

# EVENT PLANNING AND PROMOTION HANDBOOK

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# 8 Steps to a Successful Event

## STEP 1: BRAINSTORM IDEAS

Tired of the same events, year after year? Looking to add something new to your annual programs? There are multiple resources available to help spice up your events and create new ones!

### **Reach out to Maryland colleges and universities**

No need to reinvent the wheel! Borrow event ideas from student groups at other schools. Find your student group-equivalent at an area school and connect! Learn about their successful events, organizational structure, and fundraising ideas. Take it a step further and collaborate! Save money by booking musicians, comedians, and lecturers for multiple back-to-back dates at neighboring schools.

### **Consider making your event a “green event”**

Events can use a lot of energy and produce a lot of waste. There are actions that you can take throughout all steps of the planning process that will minimize the environmental impact of your event as well as save you money and add a new positive dimension to your organization’s image. Green tips, strategies, and products are marked with a \*green asterisk throughout this guide and a complete Green Events Checklist can be found on page 20.

### **Browse vendors**

Check out the Vendor List for a **\*\*short\*\*** list of entertainment and promotional vendors.

#### Promotional items/Giveaways

\*4imprint: all purpose and eco-friendly promotional items [www.4imprint.com](http://www.4imprint.com)

\*American Apparel: sweat-shop free organic cotton t-shirts

<http://www.americanapparel.net/wholesaleresources/>

Badges & Buttons: buttons, plaques, etc. [www.badges-buttons.com](http://www.badges-buttons.com)

Blue Sky Marketing Group: t-shirts, all purpose promotional items [www.buybluesky.com](http://www.buybluesky.com)

\*C&A Sportswear: all purpose promotional items & t-shirts, eco-friendly “animal planet” t-shirts

[www.casportswear.com](http://www.casportswear.com)

Campus T-shirt: custom t-shirts & giveaways [www.campustshirt.com](http://www.campustshirt.com)

Contagious Graphics: \$4 garage sale t-shirts [www.contagiousgraphics.com](http://www.contagiousgraphics.com)

Mardi Gras Supplies: promotional beads <http://mardigrassupplies.com>

Rob Printing: posters, ¼ flyers, etc [www.robprinting.com](http://www.robprinting.com)

Stumps Spirit: parade floats, decorations, spirit supplies [www.stumpsspirit.com](http://www.stumpsspirit.com)

Promotions and Unicorns Too: giveaways, etc. [www.promotionsandunicorns.com](http://www.promotionsandunicorns.com)

**GREEN IDEA!** Avoid purchasing giveaways if they are not vital to the mission of your event. Remember that the “greenest” events involve less superfluous consumption and waste. If purchasing general supplies or promotional items/giveaways look for “eco-friendly” options such as organic cotton t-shirts, reusable bags and mugs, etc.

#### Novelties

Any Excuse for a Party: novelties, live acts, etc. [www.anyexcuseforaparty.com](http://www.anyexcuseforaparty.com)

AstroEvents: inflatable screen, bounce houses, games <http://www.astrojump.com/nebaltimore.htm>

Entertainment Avenue: inflatables, novelties, etc. [www.entertainmentavenue.com](http://www.entertainmentavenue.com)

Everything But the Mime: novelties, etc. [www.everythingbutthemime.com](http://www.everythingbutthemime.com)

Fantasy World: casinos, arcade games, dance parties, novelties [www.fworld.com](http://www.fworld.com)

Party Vision: inflatables, novelties, etc. [www.partyvision.com](http://www.partyvision.com)

Preferred Entertainment: inflatables, novelties, etc. [www.preferredentertainment.com](http://www.preferredentertainment.com)

### Live Acts

About Faces: balloon artists, fortune tellers, etc. [www.aboutfacesentertainers.com](http://www.aboutfacesentertainers.com)

Auburn Moon Agency: musician, comedians, etc. [www.auburnmoonagency.com](http://www.auburnmoonagency.com)

College Power Performers: magicians, illusionists, etc. [www.collegepowerperformers.com](http://www.collegepowerperformers.com)

Everything But the Mime: live entertainers, etc. [www.everythingbutthemime.com](http://www.everythingbutthemime.com)

Game Shows to Go: live campus game shows [www.gameshowstogo.com](http://www.gameshowstogo.com)

G P College Entertainment: ghost hunters, magicians, etc. [www.gpcollegeentertainment.com](http://www.gpcollegeentertainment.com)

Klages Agency: local musical acts [www.klagesagency.com](http://www.klagesagency.com)

Simplified Entertainment: games shows, hypnotists, comedians, etc. [www.simpent.com](http://www.simpent.com)

Toner Sound: karaoke, DJs, dance parties, movies, etc. [www.tonersound.com](http://www.tonersound.com)

## STEP 2: DRAFT A PLAN

Once you have your brilliant idea, take a few minutes to really think through the logistics of your event.

### **Questions to Ask**

Answering the following questions will help with the rest of the planning process:

- Who will be the point person for this event?
- What day of the week/time of the year would be ideal?
- Come up with 2-3 possible dates for your event to be flexible when finding a location
- What locations would be ideal?
- Come up with 2 possible locations to allow for flexible
- How many people do you expect at your event?
- Make sure your expected attendance matches the room capacity for your location
- What would be the ideal start and end time for this event? How much set up and/or break down time will we need?
- Who is most likely to attend this event? Who is your target audience?

## STEP 3: PICK A DATE

It is always best to pick a couple of possible dates for your event to have some flexibility when finding a location. When choosing possible dates, be sure to check out the [University calendar](#) and the [JHU events calendar](#) for any potential conflicts with religious holidays, exam periods, or other campus events.

## STEP 4: FIND A LOCATION

Review the Space Reservation Policies section on page 13 for a listing of all available on-campus event location options and the corresponding rules and regulations. \*\*Booking your event is the most important process when planning events. The location should be reserved before you book any talent\*\*

## STEP 5: PLAN YOUR EVENT

The following checklist will help you in planning your upcoming event. Use this checklist throughout the planning process to keep things on track.

### \_\_\_\_\_ **REQUEST A CONTRACT FROM YOUR ARTIST/PERFORMER**

Make sure your room is confirmed before you do this.

### \_\_\_\_\_ **HAVE YOUR CONTRACT REVIEWED and SIGNED by your advisor**

Allow for at least 1-3 business days to have a contract reviewed.

### \_\_\_\_\_ **REQUEST PAYMENT FOR ALL ARTISTS/VENDORS**

Allow at least two weeks for checks to be processed.

### \_\_\_\_\_ **FINALIZE ROOM SET-UP**

Work with Pat Forster to make sure the room is set up the way you envision.

### \_\_\_\_\_ **\*REQUEST RECYCLING**

If you are organizing an outdoor event or an indoor event in a non-residential space that involves food or significant paper use, request recycling for your event through the Recycling Office by filling out a request form at [http://www.fm.jhu.edu/services/event\\_support/event\\_support\\_form.html](http://www.fm.jhu.edu/services/event_support/event_support_form.html)

For outdoor events you will also need to contact Grounds to request trash bins and pickup by filling out the request form on the Department of Facilities Management website

[http://www.fm.jhu.edu/services/event\\_support/event\\_support\\_form.html](http://www.fm.jhu.edu/services/event_support/event_support_form.html)

### \_\_\_\_\_ **SCHEDULE AUDIO/VISUAL**

For sound system, projector, microphone and podium, etc., this should be done through Pat Forster. \*Consider webcasting events so that people won't have to travel to participate. Rent a camera for free through the Digital Media Center or through AV Services by filling out a request form at <http://www.it.jhu.edu/etso/customerservices/avrequests.html>

### \_\_\_\_\_ **CONTRACT SECURITY**

Events that have alcohol and/or are open to non-Hopkins students may require security. SAFE Management can be reserved through Jane Rhyner.

### \_\_\_\_\_ **SCHEDULE CUSTODIAL SERVICES**

For special requests such as clean up and trash, this should be done through Pat Forster.

### \_\_\_\_\_ **SCHEDULE ELECTRICIAN**

This should be requested if your event has special electrical needs. This is done through Pat Forster.

### \_\_\_\_\_ **ORGANIZE TICKETING**

If your event is going to be ticketed, make sure you set up times and places to sell tickets. If your event meets certain requirements, you can have your event tickets sold on [jhutickets.com](http://jhutickets.com).

### \_\_\_\_\_ **CONTRACT CATERING**

Make arrangements in advance with Aramark (410-516-4500) or an outside catering company. \*See Green Events Checklist on page 20 for a list of caterers that offer local and organic food options and minimize food packaging.

**\_\_\_\_\_ \*PLAN TO DONATE LEFTOVER FOOD**

If you are organizing an event with food, make sure leftovers and unused utensils do not go to waste by contacting and arranging for Campus Kitchens to pick them up. They can be reached during the day at **410-516-4843** or day and night via e-mail at [ckjhu@campuskitchens.org](mailto:ckjhu@campuskitchens.org) For a list of acceptable food donations visit <http://campuskitchens.org/schools/jhu/donate/>. Note: Contact them even if you anticipate having no leftovers. It is easier for them to come and get nothing than to be contacted last minute and have no one to dispatch.

**\_\_\_\_\_ ARRANGE HOSPITALITY**

Reserve a separate room if your event requires a hospitality area, dressing room, or autograph room.

**\_\_\_\_\_ CONFIRM LODGING AND TRANSPORTATION**

Review the contract rider, and make any accommodations for hotel or sedan service.

**\_\_\_\_\_ \*EXPLORE ALTERNATIVE TRANSPORTATION OPTIONS**

If the audience for your event will be traveling from off-campus, research alternative transportation options such as the JHMI Shuttle, the College Town Shuttle, the Charm City Circulator, MTA buses, Light Rail, the MARC, and Metro.

**\_\_\_\_\_ RESERVE PARKING**

All visitors, vendors, catering, etc. must have a parking permit. Contact Parking at 516-PARK.

**\_\_\_\_\_ SECURE VOLUNTEERS**

Have group members sign up to help with a specific task.

**\_\_\_\_\_ HAVE FUN AT YOUR EVENT**

## STEP 6: FOLLOW A BUDGET

The following information will help you locate various funding resources and estimate expenses.

### **Funding Sources**

Student Activities Commission (SAC) [http://web.jhu.edu/studentprograms/SAC\\_Updated2008/SAC\\_Home](http://web.jhu.edu/studentprograms/SAC_Updated2008/SAC_Home)

HSA Programming Collaboration Grant [http://web.jhu.edu/studentprograms/HSA\\_Programming\\_Collaboration/index.html](http://web.jhu.edu/studentprograms/HSA_Programming_Collaboration/index.html)

Alumni Association Student Services Grant <http://alumni.jhu.edu/studentgrants>

### **Estimated Expenses** (Prices subject to change)

#### **Security**

\$25.00 per hour per JHU Officer (4 hour minimum)

\$15.50 per hour per SAFE Officer (4 hour minimum)

\$18.50 per hours per SAFE Supervisor (4 hour minimum)

#### **Lodging**

Guest accommodations at the Inn at the Colonnade vary by date. Typical price is around \$165/night.

#### **Film Rights**

Movie rights from Swank.com range from \$271 - \$871, depending on the year the movie was released.

#### **Newsletter Ad**

1/8 page: \$100 to full page: \$525

<http://www.jhunewsletter.com/media/paper932/documents/ya0xa308.pdf>

#### **Vans**

\$7 usage charge; \$0.45 per mile

#### **Copies**

Copies can be made in the Office of Student Activities.

\$0.07 B&W; \$0.20 color

#### **Table/Chair Rental**

\$80 pickup/delivery charge

\$8.50 per 8-foot table

\$2.20 per chair

#### **Plant Operation/Electric**

<http://www.fm.jhu.edu/plant/rates.html>

Any event in Shriver requires an electrician on hand.

Professional outdoor banners can be created at Kinkos for \$9/square foot.

#### **T-Shirts**

Price depends on vendor, quantity, colors, print locations, etc. Short-sleeve t-shirts can range from \$3 - \$10 per shirt.

#### **Parking**

Visitor parking permits for the South garage can be obtained from Parking Services for \$10 each. Service vehicle permits are \$15 each. Contact Parking at 516-PARK.

#### **Audio/Visual**

For a listing of prices from JHU A/V, visit: [www.it.jhu.edu/etso/customerservices/avrequests.html](http://www.it.jhu.edu/etso/customerservices/avrequests.html)

Or, for a do-it-yourself free option, contact the Digital Media Center:

<http://digitalmedia.jhu.edu/lab/equipment>

## STEP 7: MARKET THE EVENT

Are you looking to increase attendance? You may not be utilizing all available methods of advertising on-campus. Review the Advertising Policies section for a listing of all available on-campus advertising options and the corresponding rules and regulations.

**GREEN IDEA!** Minimize paper waste by advertising using e-mail, Facebook, websites, flash ads, chalking, and mural boards rather than posters and flyers. If you choose to use posters, remember that only one side of your poster is seen! Consider printing on the back of already used paper.

If you are organizing a green event, consider indicating that it will be a green event in your advertising. Also consider making an announcement during the event to market that the event is environmentally friendly.

## STEP 8: EVALUATE THE EVENT

### **Survey your participants!**

How do you know if the audience enjoyed the event if you don't ask them? Consider a survey! Comment cards are an option for "come and go" events. If you know your guest list, obtain e-mail addresses and send out an on-line survey or e-comment card. SurveyMonkey.com is a great survey tool. For free, you can ask up to ten questions. You can also use your organizations CollegiateLink to send out surveys.

### **Self-evaluate the event**

Answer the following questions honestly to provide feedback for future events. Keep this information on file for your student group.

1. How many people attended this event? Did more or less people attend this event than you expected?
2. What methods of marketing/advertising did you use? How effective were these methods?
3. What went well with the planning and implementation of this event?
4. What problems did you encounter when planning and implementing this event?
5. Would you recommend that we sponsor this event again in the future?
6. \*If you organized a green event, did you meet all of your goals for reducing waste and promoting sustainability?



# Advertising Policies

## **Overall Advertising Rules & Regulations**

The rules and regulations governing advertising on the Johns Hopkins University Homewood campus are designed to encourage the promotion of sanctioned events and activities on campus in a fair manner. In addition, advertising should not disrupt academic classes, programs or activities and should not damage the property of Johns Hopkins University. Failure to follow the guidelines may result in removal of posters, fines and/or disciplinary measures.

Advertising must not contain material that:

- is pornographic
- harasses any individual or group on the basis of race, gender, national origin, religion or sexual orientation
- contains a message of hate or a threat of violence
- promotes hate speech or events
- promotes free alcohol
- promotes unhealthy alcohol practices (e.g., drinking games)
- or, otherwise violates University policy.

Residence hall solicitation (dorm storming) is prohibited. This includes slipping advertising under or placing it on individual doors. Door-to-door peddling is not permitted.

Tape should not be adhered to painted, finished or glass surfaces.

Individual departments and governing bodies may have additional requirements for advertising. It is the responsibility of the individuals or the groups promoting events and activities to contact the facility manager of a building in which posters and other advertising media are to be utilized. A partial list of departments and governing bodies with additional requirements include the Office of Residential Life, MSE Library, Levering Union, and the Student Activities Commission (SAC).

The University's official logo and seal may not be altered in any way or customized to your organization's events. To obtain rights to the University's logo and seal, contact Marketing & Creative Services.

Any questions regarding the following advertising policies on the Johns Hopkins University Homewood campus may be directed to the Office of Student Activities.

## **Method-Specific Advertising Rules & Regulations**

### **\*Banners**

Banners may be hung on approved campus structures through approval by the appropriate office:

- Mattin Center - Eric Beatty, Mattin Center 210, 516-0774, ebeatty@jhu.edu
- Breezeway – Darryl Brace, Levering Hall 100, 516-8209, bbl@jhu.edu
- Residence halls - Hannah Von Krause, AMR II, 516-8283
- MSE Library - Betty Cook, 410-516-7676

**\*Chalking**

Chalking is permitted in designated areas on campus. Only non-toxic, “kid chalk” may be used for chalking. Chalking is not allowed on roadways, buildings, walls or other structures. Chalk is not permitted on marble in any areas. Chalking within the residence hall areas must be approved through the Office of Residential Life. Student groups violating this policy may be subject to costs associated with cleaning or removal of items.

Chalking is only permitted on the brick walkways in the following areas (unless otherwise stated):

- Courtyard areas of Alumni Memorial Residences (AMRs) I and II
- Levering Union Plaza
- Concrete area inside of the Mattin Center Courtyard (you may chalk brick and slate in this area, just not on the stairs)
- Upper level of the Ames/Kreiger breezeway
- In the courtyard outside the Fresh Food Cafe entrance

Please Note: The sidewalks outside and surrounding Wolman and McCoy Halls are owned by the City of Baltimore and cannot be authorized by the University for chalking.

To reserve chalking space in the courtyard areas of AMR I & II, contact the Hannah Von Krause (AMR II) at 516-8283. To reserve chalking space in the Mattin Center, contact Jillian Rickerd (Mattin 131) at 516-4873. To reserve chalking space in all other areas, contact Syreeta Hubbard (Levering 102) at 516-8209.

**\*Flash ads**

Flash ads should be submitted at least two weeks prior to the first day you want your ad displayed. Your ad can be displayed for up to one week at a time. Flash ads can be submitted as PowerPoint, Flash (.swf), JPEG, BMP, or GIF files. Your graphic should be landscape oriented for optimal viewing on the widescreen plasma displays. For helpful tips and to submit a Flash ad, visit [www.jhu.edu/advertise](http://www.jhu.edu/advertise).

**Lamp posts**

The tying of ribbons and balloons is permitted on lamp posts across campus but must be approved by Plant Operations. No adhesives may be used on lamp posts, as the ink from flyers and posters leaves permanent residue. For approval, send your group name, dates you wish to use the lamp posts, and your reason for doing so to [facilities@jhu.edu](mailto:facilities@jhu.edu).

**\*Mural boards**

The following regulations apply to any approved JHU student group who would like to use the mural boards. For more information, contact the Office of Student Activities at 516-4873.

- Use the latex paint we provide.
- You must use a drop cloth.
- You are responsible for spills.
- Use the board assigned to you.
- Clean all materials (e.g., brushes and trays).
- Return materials to paint closet.
- The artwork can stay on the board for up to 2 weeks.

**On-campus student mailboxes**

Quarter-page flyers can be hand stuffed in residents’ mailboxes living in AMR I & II, Wolman, and Charles Commons. Flyers for stuffing must be approved by the Office of Residential Life in AMR II. The mailrooms allow stuffing between 8:30am - 12:30pm.

**Posters: Homewood campus (excluding residence halls)**

Bulletin board flyers should be 8.5" x 11" and not affixed over another flyer. Larger posters are permitted, however, individuals and groups are asked to recognize the need to share poster space and allow equal use by all student organizations. Flyers advertising expired events may be removed.

Flyers may be placed on the side door entrance of Levering Hall (near Levering Market), all public advertising stands, and all public bulletin boards, unless otherwise stated.

Content of posters does not require approval or editing by the University. However, individuals and groups are asked to be aware that community members, including children, may have access to posters in public spaces. Content should be appropriate for all audiences and follow all advertising rules and regulations.

#### Posters: Residence halls

The following regulations apply to postering inside the residence halls:

- All groups or departments must register all publicity material with the Office of Residential Life (AMRII). Approved posters will be stamped by the office. \*Make copies of your poster *after* it has been stamped\*
- Flyers, posters and notices may be hung on common area bulletin boards only.
- Only one copy of the poster may be placed per designated area/bulletin board.
- All advertising must be 8½ X 11 or smaller.
- All advertising requires the student group to be registered and to identify itself on the poster, along with a contact person and information about the event or program.
- Posters and flyers must not include the mention of any alcoholic beverages or anything else that would imply alcohol, e.g., “drink specials.” “Refreshments available” would be an acceptable substitute.
- Groups must not advertise events that are held in establishments that are primarily bars.
- Commercial advertising is prohibited in the residence halls.

**GREEN IDEA!** Remember that only one side of your poster is seen! Consider printing on the back of already used paper.

#### Table talkers

To advertise your event in the dining facilities, quarter-page flyers may be placed in the four-sided plastic napkin holders, known as table talkers. Student groups must submit a copy of their proposed table talker to Kelly Davies in the Housing & Dining Office (Wolman 101) at least three days in advance of desired placement date. Table talkers may not be posted more than one week in advance of an event, and you may only take up one of the four sides of the table talker. Inappropriate matter may be declined.

#### Tabling (outside residence halls)

Registered student groups may promote events by reserving tables outside Fresh Food Café, Charles Commons, and the Wolman lobby. Table reservations may not be made more than two weeks in advance through the Office of Residential Life (AMRII). Any materials associated with table reservations must be cleared through the Office of Residential Life prior to your reservation. The events must be within the bounds of good taste and may not have any link to alcohol or any establishment that is primarily a bar.

#### Tabling (Q-Level in MSE Library)

Registered student groups may reserve tabling space on the Quad Level of the MSE Library, next to the Keyser Quad entrance doors. This space measures 8' x 13', large enough for an 8-foot table and two chairs. Requests to use the Quad Level for student events must be made in writing to Bettie Cook to [bettie.cook@jhu.edu](mailto:bettie.cook@jhu.edu) at least five business days in advance. Request must specify the name of the student group responsible for the event, the date and hours of the event, and the nature of the event (what will be taking place). Permission to use the Quad Level for an event is given on a first come, first served basis. Only one event may run at a time.

The following conditions apply:

- Requestor is responsible for providing any furniture needed for the event and for removing same within 24 hours after the event.
- Event may not obstruct entrance to and egress from the library.
- If requestor is providing food or drink, drinks must be in containers with lids and food should not be pre-packaged.
- Requestor must display on the event table a sign the library has prepared, which states: Food Is Permitted ONLY on the Q-Level. Requestor should pick up the sign at the Security Desk on the Main Level. Requestor must return the sign to the Security Desk after the event. Persons working the event should remind students food must be eaten on the Q-Level.
- Requestor is responsible for leaving the premises after the event in the same condition as it was before the event.
- Requestor is responsible for the behavior of people working on the event. Excessive noise and behavior disruptive to patrons will not be tolerated and could result in shutting down the event.

#### Tabling (Breezeway)

Contact Darryl Brace at [bbl@jhu.edu](mailto:bbl@jhu.edu) or 516-8209 (Levering 102).

#### \*Today's Announcements

Students and student groups wishing to post on Today's Announcements are asked to note:

- Announcements for an event will be made one time. Follow-up announcements on the same subject generally are not allowed. Ordinarily, announcements that are not outdated will be allowed to remain live on the Today's Announcement's website for a maximum of two weeks.
- Announcements are for JHU-related news and information only. Announcements will not be made for outside groups or non-Johns Hopkins events.
- All CAPS wording in Today's Announcements will not be permitted.
- Submission requests are due by 12 noon the business day prior to posting. To submit an announcement, go to: <http://web.jhu.edu/announcements/submit/>.
- Student groups may post information for an initial group meeting once each semester. Subsequent requests listing general meetings will not be posted.
- Student groups also are asked to list a contact number, e-mail, or website within the content portion of their request.
- The Office of Communications and Public Affairs and the Department of Student Life may edit announcements for clarity, length and conformance with these policies or for any other reason in their sole discretion. Communications and Public Affairs and Student Life may decline to publish an announcement or may return it for revision in their sole discretion. Exceptions to these policies may be granted in appropriate circumstances by Communications and Public Affairs or Student Life in their sole discretion.

\*These methods of advertising are cheaper and have less environmental impact than paper advertising.

# Space Reservation Policies

## **Off-Campus Social Event Registration**

Student organizations that are hosting off-campus social events should register these events with the Department of Student Life: <http://web.jhu.edu/studentprograms/eventreport.html>

By notifying the Department of Student Life about your off-campus events, university officials may be able to proactively assist you in dealing with city and state noise, alcohol, and fire code ordinances. Failure to register your off-campus social event could result in consequences for your organization, as well as the host(s) of the event.

## **Open Space Rules & Regulations**

This policy governs any open space on campus, and applies to all Johns Hopkins University students, alumni, employees, and visitors. Campus Security officers patrol open spaces regularly to promote adherence to these policies.

- Self-supplied alcohol (i.e., BYOB) is prohibited in open spaces at all times.
- All trash must be disposed of in trash cans or removed from open space.
- The operation of any non-University vehicle in open space is strictly prohibited.
- Skateboarding is permitted on paved and bricked paths only.
- Open flames are prohibited in all university public spaces, including residence halls. Open flames should not be used during induction ceremonies. Exceptions can be made for vigils with permission from the Dean of Student Life.
- Students are responsible for informing their guests of all university policies in and out of buildings, and are accountable for the actions of their guests.
- Violators of state law or city ordinances may be subject to arrest by Campus Security officers or Baltimore City Police.
- Students who violate sections of this policy, or who fail to comply with Campus Security officers and other staff acting to enforce this policy, may face disciplinary action.

## **Reserving On-Campus Space**

### **Non-academic space reservations (excluding residence hall space)**

At the conclusion of each semester, recognized student groups may reserve space for the subsequent semester during scheduling week. All groups are limited to reserving one 90-minute weekly meeting and two special events. Two weeks after scheduling week, groups may reserve additional spaces with the approval of the scheduling coordinator. Any group failing to use a confirmed room for two consecutive meetings without formally canceling the room with the scheduling coordinator may have their remaining reservations canceled for that semester. Please contact Pat Forster at 516-8209 or e-mail at [homewoodscheduleevents@jhu.edu](mailto:homewoodscheduleevents@jhu.edu) for more information.

### **Residence hall space reservations**

Registered student groups may reserve space in AMR I & II, Wolman, and McCoy through Office of Residential Life (AMRII) at 516-8283. The rooms are maintained by the Housing Offices and are prepared by the custodial staff before 4pm and the student monitors after 4pm. All A/V equipment must be reserved directly through the JHU A/V department.

Reservations are required at least 48 hours in advance. Weekend and Monday reservations must be made by Thursday afternoon. Reservations cannot be made more than two weeks in advance. Exceptions are occasionally made for special events; however these requests must be submitted in writing. Prior to reserving any room, each student group must submit the Room Reservation Liability Form. This form is required once annually by each student group.

***AMR I MPR (Multipurpose Room)***

The space is good for receptions, meetings, and lectures

Seats 100 lecture style or 200 reception style  
Mon-Fri: 12pm-2am, Sat-Sun: 10am-2am

***AMR I TV Room***

Large screen TV and VCR

Holds 40 people

Mon-Fri: 12pm-2am, Sat-Sun: 10am-2am

***AMR I Common Kitchen***

Large kitchen for cooking or small meetings

Holds 20 people

Mon-Fri: 12pm-2am, Sat-Sun: 10am-2am

***AMR I Prep Kitchen***

Small Kitchen

Mon-Fri: 12pm-2am, Sat-Sun: 10am-2am

***AMR II Common Kitchen***

Small kitchen for cooking or small meetings with tables and chairs

Holds 15-20 people

Mon-Sun: 6pm-2am

***Charles Commons Kitchen***

Large kitchen for cooking or small meetings.

Holds 20 people

Mon-Fri: 12pm-2am; Sat-Sun:10am-2am

***Charles Commons Multipurpose Room***

The space is good for receptions, meetings, and lectures with access to AV equipment

Seats 49 lecture style

Mon-Fri: 4pm-2am; Sat-Sun:10am-2am

***McCoy MPR (Multipurpose Room)***

Large meeting room with a TV/VCR

Seats 49 lecture style or 100 reception style

Mon-Fri: 4pm-2am; Sat-Sun:10am-2am

***Wolman Meeting Room***

A long, narrow room set up meeting-style with tables and chairs that can be divided into two smaller rooms with divider walls

Mon-Fri: 4pm-2am; Sat-Sun:10am-2am

**Recreation Center facilities reservations**

Recognized student groups can reserve spaces in the O'Connor Recreation Center (space permitted) on a limited basis. Reservations can be made by completing the Facility Request Form and submitting it to Ryan Hagen by e-mail at [RHagen1@jhu.edu](mailto:RHagen1@jhu.edu), by fax at 516-4422, or in person to the Recreation Center office.

Spaces available include: \*Auxiliary Gym, Goldfarb Gym, Robert Scott Gym, Evans East Multi-Purpose Room, Evans West Multi-Purpose Room, Indoor Track, Racquet Court, O'Connor Classroom, Athletics Center Team Meeting Room, Athletic Center Men's Team Meeting Room, Athletic Center Hall of Fame Room, Climbing/Bouldering Wall, Athletic Center Lobby, Aquatics Center, Homewood Field, Practice Field, Athletic Center Outdoor Circle, Tennis Courts, Wyman Park BIA Fields, and Homewood Track.

**\*Freshmen quad & AMR BBQ pavilion reservations**

The freshman quad and the AMR BBQ pavilion are reserved through the Office of Residential Life (AMRII).

**\*Outdoor space reservations (excluding freshmen quad)**

For reservations, contact Pat Forster (Levering 102) at 516-8209.

**Charles Commons Conference Center reservations**

All Charles Commons conference rooms can only be reserved 30 days or less from the event date. For reservations, contact Pat Forster (Levering 102) at 516-8209.

**Nolan's space reservations**

To reserve the Nolan's stage, please contact the Nolan's Programming Coordinator at [nolans@jhu.edu](mailto:nolans@jhu.edu). To reserve the Private Dining room, please contact Pat Forster (Levering 102) at 516-8209.

### Hillel space reservations

The Smokler Center for Jewish Life, Harry and Jeanette Weinberg Building houses 10 meeting rooms of various sizes that can accommodate from 10 to 200 guests. The entire building is wired for wireless internet access and offers a variety of audiovisual aids. To view room specifications, visit [www.hopkinshillel.org](http://www.hopkinshillel.org). For more information contact Monica Davis at 516-4196 or [mdavi111@jhu.edu](mailto:mdavi111@jhu.edu).

### Academic space reservations (weeknights)

All student groups wishing to reserve general classroom space for weeknight events (after 6pm Monday-Friday) must submit an e-mail to Jeremy Cook, Scheduling Coordinator, at [schedule@jhu.edu](mailto:schedule@jhu.edu). These requests must include the following information: name of group, date(s), start/end times, number of people, contact person (name, phone number, e-mail) and other relevant information. Please note that all academic courses receive priority when scheduling occurs.

### Academic space reservations (weekends)

All student groups wishing to reserve general classroom space for weekend events must a room request form. This form can be printed from the Office of the Registrar's website at [www.jhu.edu/~registr/room.html](http://www.jhu.edu/~registr/room.html). No e-mail or phone requests will be accepted. Please note that all academic courses receive priority when scheduling occurs.

\*For these spaces, you will need to request recycling for your event through the Recycling Office by filling out a request form at [www.recycle.jhu.edu/services\\_request\\_special\\_events.html](http://www.recycle.jhu.edu/services_request_special_events.html)

## Accessibility Statement

Student organizations should make the necessary arrangements to make their events welcoming for students with disabilities. In order to promote accessibility of student events, please include the University's accessibility statement on all electronic and print publications:

This event is open to all without regard to gender, marital status, pregnancy, race, color, ethnicity, national origin, age, disability, religion, sexual orientation, veteran status or other legally protected characteristic.

If you need any special accommodations for a disability in order to attend or participate in this event, please contact the Student Disability Services office (385 Garland Hall) at 516-4720 or [studentdisabilityservices@jhu.edu](mailto:studentdisabilityservices@jhu.edu).

## Film Screening and Public Performance Policy

Under the Federal Copyright Act (Title 17 of the U.S. Code), no movies or films can be shown in public spaces, including residence hall lounges, without first obtaining film rights. Neither the rental nor the purchase of a movie carries with it the right to show the movie outside the home. Students, staff, faculty members and student organizations are required to first obtain copyright permission from a film distribution company. This legal requirement applies regardless of whether an admission fee is charged, whether the institution or organization is commercial or non-profit, or whether a federal or state agency is involved.

There are several exceptions to this law:

1. Home viewing: A student may show a lawfully obtained (rented or purchased from a video store) video to family members or a small group of friends in his/her own dorm room/apartment/house.
2. Faculty members may show a film for educational purposes if: a) it is during face-to face teaching activities, or b) it is shown in a classroom or similar place devoted to instruction. The audience is limited so that only persons enrolled in or teaching the class (and necessary staff) may attend. In addition, there should be an educational component such as a discussion or panel after the film.

Below are two ways through which you may obtain copyright permission:

1. Purchase a license from a Motion Picture Distributor. The major firms that handle these licenses include:

Swank Motion Pictures, Inc.

<http://www.swank.com>

(800) 876-5577

Criterion Pictures

<http://www.criterionpicusa.com>

(800) 890-9494

Motion Picture Licensing Corporation (MPLC)

<http://www.mplc.com>

(800) 462-8855

Fees are determined by such factors as the number of times a particular movie is going to be shown, how old the movie is and so forth. The Office of Student Activities has an account set up with Swank already.



2. Contact the producer, copyright holder, or film distributor (usually a movie company like Warner Bros). They can provide you with a written waiver to the copyright allowing you to show the movie or film.

After obtaining permission mentioned above, you must bring a copy of your rental agreement or other licensing documentation to the Office of Student Activities (Mattin Center, 131) prior to your screening; or you may have the licensing company send this documentation directly to the Director of Student Activities.

“Willful” infringement of the Federal Copyright Act is a federal crime carrying a maximum sentence of up to five years in jail and/or a \$250,000 fine. If you are uncertain about your responsibilities under the copyright law, contact the Office of Student Activities for more information.

## Raffling and Gaming Events

The University follows all laws related to gambling in the State of Maryland. In brief, ventures which involve the exchange of money, games of chance, or pools are not permitted without license by the City of Baltimore or the State of Maryland. If your student organization plans to conduct a raffle or gambling event where there will be an exchange of money, you must apply for a Gaming Permit. Applications can be found in the Office of Student Activities or on their website. Violation of this policy is considered a misdemeanor.

## Security

The following list provides examples of situations when security may be required for an event.

Any event:

- involving alcohol,
- open to non-JHU college students,
- open to the general public,
- involving cash transactions,
- with no clear boundary between audience and performers (e.g., dance party, concert), and/or
- with a precedence or potential of liability or security risks to Johns Hopkins students, faculty, staff, or property.

The Department of Student Life and/or JHU Security has the right to require commissioned officers for any event at the expense of the student group if they feel the event may pose a liability or security risk to Johns Hopkins students, faculty, staff, guests, or property. The number of officers needed will be decided on an event by event basis. The decision for requiring additional JHU officers may include, but is not limited to mode of advertisement, projected attendance, type of speaker/performer, and contractual obligations designated for the event.

All security arrangements must be completed 2 weeks prior to the event. Security requests made within 2 weeks of the event may not be honored. Cancellations must be made at least 72 hours prior to the event. Any cancellation fees incurred will be applied to the requesting student group's budget.

### Pricing for Security

(Subject to change)

\$25.00 per hour per JHU Officer (4 hour minimum)

\$15.00 per hour per SAFE Officer (4 hour minimum)

\$18.00 for a Supervisor

Contact Pat Forster (Levering 102) at 516-8209 for more information.

## Risk Management Waivers

If your organization is running an event that could be considered “risky,” you should have all participants complete a waiver form. These events could include bus trips, recreational activities, sport competitions, etc. These waivers can often protect your organization from being held liable in the event of injury or misconduct. Waivers are available through the Office of Student Activities.

## Van Fleet Program

Only van requests made in person are honored. To reserve a van in person, students must fill out a form with all requested information (form available in Levering 102). Confirmation will be received within three working days. All requests are processed on a first-come, first-served basis. The form requires the following information:

- Date and time requested. Be very specific.
- Budget Code. Requests without budget codes are not honored.
- Your name, local phone number, title or position and e-mail address.
- Driver’s name (drivers must be van certified by The Johns Hopkins University through the Department of Student Life), license number and phone number.
- Your destination and distance from The Johns Hopkins University Homewood Campus.
- Your purpose. Is this a social event, retreat, service project, etc.

Because of the increased risk involved in long distance (150 miles or more) and overnight trips, before a reservation can be confirmed, the requestor must meet with the Student Services Assistant. While speaking with the Student Services Assistant, the requestor will be asked a series of more in depth questions than what is asked on the Van Request Form. Groups should be prepared to use outside sources should the request not be approved.

## Alcohol Event Policies

If a student group desires to sponsor an event at which alcohol will be served, the group must receive permission from the Director of Student Activities at least two weeks before the event takes place. Events are not approved until the Director of Student Activities provides approval in writing.

The following rules and regulations apply to all student events involving alcoholic beverages:

- The service of alcoholic beverages at any event or activity hosted by a Johns Hopkins University student organization must comply with the laws of the state of Maryland and the laws and ordinances of the city of Baltimore. This policy applies to events both on and off campus.
- No members of Johns Hopkins student organizations, collectively or individually, shall purchase for, serve to, or sell alcoholic beverages to anyone under the age of 21.

- Only beer and/or wine may be served on campus. The purchase or unlicensed distribution of kegs and other bulk quantities is not permitted. Liquor is prohibited at on-campus student events.
- The organization must agree to follow the procedures for assuring that persons attending the event who are underage will not be served. In addition, the organization and/or individuals in the organization may be subject to university disciplinary action if underage patrons are served alcoholic beverages.
- No alcoholic beverages may be purchased through student organization funds nor may the purchase of alcoholic beverages for members or guests be undertaken or coordinated by any member in the name of or on behalf of the student organization.
- The acquisition and distribution of alcoholic beverages at Johns Hopkins student organization events must be through a third-party vendor licensed in the state of Maryland. Alcohol must be sold on a “per drink” basis; “open bar” events are prohibited. Beverages should be sold at reasonable market value and prices should be included in the event contract. Profit sharing is prohibited. No student organization money can be used to subsidize the cost of alcohol.
- Johns Hopkins student organizations may not collect money for entrance to an event in order to defray the cost of alcohol, i.e., cover charges.
- A staff member is often required to attend events with alcohol at the discretion of the organization’s sponsoring office or department.
- All recruitment activities and/or events hosted by a Johns Hopkins student organization must be dry, meaning no alcoholic beverages will be available or served.
- Persons who violate or attempt to violate these regulations will be asked to leave the event and may be subject to university disciplinary action. Organizations that violate the alcohol policy will lose the privilege of serving alcohol at their events and may be subject to university disciplinary action.
- Promotion for events at which alcoholic beverages are served may mention that beer/wine will be available, but should not mention pricing and/or drink specials. Alcohol should not be the main focus of the advertisements. Note: Alcohol may not be mentioned in any advertisements within a residence hall.
- It is university policy to offer non-alcoholic beverages at any university function at which alcohol is served.

## Checklist for Greening Your Student Event at Hopkins

Events can use a lot of energy and produce a lot of waste. Here is a short check list to help you minimize the environmental impact of your event.

### Before your event:

- **Event advertising minimizes waste**
  - Market using e-mail, Facebook, websites, flash ads, chalking, mural boards, and Today's Announcements rather than posters.
  - If you choose to use posters, remember that only one side of your poster is seen! Consider printing on the back of already used paper.
- **Transportation and energy requirements are reduced**
  - Select a central location accessible by foot or public transportation (JHMI Shuttle, the College Town Shuttle, the Charm City Circulator, MTA buses, Light Rail, the MARC, and Metro).
  - Consider webcasting events so that people won't have to travel to participate. Request filming and web hosting through AV Services by filling out a request form at <http://www.it.jhu.edu/etso/customerservices/avrequests.html>
- **General supplies and promotional items/giveaways are environmentally friendly**
  - Avoid purchasing giveaways if they are not vital to the mission of your event. Remember that the "greenest" events involve less superfluous consumption and waste.
  - If purchasing general supplies or promotional items/giveaways such look for "eco-friendly" options.
    - Most t-shirt companies such as 4imprint, C&A Sportswear, American Apparel, and campustshirt.com offer organic cotton t-shirts.
    - Office Depot has a "Green Book" of eco-friendly office supplies online.
- **Food choices are environmentally friendly**
  - Ask your caterer to source locally grown, seasonal and organic foods whenever possible.
    - Local restaurants that cater and feature locally grown and/or organic foods include:
      - Eddies Market in Charles Village
      - The Yabba Pot in Charles Village
      - The Waverly Farmers Market in Charles Village
      - One World Café off of University Parkway
      - The Dogwood Deli in Hamden
  - Ask your caterer if they compost and recycle in their facility.
  - Ask your caterer if they can provide reusable serving dishes.
  - Try to accurately gauge the size of your event and avoid getting more food or utensils than you need.
  - Serve vegetarian meals or less meat; meat production is extremely energy intensive, inefficient and contributes to environmental and public health threats.
  - Have a plan to for making sure any leftovers or unused utensils do not go to waste.
    - To donate leftover food, contact **Campus Kitchens before your event** so that they can plan to come to your event and pick up the extra food. They can be reached during the day at 410-516-4843 or day and night via e-mail at [ckjhu@campuskitchens.org](mailto:ckjhu@campuskitchens.org)  
For a list of acceptable food donations: <http://campuskitchens.org/schools/jhu/donate/>

- **Beverage choices minimize waste**
  - Avoid individually packaged beverages. You can request airpots (the big stainless steel coffee pots) of water, tea or juice from Aramark or Jay's instead of individually packaged waters.
  - Avoid bottled water. Provide or request pitchers of water.
  - Choose recyclable or biodegradable cups. Even better: encourage attendees to bring their own reusable containers.
  - Don't default to pizza! Greasy boxes are not recyclable; consider healthier options with less waste.
- **Recycling is easily available**
  - Check for recycling containers where the event will be held.  
If you are organizing an outdoor event or an indoor event in a non-residential space that that involves food or significant paper use, request recycling for your event through the Recycling Office by filling out a request form at [www.recycle.jhu.edu/services\\_request\\_special\\_events.html](http://www.recycle.jhu.edu/services_request_special_events.html)

#### During your event:

- **Recycling is clearly marked**
  - Make sure the recycling containers are placed next to the trash to minimize contamination.
  - Make an announcement during your event of the location of the recycling containers and what is recyclable and what is not.
- **Energy use is minimized**
  - Check that unneeded projectors and multimedia equipment is off.
  - Do not use more lighting than you need. For day time events consider raising the window shades rather than turning on the lights.
  - Make sure that doors to the outside and windows remain closed.
- **Promote that it is an environmentally friendly event**
  - Let people know that you want your event to be environmentally friendly, and the efforts you have made. If they know you have gone the extra mile, they will too.

#### After your event:

- **All trash is in its place**
  - Do a double check to make sure that recycling has made it to the recycling bin, and trash has made it to the trash can
- **Nothing is going to waste**
  - Save unused utensils, condiments, or other appropriate items for future events (inexplicable accumulations of these items can also be donated to Campus Kitchens!)
  - Spread the word about extra food or other items.
  - Take note of any excess, so you can plan better next time
- **The event is over, and so is its power consumption**
  - If you used a projector, turn it off
  - If you adjusted the thermostat, opened the windows, or pulled up the shades, return them to their original state.
  - Turn off the lights on your way out.

**For More Information Contact:**  
**Campus Programming**  
**210 Mattin Center**  
**Homewood Campus**  
**Johns Hopkins University**  
**[programming@jhu.edu](mailto:programming@jhu.edu)**  
**Phone: 410-516-8208**  
**Fax: 410-516-4495**