

Berg Student Group Event Planning Guide

(Updated 12/19/18)

Introduction

Anyone can host an event at Muhlenberg College. However, most of this guide relates to Muhlenberg students hosting events on behalf of recognized student groups and departments.

Basic Definitions

Student Group - A Student Group is defined as a College-recognized student organization, club, athletic team, Fraternity, Sorority, or a cohort in direct conjunction with a current academic course.

Social Event - An information gathering, not associated with any particular campus group, where alcohol is present.

Scheduling Event Categories - Use of College resources and space fall into three categories. Please visit [Scheduling Event Category Definitions](#) for the definition of each Event Category.

Event Planning Process

Room Reservations

Use of College facilities and resources may only be requested by College departments and recognized student groups in good standing. The first step in planning an event on campus is to arrange for a location and associated resource needs. To request the use of Muhlenberg College facilities for a student group event, enter a request into the [25Live](#) system (access via OneLogin). Student groups may designate up to two student schedulers, plus an advisor for 25Live access. To update schedulers, please fill out an [Officer Update Form](#).

The request should include any anticipated resource needs (ie. rolling whiteboards, coat racks, ect.), set-up type, anticipated maximum number, parking, personnel, catering, and security needs, etc. Additional resources and tutorials may be found on the Seegers Union website under Campus Scheduling. To gain access to 25Live and/or update officers, please complete an [Officer Update Form](#). For technical assistance and

troubleshooting for 25Live, please contact the [Office of Seegers Union & Campus Events](#) at 484-664-3494.

Event Tech Requests

Sound/Media equipment and technicians are available for reservation through the Office of Student Engagement. To request the use of these services, please fill out the [S.E. Event Tech Request Form](#). All requests must be made at least 2 weeks in advance of your event date. Failure to do so will result in your organization not receiving support from our office for the remainder of the academic term. Student organizations are ineligible from receiving support from the Department of Media Services, **your requests can only be handled by Student Engagement.**

If you are unaware of what exactly your group will need, please fill out the form to the best of your ability. We are more than happy to work with you and/or your organization on making your event the best it can be!

Please be advised that equipment owned by the Office of Student Engagement is not to be taken off campus at any time unless otherwise approved by our office under special circumstances.

REMEMBER: Student Engagement was given the opportunity to support your events through a generous contribution from the Student Government Association. Therefore, if our equipment is lost or damaged we will be unable to immediately replace it.

Questions??

Contact: Student Engagement Presidential Assistant

Call: 484-664-3659

pastudentengagement@muhlenberg.edu

Posting and Advertising

Student groups are permitted to advertise events by posting flyers in appropriate locations and through the use of the digital signage boards throughout Seegers Union. All postings must include contact information.

The flyer **MUST** contain the following information

1. Name of sponsoring organization
2. Contact information (email, social media, or phone number) of sponsoring organization
3. Date, time and location of the event or meeting

General use boards are available throughout Seegers Union for the posting of event flyers. *The following are prohibited when advertising:*

1. Posting on doors, windows, walls, or restroom stalls
2. Advertising the consumption of alcohol, including drink specials
3. The use of chalk within 20 feet of any campus building
4. The use of any non-painters tape

For more specific information regarding posting and advertising, please review the [Seegers Union Posting Policy](#).

Staffing

Housekeeping

Your location may dictate additional housekeeping needs and can be affected by the date, time, and/or capacity of the event. Housekeeping may be required and an overtime charge will be billed to the sponsoring student group. For more information on Housekeeping, contact [Plant Operations](#).

Security

Security (either Campus Safety or a security vendor) may be required for student group events. The Office of Seegers Union and Campus Events, in conjunction with Dean of Students, the Provost (if necessary) and Campus Safety will determine security needs. The sponsoring student group will be responsible for all fees related to event security. For more information, contact the [Office of Campus Safety](#).

Catering

Food and beverage for events must be ordered through Muhlenberg College Dining Services.

Contact Red Door Catering by phone at 484-664-4030 or by email at catering@muhlenberg.edu during normal office hours: Monday through Friday 8:30 AM - 4:30 PM.

Looking for a Cheap & Cheery Menu? Look no further!

There is a No Frills Menu with a student org budget in mind!

Additional Catering Information!

All cancellations and/or changes referring to the menu, count, and event arrangements must be confirmed three (3) days prior to the event. Functions canceled within three (3) days of the event may incur a charge. Preparations will be made for the estimated count and charged accordingly should a final count not be confirmed. For additional information, please visit the Red Door Catering Guide.

Looking to serve alcohol at your event?

Dining Services manages the service of alcohol for all events on campus. Once you have completed the Application to Serve Alcohol and see the “Requirements for Student Clubs and Organization Events that Include Alcohol” in this guide for additional information. Please allow at least two week’s notice.

...And, the fine print for the dining program in general!:

http://dining.muhlenberg.edu/dining-plans/documents/Berg_dining_Policy_Fall18.pdf

Films

It is a violation of federal law to show a film in a public forum without consent from the producer of the film. Any student group wishing to host a film screening or “movie night” must obtain the rights to the film. The cost for film rights ranges from \$250-\$1200 and can be purchased through [Swank Motion Pictures](#) or [Criterion Pictures USA](#). Please consult with the [Office of Student Engagement](#) for more information regarding film screenings.

Sales/ Solicitation

Muhlenberg College welcomes student groups to raise their own program funds through fundraising activities. Please visit the [Muhlenberg College Vendor Sales/ Solicitation Policy](#) for more information and guidelines. Please also see the [Student Government Finance Manual](#) for special funding requirements related to fundraising.

In order to host a fundraiser, student groups must complete a [Solicitation/Fundraising Registration Form](#) and return the form to the [Office of Seegers Union and Campus Events](#).

Third Party Vendors

Student groups wishing to enter into a contract with a third party vendor (ie. performer, venue, service, etc.) must first seek approval from the [Treasurer’s Office](#). The Assistant Treasurer is the only authorized contract executor for student groups at Muhlenberg College.

Transportation

Student groups intending to travel to an off campus location for an event, will need to develop a transportation plan. Any plan must first adhere to the College’s [Trip and Vehicle Transportation Policies](#). Student groups should also consider a process and location for loading and unloading buses. Student groups wishing to use The Galleria Lobby in the Baker Center for the Arts as a bus loading area are required to request the use of that space in [25Live](#).

In some cases, a group may be asked to hire professional security for loading and

unloading purposes. Any contracts with third party transportation or security providers must be reviewed and signed by an officer in the [Treasurer's Office](#).

For off campus venues with fewer than 50 guests, consider using professional services (taxi, car rentals, Uber, etc.). Muhlenberg College is not liable for incidents that occur in personal vehicles.

Paying for Your Event

The [S.C.O.R.E. Form](#) is used to pay for club and organization expenses. This form must be completed by club treasurers and approved by the club advisor and SGA Treasurer/Advisor *before* any financial transactions are made. NOTE: **No student or organization will be reimbursed** for expenses without prior approval. You must complete this form in advance so that the purchase can be approved and it is confirmed that your organization has enough funding.

Events with Alcohol

Registration

Student groups must complete an [Alcohol Request Form](#) in order to host on-campus events with alcohol. Hard copies of both forms can be obtained in Seegers Union. Both forms should be completed at least 15 business days prior to the event. The individual completing the form must be 21 years of age and is designated as the Event Manager. The Event Manager is required to be present through the duration of the event and serves as the point of contact for the event.

The Vice President of Student Affairs/Dean of Students, or designee, reserves the right to deny an application to serve alcohol during the first two (2) weeks of the fall semester and after the last day of classes of the fall and spring semesters.

Regulations

Alcohol Policy

Student groups are expected to follow the [Muhlenberg College Alcohol Policy](#) when planning events that include the consumption of alcohol. Members of the Muhlenberg community are expected to abide by all federal, state and local laws, including those governing alcohol consumption and distribution. Under Pennsylvania law, it is illegal for anyone under the age of 21 to purchase alcohol or to possess alcohol in a public space. It is also illegal for anyone to furnish alcohol to an individual under the age of 21.

Bartenders

All on-campus events at which alcohol will be made available must utilize the bartender services of the Muhlenberg College Dining Services' [Red Door Catering](#) for the

distribution of beverages.

Security & Identification

Security is required for all student group sponsored events with alcohol. The Office of Seegers Union and Campus Events, in conjunction with Dean of Students, the Provost (if necessary) and Campus Safety will determine security needs. The sponsoring student group will be responsible for all fees related to event security.

All event attendees are required to present either their BERG ID or a government issued identification in order to gain entry to an event where alcohol is served. The sponsoring student group is responsible for arranging the reservation of the ID Works system through the [Department of Campus Safety](#). The sponsoring organization will be responsible for purchasing wristbands for the event.

Timing

The availability of alcohol at an event location may last a maximum of three hours. Student groups are permitted to register only one event with alcohol on a given date. Alcohol service must end at least 30 minutes prior to the posted event end time. Alcohol may only be consumed in designated areas.

Food and Drink

Approved Beverages

Alcoholic drinks must be limited to beer and wine in quantities appropriate for personal consumption. Hard liquor, wine coolers, and mixed drinks are prohibited.

Food

The sponsoring student group is responsible for providing adequate food and non-alcoholic beverages for the duration of the event. Breads, meats, cheeses, vegetables, pizzas, subs, etc. are considered appropriate foods; chips and pretzels are not. Unless the event is being held in a location that does not require the use of Dining Services, this food must be provided by Muhlenberg College Dining Services' [Red Door Catering](#). The cost of catering is the responsibility of the sponsoring student group.

EANABs (Equally Attractive Non-Alcoholic Beverages)

In addition to providing adequate food, the sponsoring group is required to provide EANABs. All EANABs should be appealing alternatives to alcohol (virgin daiquiri vs. tap water) so that non-drinkers and those who choose not to drink alcohol can enjoy inviting substitutes. Unless the event is being held in a location that does not require the use of Dining Services, these beverages must be provided by Muhlenberg College Dining Services' [Red Door Catering](#).

Off-Campus Events with Alcohol

Student groups wishing to host an event with alcohol at an off-campus venue should follow all of the guidelines set forth for on-campus events with alcohol. In addition, the following special consideration should be given for events with alcohol in off-campus venues:

Transportation

Student groups intending to travel to an off campus location for an event with alcohol are required to provide transportation for their guests to and from the destination. See the College's [Trip and Vehicle Transportation Policies](#) for more information. Student groups should also consider a process and location for loading and unloading buses. Student groups wishing to use the Galleria in the Baker Center for the Arts as a bus loading area are required to request the use of that space in [25Live](#).

Security

Events with alcohol occurring off-campus will be reviewed by [Campus Safety](#), who will determine the need for a licensed security vendor to staff the event. The expense for security will be the responsibility of the sponsoring student group.

Tailgate Events

Student groups are welcome to participate in the [Mule Pen Tailgate Program](#). The Mule Pen Tailgate Program is a BYOB event that creates opportunities for student groups to gather before certain Muhlenberg College Athletic events.

Event Checklist

Event Name _____

Event Date/Time _____

Event Location _____

Actions Completed:

- Room(s) Reserved on 25Live (5 Weeks Prior)
- Media Requested (4 Weeks Prior)
- 3rd Party Vendor Contracts Approved by Treasurer (4 Weeks Prior)
- Order Catering through Sodexo (3 Weeks Prior)
- S.C.O.R.E. Form Submitted (3 Weeks Prior)
- Event Added to Campus Calendar (2 Weeks Prior)
- Marketing/Promotions (2 Weeks Prior)

If Event Involves Alcohol:

- Meet with Representative from Student Life (4 Weeks Prior)**
- Complete a Request to Serve Alcohol Form (4 Weeks Prior)**
- Schedule 3rd Party Security through Campus Safety (4 Weeks Prior)**
- Reserve Wristbands and ID Works through Campus Safety (3 Weeks Prior)**
- Order Alcohol and Bartenders through Sodexo (3 Weeks Prior)**

