

VIRGINIA WESTERN		College Event Checklist		Rev. 1/8/2024
1	Event Design and Define	<p>What are you planning and why?</p> <p>Confirm the event is an internal college event. Reference the policy if needed: V-5: Use of College Facilities</p>	<p>Per policy, a college employee is sponsoring the event as part of their job duties and is responsible for executing the event. The event supports the mission and/or strategic plan.</p> <ul style="list-style-type: none"> • Determine the purpose of holding. • How many people will attend? • Who are stakeholders or involved parties? • Do you have budget and time to complete event? • What departments on campus need to be notified or requested before confirming? 	
2	Reserve Space	<p>Request using College Calendar Event Request Form Please use VWCC Ad Astra User Guide - General Users</p>	<p>Review special space considerations and enter on appropriate calendar:</p> <ul style="list-style-type: none"> • Campus Calendar: Events open to all students or open invitation to community. • Faculty/Staff Calendar: Student/community events by invite-only and all other reservations. <p>Enter start time accurately and use set-up/clean-up feature for additional time.</p>	
3	Procurement and Budgeting	<p>Confirm your budget source and compile list of needed items. Procure following guidelines.</p>	<p>Follow procurement guidelines to secure vendors, obtain goods and services. Typically processed in eVA. eVA - Virginia's eProcurement Marketplace</p> <p>Food orders will need a Business Meal Form attached. Forms and additional guidelines at VCCS Shared Services Center</p>	
4	Campus Support: Facilities/FMS	<p>Enter work order for all event requests 1-4 weeks in advance. Access the system at: Facilities Management Services</p>	<p>Examples of most common services may include:</p> <ul style="list-style-type: none"> • Ice and coolers • Extra trash cans • Table and chair setup <p>Additional services available.</p>	
5	Campus Support: Media Geeks & Technology Needs	<p>The request process varies, depending on what support is being requested.</p> <p><i>The Media Geeks approves all events in Whitman Theater.</i></p>	<p>Self-Service: Many spaces have built-in technology and do not require any additional assistance or further action. Browse the inventory on campus to determine: Conference & Student Study Rooms Classroom Inventory</p> <p>Additional Support Needed: If you have routine technology needs that are not met by the self-service option, email a request to the Help Desk at HelpDesk@virginiawestern.edu with an explanation and request (include date, time, location, and need).</p> <p>Complex Support: If you have technology or A/V requests that are unique, contact the Media Geeks for a consultation. After consultation, formalize the request as directed by the Media Geeks.</p>	
6	Campus Support: Help Desk	<p>Request wi-fi access for non-VWCC attendees.</p>	<p>Request Wi-Fi guest access at least 1 day in advance by emailing the Help Desk at helpdesk@virginiawestern.edu.</p>	
7	Campus Support: Facilities Planning and Development (FPD)	<p>Review event plans to ensure compliance and no conflicts with planned work.</p>	<p>Many larger events may have elements that require compliance with state codes (tents, food trucks, fire exit access, ADA pathways). FPD manages ongoing improvement projects. Consulting ensure your event does not conflict with planned work.</p>	

8	Campus Support: Campus Police - Parking	Make special parking requests through campus police.	Self-Service (preferred): Issue printed parking passes for your guests (Available on VWConnect).
		Guests from off campus will need directions and instructions.	<ul style="list-style-type: none"> Using less than 5 printed passes, no further action needed. Using more than 5 printed passes, email police@virginiawestern.edu for approval and additional instructions.
		<i>The Campus Calendar is NOT used for requesting parking. If a parking lot also serves as an event location, the request should also be entered into the campus calendar with the appropriate parking lot as the</i>	Special arrangements: Reserved spaces For a very large block of reserved spaces all together. Typically for only high-profile or when very specific blocks of spaces are needed (food truck, for example). Email police@virginiawestern.edu to request.
			Special arrangements: Entire parking lot Extremely rare and used when an event requires an entire lot to accommodate the event. Email police@virginiawestern.edu to request.
9	Campus Support: Police Support	Request additional police support through police@virginiawestern.edu	Email for items such as: events with unusual components, large events, risk management questions, events involving government officials or notable people. Room unlocks: Call 540-857-7979 as needed.
10	Campus Support: Marketing Office	Request marketing support at marketing@virginiawestern.edu <i>When appropriate, include as early in the planning as possible.</i>	Submit a request to marketing for items such as: Social media posts, flyers and posters, press release, invitations, digital signs, submission to community calendars, photography, professional programs, drafting remarks for special events, college promotional materials and branded merchandise. Required: Contact Marketing when media are present or invited to serve as media liaison.
11	Additional Marketing Tools	Additional marketing channels are available for request.	For a VWTV slide or video service: Fill out the Media Geek Request Form (Service Requests) Service Requests For the Student Bulletin: Sent by Student Activities. Email submissions to StudentBulletin@virginiawestern.edu For the Faculty/Staff Bulletin: Submit requests online at Virginia Western Bulletin Additional items on your own: Email to appropriate parties, flyers/handouts (if on-campus only). Some items may require a Print Services Request Form
12	Additional items to prepare within your department	<ul style="list-style-type: none"> Awareness to associated depts (K12?-Recruitment; Students-Student Activities; Alumni-Foundation, etc.) Volunteer/staffing plan Set up plan and clean-up plan (<i>return spaces like you found them!</i>) Decorations, plants & flowers, music Invitations and marketing Signage: parking, directional, reserved seating, table seating, printed programs Catering support: plates, cups, napkins, utensils, table coverings, ice Registration/Check-In table: table coverings, tape, scissors, extension cords, signage, markers and pens, name tags, charging cords, flipcharts or paper pads, list of attendees, contact list of vendors and volunteers VIP considerations: special remarks, hospitality, greeter or host Prepare program, presentations, introductions, remarks, demonstrations, tours Diagram of event/Layout with event component 	
13	Miscellaneous additional tasks per event		
14	After event tasks	Ensure all signage is removed from around campus. Send thank you notes to participants/volunteers, request follow up marketing and press releases if newsworthy, ensure vendors are paid. Evaluate your successes, make notes for next year. Set next year's date if annual event.	

This checklist is intended to be supplemented with more details available in the Policy and Guidance Documents Available at: <https://www.virginiawestern.edu/about/legal-and-policies/policies/general-policies/v-5/>