



WCU EVENT PROCEDURES

Guide for Reserving Events at WCU

ABSTRACT

This document establishes the official Event Procedure and Procedures Manual for William Carey University (WCU). It provides a comprehensive framework for planning, requesting, approving, marketing, and executing events on campus. The manual outlines the responsibilities of event sponsors, the approval process through Ad Astra, service scheduling requirements, finalization deadlines, and post-event review procedures. It also defines compliance standards, including restrictions on outside vendors, accessibility requirements, and applicable fees. By following these policies, event sponsors ensure that all events at WCU are well-organized, mission-aligned, safe, and consistent with university standards.

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Checklist for WCU Events



Event Planning

Plan your event! However, do not announce your event or put it out to the University Faculty, Staff, or Students until approval is received.



Event Request

All events or space bookings must be requested and approved through [Ad Astra](#), WCU's Events Management System (EMS). No event will be considered until it is properly requested.



Event Approval

The request is reviewed by the appropriate department or office to ensure the event aligns with university guidelines and does not conflict with other scheduled activities.



Event Marketing

Marketing, promotions, and announcements may only begin once space approval has been officially confirmed through the university's scheduling system. At this stage, the WCU Media Relations team should be contacted to assist with event promotion.



Schedule Services

Any facilities setup needs such as tables and chairs will be discussed in the weeks before the event itself. The WCU Events Facilities/Venue Coordinator Team will reach out to the requestor to schedule a meeting.



Final Checks

We ask that little to no changes be made to the event request within three business days of hosting the event. Final numbers for all event support needs should be settled prior to 48 hours of the event.



Review and Refine

After the event concludes, a review is conducted to assess outcomes, address challenges, and note improvements for future events.

Elaborated Steps for WCU Events

Event Planning

Before requesting your event, take time to define the basics. All events hosted on WCU property or under the university's name must begin with a clear planning process prior to submission in [Ad Astra](#), the university's scheduling system. Event sponsors are responsible for identifying the purpose, audience, and potential logistics of their event before submitting a request. Events may not be marketed, advertised, or announced until formal approval is granted.

Pre-Planning Requirements

Event sponsors must consider the following prior to submitting an event request:

- **Purpose & Alignment:** Define the event's purpose and ensure it aligns with WCU's mission, values, and scheduling priorities.
- **Audience:** Determine who the event is intended for (faculty/staff, students, external/public). Audience classification will affect how the event is marketed and what approvals are required.
- **Date & Time:** Select preferred dates and times, while remaining flexible to avoid conflicts with academic or major university events.
- **Location:** Identify preferred space(s) but allow for alternatives if scheduling conflicts arise.
- **Budget:** Confirm whether the event has an approved funding source and whether costs (e.g., catering, security, A/V support) will be covered by a department, student organization, or external partner.

Restrictions on Announcements

- No event may be announced or marketed to faculty, staff, students, or external audiences prior to official **Ad Astra approval**.
- Use of "save the date" messages, flyer distribution, or social media promotion prior to approval is strictly prohibited.
- Events announced without approval may be cancelled or denied future scheduling.

Coordination with University Calendar

- Event sponsors must review the university's master calendar to avoid scheduling conflicts with academic, athletic, or other high-profile events.
- Events competing with institutional priorities may be denied or rescheduled to preserve campus operations.

Required Coordinator Involvement for Major Events

If an event qualifies as a **major event** (large-scale, high-profile, or otherwise significant) **or** requires the use of **more than one event space**, the sponsoring department must involve the **University Events Coordinator** during the earliest stages of planning.

The Coordinator's role includes:

- Recording all locations assigned to the event.
- Tracking changes to rooms, setups, or layouts as planning progresses.
- Ensuring that service departments are informed of evolving requirements.

Events of this scale may not proceed without documented consultation with the University Events Coordinator.

Compliance and Enforcement

- Events that proceed without prior planning or official approval may be cancelled by the External Relations/Events Office.
- Sponsors who repeatedly fail to plan appropriately may be required to undergo additional training or pre-approval meetings before hosting future events.
- WCU reserves the right to deny requests that conflict with university priorities, pose safety risks, or lack sufficient planning detail.

Unlisted Situations

If an event planner has reviewed this manual and their question is not answered, or they wish to plan an event outside the procedures described, they must contact the **University Events Office** before proceeding. No event outside documented policy may move forward without prior consultation and approval.

Event Request

All events must be requested and approved through [Ad Astra](#), WCU's official Events Management System. No event will be considered until it has been properly submitted in [Ad Astra](#) and reviewed by the University Events Office.

At WCU, only faculty, staff, and approved outside organizations are authorized to initiate an event request. Students and organizations must work through their designated faculty/staff advisor for event submission.

Request Deadlines

- Requests must be submitted a minimum of **fourteen (14) calendar days** prior to the event date.
- Events requested, scheduled, or significantly changed within **fourteen (14) days** prior to the event date will incur a **\$100 rush fee** (See **Rush Fee** under **Schedule Services and Logistics** for more information).
- To increase the likelihood of approval and ensure adequate support, sponsors are **strongly encouraged** to submit requests **two to three months in advance**.

Proper Submission Channel

No department is permitted to add events — whether **major or minor** — directly into their departmental space on Ad Astra. The only items departments may enter directly are:

- **Academic classes**
- **Athletic practices**

All other events, regardless of size, scope, or location, **must** be submitted through the **external/public-facing request portal of Ad Astra**. This includes events taking place **inside the requesting department's own space**.

If an event requires *any* support from a service department — such as a **single table or chair, A/V, custodial, security, or catering** — it must be routed through the proper request channel.

Events not meeting this standard are subject to immediate cancellation and denial of support from all service departments.

Example:

A department wishes to host a guest lecture in its departmental seminar room. Even though the space “belongs” to the department, the request must be submitted via the public-facing Ad Astra request system. The department may not add the event directly into its calendar space. If the department bypasses the request system and later asks Facilities for extra chairs, IT for projection support, or Catering for refreshments, these services will be denied, and the event may be canceled outright.

Review Process

- Once a request is submitted in [Ad Astra](#), it is routed directly to the **University Events Coordinator** for review.
- The Events Coordinator will evaluate the request for:
 - Completeness of information.
 - Eligibility of the requestor.
 - Alignment with university mission and scheduling priorities.
 - Availability of requested space, including sufficient time for setup and teardown.
- If the space is unavailable, the request is incomplete, or eligibility requirements are not met, the event may be denied. The requestor will be notified with an explanation and may be invited to resubmit.

Who Is Authorized to Request Events

- **Authorized Requestors:** WCU faculty, staff, and approved outside organizations. Outside Organizations must contact External Relations before scheduling their event.
- **Student Organizations:** Requests must be submitted **only** through their assigned **faculty/staff advisor**, who will serve as the official sponsor. *Students may not initiate Ad Astra requests, host events, or use campus space without faculty/staff sponsorship and presence throughout the event.*
- **External Groups:** Should contact the Office of External Relations or the University Events Coordinator before initiating an event request in [Ad Astra](#).

Compliance and Enforcement

- Any event that is not submitted and approved through [Ad Astra](#) will be considered unauthorized and may be cancelled by the University Events Office.
- Failure to comply with request deadlines may result in denial of event approval or the imposition of additional fees, such as rush service charges.
- Sponsors who repeatedly fail to follow request procedures may be restricted from scheduling events until compliance is demonstrated.
- **Student-Only Events Prohibited:** Any event hosted, requested, or operated solely by students without faculty/staff sponsorship and supervision will be denied or canceled.

External Organization Procedures

All external organizations must be sponsored by and work directly with a **WCU hosting department** (such as External Relations, Recruitment, Alumni and Development, Athletics, or other approved offices) in order to use university facilities. The hosting department will guide the event request process, coordinate required services, and serve as the primary liaison between the university and the external organization. (See **Hosting Department Responsibilities** for a full outline of required duties.)

Prior to submitting a request in [Ad Astra](#), external organizations are required to contact the Office of External Relations and their sponsoring WCU department for initial review and approval to proceed. Event requests will then be processed through [Ad Astra](#) and must receive confirmation through [Ad Astra](#) from the University Events Office before they may be advertised, promoted, or hosted.

External organizations are subject to facility use fees, refundable deposits, custodial charges (if applicable), and full compliance with all university event Procedures.

Hosting Department Responsibilities

All external organizations must be connected to and work directly with a sponsoring **WCU department** (such as External Relations, Recruitment, Alumni and Development, Athletics, or other offices). This partnership ensures that external events are properly supported and aligned with university procedures.

The hosting WCU department is responsible for:

- **Coordinating the Event Request:** External organizations must first contact the sponsoring WCU department, which will assist in guiding the request through [Ad Astra](#) and ensuring all approvals are obtained if the space is available.
- **Arranging Technology Support:** The hosting department must request **Wi-Fi access** for external participants at least **three (3) business days in advance** through the IT Department.
- **Arranging Parking Needs:** The hosting department must coordinate directly with the **Chief of Security** to arrange parking reservations, guest access, and traffic management.
- **Coordinating Services:** The hosting department is responsible for all service arrangements (facilities setup, A/V, IT, security, etc.).
- **Catering Exception:** The only possible exception is catering. The hosting department and the external organization must determine in advance who will be responsible for placing catering orders through **MMI/Zest** and covering payment for those services.

By procedure, all external events must be managed in partnership with a WCU department. External organizations may not independently coordinate services without a university sponsor.

Facility Use Fees and Deposits

- External organizations will be charged a **facility use fee** based on the type of space reserved.
- A **refundable damage deposit** is required for all external reservations. The deposit will be refunded in full if the space is left in good condition and no violations occur.
- Custodial or repair costs will be deducted from the deposit, with additional charges billed if costs exceed the deposit amount.

Multi-Day Events

For events scheduled over consecutive days, the facility use fee will be charged at **full cost for the first day** and at **half cost for each consecutive day**. This discount applies only to continuous, multi-day events, and **does not apply to recurring events** (e.g., weekly or monthly meetings).

Non-Profit Organizations

Registered nonprofit organizations may be eligible for reduced facility costs. Approved nonprofits will be charged **only the refundable damage deposit** for use of university space. To qualify, organizations must provide the Office of External Relations or University Events Coordinator valid documentation verifying their nonprofit status prior to scheduling. Failure to provide documentation will result in the application of standard facility use fees.

*The detailed facility fee schedule is provided in **Appendix A** at the end of this document.*

Service Requirements

- **Catering:** All food and beverage services must be arranged through WCU's approved catering provider. Outside caterers are not permitted.
- **Audio/Visual:** Must be coordinated through WCU service teams. No outside providers are permitted.
- **Arranging Technology Support:** The hosting department must request **Wi-Fi access** for external participants at least **three (3) business days in advance** through the IT Department.
- **Security & Parking:** Must be coordinated in advance with Campus Security. Large or high-profile events may require additional security staffing at the expense of the sponsoring organization.
- **Setup & Teardown:** Must be included in the requested reservation time. Early access or late departures outside of approved hours may result in additional fees.

Prohibited Items and Activities

The following are not permitted in any WCU facility or outdoor space:

- Glitter, sparkles, confetti, or powders.

- Balloon releases in outdoor spaces.
- Paints, adhesives (tape, glue), or substances that leave residue.
- Open flames or wax candles.
- Structural modifications to facilities or equipment.
- Unauthorized removal of university furniture or fixtures.

Additional restrictions may be imposed by the University Events Office to protect the integrity of university spaces.

Marketing and Branding

- All external event promotions must include the statement:
“Hosted by William Carey University.”
- External organizations may not use WCU logos, marks, or branding without consultation and permission from the Office of External Relations (Branding).
- Merchandise (such as T-shirts, promotional items, or signage) must be purchased only through **WCU-approved vendors**. Contact Branding@wmcarey.edu for more information.

Special Events – Weddings

Weddings are considered a unique category of external events at William Carey University. All wedding-related inquiries must be directed to the **University Events Coordinator**. Couples are required to schedule an **in-person campus tour** with the Events Coordinator *prior* to submitting any reservation requests in [Ad Astra](#).

Detailed procedures, procedures, and fees related to weddings are provided in the separate **WCU Wedding Facility Use Procedure**, which must be reviewed and followed in addition to this document.

Compliance and Enforcement

- External organizations must comply with this procedure, the **WCU Event Procedure & Procedures Manual**, and all applicable university rules.
- Violations may result in forfeiture of deposits, additional charges, immediate cancellation of the event, and/or denial of future facility use requests.
- WCU reserves the right to require additional insurance, security, or approvals depending on the nature of the event.

Event Approval

Event approval is granted only after a request has been properly submitted through [Ad Astra](#) and reviewed by the University Events Office. Once approved, the requestor will receive confirmation through [Ad Astra](#). Only after receiving this confirmation may the sponsor begin marketing the event, scheduling services, and coordinating logistics.

Responsibilities of the Event Sponsor

Upon receiving approval, the event sponsor is responsible for contacting the appropriate service providers to arrange support. These include, but are not limited to:

- Request catering through MMICatering@wmcarey.edu
- Request audio/visual support at RStark@wmcarey.edu
- Request any IT needs through the IT Help Desk on SaderNet.
- Request any reserved parking in conversation with our Chief of Security at SRosser@wmcarey.edu.
- If you would like to request any SWAG items to support your event, follow this link: [SWAG Central](#)
- Contact the Print Shop at PShearer@wmcarey.edu for any needed printed materials.

University Service Requirements

Per university procedure, all event-related services must be provided exclusively by approved WCU service teams. Outside vendors are not permitted to supply these services under any circumstances.

- **Catering** must be arranged through the official campus catering provider (Zest/MMI Catering).
- **Audio/Visual Support** must be coordinated through the designated A/V Coordinator.
- **Technology Support** must be requested in advance through the IT Help Desk.
- **SWAG Central** requests must be submitted at least **three (3) business days** in advance of the event. The department is responsible for ordering any specialized marketing materials or materials not provided or available through SWAG Central.
 - It is recommended the requestor check SWAG Central inventory prior to making any official requests.

This procedure ensures consistency, quality control, and compliance with university safety and operational standards.

Scheduling Services

- The event sponsor must initiate contact with service providers promptly after approval.
- Services should be confirmed well in advance of the event, with final numbers submitted **no later than forty-eight (48) hours prior** (see **Final Checks Procedure**).
- The University Events Office may facilitate coordination but is not responsible for scheduling individual services on behalf of sponsors.

Compliance and Enforcement

- Events that attempt to use outside vendors for catering, A/V, or IT services will be denied support and may be cancelled.
- Failure to schedule required services in a timely manner may result in reduced support, additional charges, or denial of future requests.
- Sponsors who repeatedly neglect service scheduling responsibilities may be subject to additional oversight or restrictions.

Event Marketing

No event may be marketed, advertised, or promoted in any form until it has been fully approved in [Ad Astra](#), the university's official scheduling system. Event requests that are pending review, requested, or placed on "draft" are not considered approved. Marketing an event prematurely may result in cancellation of the request or revocation of promotional privileges.

Audience Classification

Marketing must be directed only to the audience appropriate for the event's classification:

- **Confidential:** No marketing permitted. Access is strictly invitation-only (ex. Private or presidential events).
- **Restricted:** Limited events; may only be shared with specific individuals via direct invitation (ex. Invitation only events).
- **Internal (Faculty/Staff):** Shared exclusively through internal channels such as SaderNet, faculty/staff email, or the internal university calendar.
- **Limited Access (Students):** Shared through student-facing channels such as digital signage, approved bulletin boards, residence hall postings (with Residence Life approval), social medias, and student email lists.
- **Public:** Events open to external audiences may be promoted through the university's public-facing channels, including the WCU website, press releases, and official social media platforms. Public promotions must be coordinated with Media Relations or the Marketing Department.

Timing and Lead Time

Promotional materials should be submitted and distributed within the following lead times:

- **University Calendar & Press Releases:** Minimum of 10–15 business days prior to the event.
- **Printed Materials (flyers, posters):** 7–10 business days prior, with additional time for printing.
- **Digital Signage:** 5–7 business days prior.
- **Social Media Posts:** 5–10 business days prior.

If any detail of the event (time, date, or location) changes after publication, it is the responsibility of the event sponsor to update all promotional channels promptly.

Branding and Accessibility Requirements

- Only official **WCU logos, marks, and templates** (if available) may be used. Unauthorized alterations or unapproved designs are prohibited.
- All promotional materials must comply with accessibility standards, including:
 - Clear, high-contrast fonts and text sizes.
 - Alt-text for images posted in digital environments.
 - Captions for promotional videos.
- All public-facing promotions must include an accommodations statement:
“For disability accommodations, please contact External Relations at least five business days prior to the event.”

Event Merchandise

All designed and purchased event merchandise (such as T-shirts, promotional items, signage, or giveaways outside of SWAG Central) must be ordered exclusively through **university-approved vendors**. Sponsors may contact Branding@wmcarey.edu for guidance, approvals, and clarification prior to placing any orders.

SWAG Requests

If promotional merchandise is desired (such as branded giveaways to support marketing or audience engagement), event sponsors should submit a request through [SWAG Central](#). Availability is subject to university inventory, branding standards, and approval by the Office of External Relations.

*A detailed list of William Carey University contacts and links can be found at **Appendix B** at the end of this document.*

Content Rights and Restrictions

- Only licensed images, fonts, and music may be used.
- Photographs of students must follow university consent procedures; photographs of minors require written guardian consent.
- Films, performances, or music promoted as part of an event must have appropriate licensing secured in advance.
- Outside vendors for catering, audio/visual, or IT services are not permitted. These services must be arranged through designated university offices.

Distribution Channels

- Flyers may only be posted on designated bulletin boards. Posting on windows, doors, trees, or over safety signage is strictly prohibited.
- Residence hall postings must be pre-approved by Residence Life.

- Digital signage slides must follow established formatting guidelines and be removed promptly after the event.
- External promotions (press releases, paid ads, public-facing social media) must be coordinated through **Media Relations** by contacting SMonk@wmcarey.edu.

Cancellations and Changes

If an event is cancelled, rescheduled, or filled to capacity, the event sponsor must ensure that all marketing channels are updated promptly. This includes communication to the University Events Coordinator, so the calendar and support departments can be updated.

Updates should be clearly labeled:

- **CANCELLED**
- **RESCHEDULED**
- **SOLD OUT**

Whenever possible, promotional updates should also provide next steps (e.g., new date, waitlist availability, refund procedures).

Compliance and Enforcement

Failure to follow these procedures may result in denial of event requests, removal of promotional materials, or loss of event hosting privileges. The External Relations, Media Relations Office, and Marketing Department reserve the right to remove, correct, or deny any promotional content that does not meet established standards.

Schedule Services and Logistics

Event sponsors are responsible for coordinating all services required for their event. Once an event has received **Ad Astra approval**, the Events Facilities/Venue Coordinator teams will work with requestors to plan and implement the required services. Failure to request the event through **Ad Astra** in advance may result in reduced support, event disruption, denial of services on the day of the event, or denial and cancellation of any event plans.

Facilities and Setup

- The **Facilities/Venue Coordinator team** will initiate contact with the event sponsor in the weeks leading up to the event to confirm setup needs.
- Services available through Facilities include, but are not limited to:
 - Tables, chairs, podiums, and staging.
 - Room layouts (theater, classroom, banquet, etc.).
 - Trash receptacles and event cleanup.
- Event sponsors must confirm final setup requirements at least **three (3) business days prior** to the event. Major changes within this timeframe may not be accommodated.

Audio/Visual and Technology Services

- Audio/visual (A/V) support (microphones, projectors, screens, livestreaming, etc.) must be requested directly through the university's Media Services Coordinator at RStark@wmcarey.edu.
- Information Technology support (internet connections, presentation equipment, hybrid meeting technology, etc.) must be requested via the **WCU IT Help Desk**.
- Per university procedure, no outside vendors may provide A/V or IT services.
- No thumb drives will be accepted to provide media to events. Contact RStark@wmcarey.edu for additional information.

Catering and Food Service

- All catering must be arranged through the university's official catering provider (MMICatering@wmcarey.edu). For catering purposes, initial intent must be to utilize Zest/MMI's services.
- **Outside Catering Exception:** If Zest provides **written approval** to the event sponsor to use an outside catering provider, the event sponsor is fully responsible for:
 - Obtaining a valid **certificate of health** from the outside provider.
 - Obtaining a current **certificate of insurance** from the provider.

- Coordinating review and approval through WCU's **Legal Department** before the event may proceed.
- Without Zest's written release **and** Legal's approval, outside catering may not be used.
- Final catering numbers are due **≥48 hours** prior (by **12:00 p.m. two business days prior** is recommended).

Parking and Security

- Parking reservations, guest parking requests, and traffic management must be coordinated with the **WCU Chief of Security**. Contact Chief Rosser at SRosser@wmcarey.edu.

Accessibility and Special Accommodations

- Event sponsors must ensure that setup and services are consistent with **ADA accessibility standards** (clear walkways, accessible seating, ramps, etc.).
- Requests for disability accommodations must be submitted to External Relations at least **five (5) business days prior** to the event.

Final Deadlines

- **Three (3) business days prior to the event:** All major logistics must be finalized.
- **Forty-eight (48) hours prior:** Final numbers for catering, setup, and other services must be confirmed.
- **Day of Event:** The event sponsor is expected to arrive early to review setup and confirm services are in place.

Cancellations or Changes

Event sponsors must notify the University Events Coordinator and all affected service departments immediately if an event is cancelled or rescheduled. Late cancellations may result in charges for services already rendered or resources already allocated.

Compliance and Enforcement

Failure to adhere to scheduling deadlines or service procedures may result in denial of services, increased costs, or loss of event-hosting privileges. The University Events Office reserves the right to limit or withhold services if requests are not submitted within the required timeframes.

Rush Fee:

A **\$100 rush fee** applies to **new requests or major changes** submitted **within 14 calendar days** of the event date. **Major changes** include: room assignment changes; layout changes (tables, chairs, staging); additional or materially different A/V or IT equipment; catering added or changed by **±20%** or more. Requests **within 3 business days** require **explicit approval** from the University Events Coordinator in collaboration with the Facilities Team.

Custodial Fee (Internal Departments):

A **\$200 custodial fee** will be applied to any event that uses prohibited items or leaves the space in an unreasonably messy condition. Prohibited items include, but are not limited to, glitter or sparkles, paints, open flame, wax candles, tape/adhesive, and glue. The university reserves the right to prohibit additional items that may cause damage or excessive mess. This fee may also be charged if food, trash, or decorations are left scattered, carpets are stained, or excessive garbage remains after the event.

Final Checks

Event sponsors are responsible for verifying and finalizing all event details prior to hosting. Once an event has been approved and scheduled, final checks must be completed within specified timeframes to allow university service teams to provide consistent, reliable support. Significant changes to an event close to its scheduled date may result in fees, reduced support, or denial of the request.

Five Business Days Prior

- All public-facing promotions must include an accommodations statement:
“For disability accommodations, please contact External Relations at least five business days prior to the event.”

Three Business Days Prior

- All major changes to an event must be submitted no later than three (3) business days before the scheduled event date.
- Major changes include:
 - Room assignment changes.
 - Alterations to room layout (tables, chairs, staging, etc.).
 - Requests for additional A/V or IT equipment.
 - Additions of catering or significant changes to menu orders.
- The University Events Office and Facilities Teams reserve the right to deny requests for major changes made after this deadline.

Forty-Eight Hours Prior

- Final headcounts must be submitted to catering, facilities, and security (if applicable).
- Final confirmations must be sent to:
 - Catering: updated meal numbers.
 - Facilities/Venue Coordinator: setup details and room layout.
 - A/V Coordinator: confirmed technology needs.
 - IT Help Desk: confirmed technology or hybrid event support.
- Any remaining service needs must be fully resolved no later than forty-eight (48) hours prior to the event.

Day of Event Responsibilities

- Event sponsors or designated representatives must arrive on site early to review the setup.
- The sponsor should confirm that room layouts, equipment, and services are in place.

- Contact information for Facilities, IT, and Security should be kept on hand for troubleshooting.
- The sponsor is responsible for ensuring that participants and guests comply with all university procedures during the event.
- **Faculty/Staff Presence:** A faculty/staff sponsor must be physically present at all student events. Events without sponsor supervision may be immediately canceled.

Compliance and Enforcement

- Requests for major changes within three (3) business days of an event are strongly discouraged and may be denied. Exceptions require explicit approval from the University Events Coordinator in collaboration with the Facilities Team.
- Failure to provide final numbers **forty-eight (48) hours prior** may result in reduced or incomplete services.
- Late or uncommunicated changes may incur rush fees as outlined in the Event Services and Logistics Procedure.
- Failure to comply with final check requirements may result in cancellation of services, additional custodial or rush fees, or loss of event-hosting privileges.

Review and Refine

All events held at WCU are subject to a review process following their conclusion. Event sponsors are responsible for cooperating in this process by providing feedback, documenting attendance, and reporting outcomes as requested by the University Events Office. This ensures accountability, continuous improvement, and alignment with the university's mission and standards.

Post-Event Feedback

- The **event sponsor** must participate in a brief post-event review, either through an evaluation form, survey, or meeting coordinated by the University Events Office.
- Feedback should address:
 - Attendance numbers and demographics (faculty, staff, students, public).
 - Overall effectiveness of the event in meeting its goals.
 - Observed strengths (what went well).
 - Challenges or issues encountered.
 - Recommendations for future improvements.
- For large-scale or high-profile events, a more detailed **debrief session** may be required, involving multiple service departments.

Service Team Assessments

- Facilities, catering, IT, and A/V teams may provide their own assessments of service delivery.
- Service teams will note any issues, such as:
 - Setup or breakdown challenges.
 - Technical difficulties.
 - Resource shortages.
 - Clean-up or custodial concerns.
- These notes are used to refine internal processes and ensure higher-quality service for future events.

Continuous Improvement

- The University Events Office will maintain a record of event feedback to track recurring issues or best practices.
- Lessons learned will inform updates to event procedures, checklists, and service procedures.

- Event sponsors are encouraged to apply feedback when submitting requests for future events.

Compliance and Enforcement

- Failure to participate in post-event reviews may affect the sponsor's ability to request or host future events.
- Repeated issues, such as poor communication, misuse of services, or failure to follow procedures, may result in additional requirements for future events (e.g., mandatory pre-event planning meetings or additional fees).

Quick Reference

1. Plan Your Event

- Define purpose, audience, date/time, and location options.
- Confirm budget/funding.
- **Do not announce or market the event until approved.**

2. Submit Request (Ad Astra)

- Only faculty, staff, and approved outside organizations may submit.
- Must be submitted **at least 14 calendar days prior** to event (2–3 months recommended).
- Submit in **Ad Astra** → request reviewed by University Events Coordinator.
- If incomplete/unavailable → request denied with explanation.

3. Approval

- You will receive **official confirmation** if approved.
- Once approved, YOU must schedule services:
 - Catering → **MMICatering@wmcarey.edu**
 - Audio/Visual → **RStark@wmcarey.edu**
 - IT → **SaderNet Help Desk** (externals via sponsor)
 - Parking → **SRosser@wmcarey.edu**
 - SWAG → **SWAG Central**
 - Print Shop → **PShearer@wmcarey.edu**
- No outside vendors permitted.

4. Marketing

- Begin promotions **only after approval**.
- Coordinate with **WCU Media Relations**.
- Audience classification:
 - Internal (Faculty/Staff)
 - Limited Access (Students)
 - Public (External)

5. Logistics & Services

- Facilities team will contact you for setup needs (tables, chairs, equipment).
- Confirm catering/IT in advance.

6. Final Checks

- **3 business days prior:** No major changes.
- **48 hours prior:** Final headcounts and service needs confirmed.

7. Day of Event

- Arrive early.
- Verify setup & equipment.
- Keep service contacts handy.

8. After the Event

- Provide feedback to Events Coordinator.
- Note successes & improvements.
- Share attendance numbers if requested.

Definitions

Ad Astra

WCU’s official Events Management & Scheduling system.

Sponsor / Event Sponsor

The faculty/staff member (or sponsoring WCU department for external organizations) responsible for planning, approvals, and coordination. *Students are **not permitted** to serve as sponsors or host events independently; all student events must be sponsored and supervised by faculty/ staff.*

External Organization

Any non-WCU group using WCU facilities under sponsorship of a WCU department.

Business Day

Monday–Friday, excluding university holidays.

Major Change

Any of the following after initial approval: room change; layout change (tables/chairs/staging); additional or materially different A/V or IT equipment; catering added or changed by $\pm 20\%$ or more in headcount; time change exceeding 30 minutes.

Rush Conditions

New requests or **Major Changes** submitted **within 14 calendar days** of the event date.

No Announcements Before Approval

No event may be marketed, advertised, or announced—including “save the date” messages, flyers, or social media—**until Ad Astra approval is issued** by the University Events Office.

Appendix A

Facility Fee Schedule for External Organizations

King Student Center

Room	Sq. Ft.	Dimensions	Dining	Lecture	Theatre	Cost
Event Room	1,969	69'9"x46'11"	120	200	150	\$400
Game Room						\$200

Tatum Court

Room	Sq. Ft.	Dimensions	Dining	Lecture	Theatre	Cost
3rd Floor Ballroom	3,984	68'3" x 59'11"	150	250	200	\$600

Wilkes Dining Hall

Room	Sq. Ft.	Dimensions	Dining	Cost
The Legacy Room	1,100	35'10"x31'4"	50	\$200
The Legacy Board Room	780	39'6"x19'9"	15	\$160

Thomas Fine Arts

Room	Sq. Ft.	Theatre	Cost
Auditorium	10,437	1,159	\$800
Recital Hall		75	\$150

Waddle Gymnasium

Room	Sq. Ft.	Bleacher Seating	Total Seating	Cost
Gym Floor	10,200	192	592	\$750

Bass Memorial Chapel

Seats up to 100	\$300
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Shield Stage and Carey Garden

Seats up to 170	\$400
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Intermural Field

Seats up to 170	\$300
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Classroom Space on Campus

Seats up to 30 (dependent on room size)	\$75/room
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Appendix B

Email Inventory

Audio/Visual Team	RStark@wmcarey.edu
Branding	Branding@wmcarey.edu
Catering	MMICatering@wmcarey.edu
Chief of Security	SRosser@wmcarey.edu
External Relations	ExternalRelations@wmcarey.edu
Internet Technology	Help@wmcarey.edu
Marketing	MBumgarner@wmcarey.edu
Media Relations	Media@wmcarey.edu
Print Shop	PShearer@wmcarey.edu
University Events Coordinator	LBlakeslee@wmcarey.edu

Available Links

[SWAG Central](#)
