive board member that submitted the event in Cougar Link. All executive board members are strongly encouraged to review their Cougar Link notification settings at <https://kean.campuslabs.com/engage/account/notifications>. It is recommended that all executive board members adjust their notification settings to receive all notifications related to events submissions, forms and reviewer notifications.

**Failure to review and respond to event notifications will result in delays in the event submission approval process and may result in your event being denied/cancelled if the event is not fully approved within the designated event approval timeline.**

# STUDENT GROUP MEETING RESERVATIONS

Executive board members of recognized student groups may submit reservations for meetings directly through Virtual EMS. When submitting a Virtual EMS meeting request, executive board members can view all of the available meeting locations and their availability. Meetings are the only type of reservation that can be directly submitted by student groups. All other reservations, such as major events, bake sales, tabling, and speakers and programs, need to first be properly submitted and approved through Cougar Link before the reservation will be submitted into Virtual EMS on behalf of the student group.

To advertise and promote your student group meetings, your organization should also submit a Cougar Link event submission for each individual organization meeting occurrence. Your Cougar Link submission will not be approved until your Virtual EMS event submission is approved and your room is reserved. A Cougar Link event submission will allow prospective members to find out about your meetings and transmit your meeting information to the University plasma screen network.

If you have any questions regarding Virtual EMS or the status of your student group meeting request, please contact the Miron Student Center Operations and Event Management Office, located in Miron Student Center, Room 6, by calling 908-737-5200.

# PLANNING A MAJOR EVENT

## WHAT IS A MAJOR EVENT?

“Major Events” are defined as, but not limited to, events that:

- Have total event cost of \$2,000 or more - including donated services (ex: food, entertainment, professional services, security, maintenance),
- Occurs in ANY of the following locations; Wilkins Theatre, Downs Hall, Harwood Arena or D’Angola Gym (excluding meetings), Miron Student Center Little Theatre, Miron Student Center Cougar’s Den, STEM (excluding meetings), NAAB (excluding meetings), GLAB (excluding meetings), East Campus Lower Gym, and/or Exterior University Grounds (outside event),
- Have expected attendance is 200 or more people (including entertainment), and/or
- Involves a high level of significant physical activity (athletic/recreational competitions, dance performances, etc.)

## HOW LONG IN ADVANCE MUST AN EVENT FORM FOR A “MAJOR EVENT” BE SUBMITTED ON COUGAR LINK?

An executive board member of the recognized student group must submit a major event proposal form on Cougar Link outlining a general layout of the event they would like to implement at least one month prior to the event date.

**Major events must be fully approved by the Kean University Events Board at least one month in advance of the event.** Student group executive board members are encouraged to submit their major event submission request through Cougar Link approximately six to eight weeks prior to the event so that it can be properly reviewed and approved by the appropriate administrative department(s) prior to seeking full approval by the Events Board.

## EVENTS LOTTERY

The Miron Student Center Operations and Event Management office hosts an Event Lottery twice per year, once during Fall and Spring semester. The Event Lottery allows recognized student groups to submit either a cultural event or party proposal for the chance to reserve Downs Hall. If a student group proposal is selected, a representative from the student group must participate in the Event Lottery, which will provide the student group with a drawn date and the tasks arranged by deadlines. Be mindful, that once an event proposal is approved for Event Lottery, it may not be altered.

All cultural events may occur Monday through Wednesday from 7 p.m. to 11 p.m. and all parties may occur Thursday through Saturday from 9 p.m. to 1 a .m. Limited dates are available and student groups must participate in the

Event Lottery process to obtain a Downs Hall reservation date.

# EVENT CHECKLISTS

## MEETINGS ● ● ● ● ●

Meetings are gatherings where organization members can discuss items of significance and make decisions related to the student group. Meetings are usually conducted following an agenda and do not include any outside speakers or activities other than a general business meeting.

### Location, Date, Time

Meetings can be reserved by student group executive board members through Virtual EMS.

If assistance is needed in reserving space for a meeting, please contact the Involvement Center, by calling 908-737-5270, emailing [groups@kean.edu](mailto:groups@kean.edu) or visiting Miron Student Center, Room 303.

### Food Waiver Form

A food waiver form is not needed for meetings.

### Cougar Link Submission

Meetings should be submitted within Cougar Link ten business days in advance. Submissions within five business days will not allow for room reservations and the event will be denied.

## FUNDRAISER OR COLLECTION DRIVE ● ● ● ● ●

### Location, Date, Time

Any event, outside of general body meetings, needs to be reserved by the Involvement Center. Reservation requests can be made through the Cougar Link event submission process by indicating on the event form that “Yes- Union Campus Reservation Needed”.

If assistance is needed with looking for a space, please contact the Involvement Center, by calling 908-737-5270, emailing [groups@kean.edu](mailto:groups@kean.edu) or visiting Miron Student Center, Room 303.

### Student Group Bank Account

All non-funded groups, greek letter organization, or honor societies who manage money, must have a bank account. The bank account used can be through an executive board member or the student group can open an organization account.

To learn more about how your organization can open a bank account, please contact the Involvement Center, by calling 908-737-5270, emailing [groups@kean.edu](mailto:groups@kean.edu) or visiting the Miron Student Center, Room 303.

### Identify the Organization Receiving Donation

The organization receiving the donations can be the student group itself or an outside organization.

Please make sure that if an outside organization is receiving the donations, that it is a

reputable organization. Basic information about the organization will need to be gathered.

For more information on how to find organizations that may align with your goal please contact the Center for Leadership and Service, by calling (908)-737-5170, emailing [serve@kean.edu](mailto:serve@kean.edu) or visiting Miron Student Center, Room 219

## Community Service Verification Form

For any donation based service projects, this form must be completed. It verifies that the recipient organization authorizes the student group to collect money or items on its behalf.

## Cougar Link Submission

Fundraisers should be submitted within Cougar Link 15 business days in advance. Submissions within five business days will not allow for space reservations and the event will be denied.

## TABLING - INFORMATIONAL ONLY ● ● ● ● ●

### Location, Date, Time

Any event, outside of general body meetings, needs to be reserved by the Involvement Center. Reservation requests can be made through the Cougar Link event submission process by indicating on the event form that “Yes- Union Campus Reservation Needed”.

Tabling can take place in academic buildings, the Nancy Thompson Learning Commons, and the Miron Student Center during the times of operation.

If assistance is needed with looking for a space, please contact visit the Involvement Center, by calling 908-737-5270, emailing [groups@kean.edu](mailto:groups@kean.edu) or visiting Miron Student Center, Room 303.

## Cougar Link Submission

Informational tabling events should be submitted within Cougar Link ten business days in advance. Submissions within five business days will not allow for space reservations and the event will be denied.

## Additional Supplies

Visit the Involvement Center for a list of materials that are provided or may be borrowed from the student group resources inventory.

## BAKE SALE ● ● ● ● ●

### Location, Date, Time

Any event, outside of general body meetings, needs to be reserved by the Involvement Center. Reservation requests can be made through the Cougar Link event submission process by indicating on the event form that “Yes- Union Campus Reservation Needed”.

The following locations have been designated for bake sales:

Please note effective Spring 2018 bake sales are no longer permitted in the

Center for Academic Success. If you request this space for a bake sale, your event will automatically be denied to allow changes to the location.

Bruce Lobby .....	4 p.m. - 8 p.m.
Hennings Lobby .....	4 p.m. - 8 p.m.
Hutchinson Lobby.....	4 p.m. - 8 p.m.
East Campus Lobby.....	4 p.m. - 8 p.m.
Vaughn-Eames Lobby .....	4 p.m. - 8 p.m.
Miron Student Center .....	12 p.m. - 8 p.m.

## Bake Sale Goods

All bake sale items must be baked by members of the student group.

Items are required to be labeled with ingredients used to avoid allergy conflictions.

Items that require refrigeration are not permitted.

The full bake sale policy is available on Cougar Link and must be reviewed if bake sale is indicated on event submission.

## Bake Sale Food Waivers

Food waivers are required for all bake sales.

The form must be submitted to the Miron Student Center Operations and Event Management Office, located in MSC room 6, once the reservation is confirmed on the event submission form.

## Cougar Link Submission

Bake sales should be submitted within Cougar Link 15 business days in advance. Submissions within five business days will not allow for space reservations and the event will be denied.

## Additional Supplies

Visit the Involvement Center for a list of materials that are provided or may be borrowed from the student group resources inventory.

## LECTURE/EDUCATIONAL WORKSHOP ● ● ● ● ●

### Location, Date, Time

Any event, outside of general body meetings, needs to be reserved by the Involvement Center. Reservation requests can be made through the Cougar Link event submission process by indicating on the event form that “Yes- Union Campus Reservation Needed”.

If assistance is needed with looking for a space, please contact visit the Involvement Center, by calling 908-737-5270, emailing groups@kean.edu or visiting Miron Student Center, Room 303.

### Presenter

If you are going to have an outside speaker, a completed security agreement form is needed before event can be approved. For presenters who are current Kean students, faculty or staff a security form is not needed.

## Food Waiver Form

Only needed if food is being provided by an outside vendor. Food provided by Gourmet Dining does not require a food waiver form.

## Cougar Link Submission

Lectures and educational workshops should be submitted within Cougar Link ten business days in advance. Submissions within five business days will not allow for space reservations and the event will be denied.

## Audio/Visual Equipment

Detail all audio/visual necessities on Cougar Link submission.

Laptops are not provided for student groups.

## Additional Supplies

Visit the Involvement Center for a list of materials that are provided or may be borrowed from the student group resources inventory.

## BANQUET ● ● ● ● ●

### Location, Date, Time

Any event, outside of general body meetings, needs to be reserved by the Involvement Center. Reservation requests can be made through the Cougar Link event submission process by indicating on the event form that “Yes- Union Campus Reservation Needed”.

Expected attendance will generate possible locations

- Miron Student Center, 226: Banquet Max Capacity - 40
- Miron Student Center, 228: Banquet Max Capacity - 112
- Miron Student Center, 315: Banquet Max Capacity - 40

Banquets exceeding 112 guests must take place in Downs Hall. (This requires that student groups proceed in following Major Program/Event protocol)

### Presenter/Special Guest

If you are going to have outside special guest, security agreement form is needed.

## Food Waiver Form

Only needed in food is being ordered and provided by outside vendor

## Cougar Link Submission

Banquets should be submitted within Cougar Link four weeks in advance. Submissions within five business days will not allow for space reservations and the event will be denied.

## Audio/Visual Equipment

All audio/visual necessities must be detailed on the Cougar Link event submission under the Virtual EMS Room Request Form. Student groups can request small sound systems, microphones, and laptops for presentations.

## Additional Supplies

Visit the Involvement Center for a list of materials that are provided or may be borrowed from the student group resources inventory.

## DOWNS HALL PARTY ● ● ● ● ●

### Location, Date, Time

Event concept must be approved through the Event Management Office and go through Events Lottery

Date and time for the event will be set through Events Lottery drawing

### Ticket Order Form

If the banquet is being held in Downs Hall, a ticket order form is needed to manage attendance. The form must be submitted to the Box Office, located in Wilkins Theater. Once the ticket form is processed, all tickets will be sold in the Box Office.

### DJ or Special Guest

If you are going to have outside DJ or special guest, a completed security agreement form is needed before event can be approved.

### Cougar Link Submission

Parties should be submitted within Cougar Link six to eight weeks in advance. Submissions within four weeks of the event will be denied.

Submitting event as early as possible is highly recommended to avoid event reservation conflicts.

### Audio/Visual Equipment

All audio/visual necessities must be detailed on the Cougar Link event submission under the Virtual EMS Room Request Form. Student groups can request small sound systems, microphones, and laptops for presentations

## Additional Supplies

Visit the Involvement Center for a list of materials that are provided or may be borrowed from the student group resources inventory.

## COUGAR'S DEN EVENT ● ● ● ● ●

### Location, Date, Time

Any event, outside of general body meetings, needs to be reserved by the Involvement Center. Reservation requests can be made through the Cougar Link event submission process by indicating on the event form that "Yes- Union Campus Reservation Needed".

Please note that events in the Cougar's Den require Event Board Concept approval before proceeding with reserving the space.

### Food

For events in Cougars Den, all food must be provided by Gourmet Dining. Groups

cannot use an outside vendor.

## Special Guest

If you are going to have outside special guest, a completed security agreement form is needed before event can be approved.

## Cougar Link Submission

Events should be submitted within Cougar Link six to eight weeks in advance. Submissions within four weeks of the event will be denied.

## Audio/Visual Equipment

All audio/visual necessities must be detailed on the Cougar Link event submission under the Virtual EMS Room Request Form. Student groups can request small sound systems, microphones, and laptops for presentations

## Additional Supplies

Visit the Involvement Center for a list of materials that are provided or may be borrowed from the student group resources inventory.

## BUS TRIP OR OFF-CAMPUS TRAVEL ● ● ● ● ●

### Transportation

Speak to Departmental Staff for details on how to obtain a bus for co-curricular trips

Non-Funded Groups and Honor Societies:

Coordinator for Student Involvement | (908)-737-5272 | ljonatha@kean.edu  
Miron Student Center, Room 303

Greek Letter Organizations:

Assistant Director for Greek Affairs

Funded and Governmental Groups:

Office of Student Government | (908) 737-5190 | stuorg@kean.edu  
Miron Student Center, Room 309

### University Provided Transportation

Under some circumstances and depending on the numbers of students, the University can provide transportation depending on time and location of event.

Please speak to departmental staff for assistance in obtaining University transportation

### Trip Advisor

Day Trips: There should be one advisor for up to 48 students

Overnight Trips: One advisor should be present for every 25 students

Co-curricular Student Travel Registration Form must be completed by each student and/or guest attending the trip.

## **Ticket Order Form**

It is suggested that if tickets are required, they be distributed through Kean Stage Box Office.

The form must be submitted to the Box Office, located in Wilkens Theater.

## **Cougar Link Submission**

Bus trips should be submitted within Cougar Link four weeks in advance.

## **COMMUNITY SERVICE PROJECT** ● ● ● ● ●

### **Location, Date, Time**

For on campus service projects (i.e. campus clean-up, etc.) locations can be discussed with the Center for Leadership and Service.

If assistance is needed with planning a student group service project, please contact the Involvement Center, by calling 908-737-5270, emailing [groups@kean.edu](mailto:groups@kean.edu) or visiting Miron Student Center, Room 303.

### **Transportation**

For off-campus community service, distinguish whether or not transportation is needed.

Speak to the Center for Leadership and Service for details on how to organize transportation for service projects. You can contact the Center by calling 908-737-5170, emailing [serve@kean.edu](mailto:serve@kean.edu) or visiting Miron Student Center, Room 219

Co-curricular Student Travel Approval Form must be submitted.

### **Trip Advisor**

Day Trips: There should be one advisor for up to 48 students

### **Community Service Verification Form**

For any donation based service projects, this form must be completed. It verifies that the recipient non-profit organization authorizes the student group to collect money or items on its behalf.

### **Cougar Link Submission**

Community service projects should be submitted within Cougar Link three weeks in advance.

# 2018-2019 PROGRAMMING PLANNING CALENDAR

Events	Planning Deadline	Event Date(s)
Welcome Week	June 25	August 27- September 14
Latin Festival Month	August 1	September 15- October 15
It's On Us Week of Action	August 1	October 9- October 15
Breast Cancer Awareness Month	September 15	Month of October
Health and Safety Month	September 23	October 7- October 13
Homecoming	October 1	October 20
Domestic Violence Awareness "Empty Place at the Table" - YWCA	October 11	October 25
AIDS Awareness Week (World AIDs Day)	October 26	December 1
Great American Smokeout	November 7	November 21
National Nutrition Month	January 15	Month of March
Black History Month	January 21	Month of February
Unity Week	January 31	March 18- March 22
It's On Us Week of Action	February 1	April 1- April 5
Women's History Month	February 11	Month of March
March Towards Success	March 25	March 4- March 29
Sexual Assault Awareness Month	March 15	Month of April

## CAMPUS RESOURCES

Center for Leadership and Service  
Miron Student Center, Room 219  
908-737-5170

Miron Student Center Operations and Event Management  
Miron Student Center, Room 6  
908-737-5200

Office of Student Government  
Miron Student Center, Room 309  
908-737-5190

Office of Residential Student Services  
Whiteman Hall, Room 8  
908-737-6800



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