

# Event Leadership Training

2024 – 2025 Law Organizations

Please sign in before we begin.

Paper sign-in sheets are located on each side of the first row.



**REGENT**  
UNIVERSITY

# equipped to lead

This PowerPoint will:

- Introduce you to University policy regarding events
- Orient you to available resources to help you plan events
- Outline a step-by-step process for event planning

# equipped to lead

- This PowerPoint is posted on [the Student Engagement website](#) and should be the very first resource newly assigned event coordinators review.
- It is the responsibility of organization presidents and faculty advisors to ensure each team member has viewed this training before engaging in event coordination efforts.
- Two leaders from each organization must complete this training every Fall to preserve their organization's active status and approved charter.

A young woman in a floral dress and a young man with a backpack and skateboard walking on a brick path towards a large brick building with arched windows. The scene is bathed in warm, golden light, suggesting late afternoon or early morning. The building in the background has multiple stories, arched windows, and a central entrance. The path is made of light-colored bricks and is flanked by green grass and trees. The overall atmosphere is peaceful and academic.

introductions

# introductions

8 Regent staff to identify:

- Student Affairs & Records Manager
- Associate Dean of Administration & Admissions
- Associate Dean for Student Affairs & Academic Policies
- Student Affairs & Records Office Associate
- Director of Student Engagement
- Assistant Director of Student Engagement
- Office Manager for Office of Advancement
- Logistics Manager

# Rebecca Cartier

Student Affairs & Records Manager



- Approves event requests; checks dates against law calendar
- Reserves small courtrooms, 2<sup>nd</sup> floor study rooms, and law tables

# Dean Walton

Associate Dean of Administration  
& Admissions



- Authority over organization budgets and Business Office accounts
- His email approval is needed for all monetary expenses

# Dean Van Essendelft

Associate Dean for Student Affairs  
& Academic Policies



- Oversees student organization activities and governance
- Provides law school approval for all organization events, guest speakers, and social media accounts



# Jessica West

Student Affairs and Records  
Office Associate



**\*\*FIRST POINT OF CONTACT for event approval\*\***

- Point of contact for university credit card & keys
- Copy on expense requests/budget questions sent to Dean Walton

# Jenn Gribble

Director of Student Engagement



- Oversees student organization activities and policies
  - Manages the charter renewal process
  - Maintains list of valid student organizations
  - Provides university approval for all student org events
- Need current account balance? Email Jenn!

# Nicole Jackson

Assistant Director of Student Engagement



- Assists director with student organization activities and policies
- Helps with the charter renewal process
- Maintains list of valid student organizations
- Assists in providing university approval for all student org events

# Erin Flynn

Office Manager & Gift Administrator,  
Office of Advancement



- Primary point of contact for organization fundraising
- Processes fundraising applications and donor gifts
- Instructs students on fundraising policies and procedures

# Cindy Cashwell

Logistics Manager  
Office of Administrative Services



- Primary point of contact for all student org event planning
- Works directly with the central departments on students' behalf to secure and process event needs
- Instructs students on how to find/utilize resources as well as follow procedures and policies

A young woman with long dark hair, wearing a floral dress, and a young man with a backpack and a skateboard under his arm, are walking away from the camera on a brick path. The path is flanked by green grass and trees. In the background, a large, multi-story brick building with arched windows and doorways is visible. The scene is bathed in the warm, golden light of a setting sun, creating a soft glow and long shadows. The overall atmosphere is peaceful and nostalgic.

special highlight

# fundraising

- Always work with our Office of Advancement when fundraising for your organization

**Erin Flynn: [eflynn@regent.edu](mailto:eflynn@regent.edu), (757)-352-4831, ADM 126**

- Fundraiser Application

- Apply 90 days before you need your funding
- Consider RoyalRaiser crowdfunding platform

- Fundraising Policies & Procedures

- Do not use GoFundMe, your personal Venmo, or other non-Regent digital platforms

# fundraising

- These policies are for direct fundraising for your student organization. Fundraisers for other non-profit organizations (philanthropy drives) are not handled through the Office of Advancement.
- Student dues paid to your organization are not considered fundraising. Note: If you want to charge your members dues, you must update your organization's constitution to reflect this.



# fundraising

- One-off donations to your organization can be made electronically at [www.regent.edu/give](http://www.regent.edu/give).
  - Make sure to write your organization's name in the "Write in Designation" field. This is how the money will be routed directly to your account.
  - Cash donations should be given to Erin Flynn (ADM 126) for her to process and deposit into your account.



# law policies

# event opportunities

- 2 events per semester approved for each law organization during weekday lunch hour (Monday, Tuesday, Friday)
  - Each funded up to \$250
  - 3<sup>rd</sup> event possible if in partnership with Career Services
  - Law Chapel Sponsorship
- Times to avoid planning events:
  - Wednesdays 12pm – 1pm
  - Thursdays 12:30pm – 1:30pm
- Spring Elections must be completed by April 1<sup>st</sup>

# law chapel sponsorship



- Speak with the Chaplains about the days your organization will be hosting chapel.
- Food requests need to be in by Wednesday before 10am.
- All receipts must be submitted to Jessica West within 7 days of the event.

# first step

- All law school student organization events must FIRST be approved by the Student Affairs and Records Office
- Email event details to Jessica West for approval at least 21 days\* before intended event

\* This requirement may be waived in writing by the Dean of Student Affairs only if the event involves an extremely high-profile speaker or the sponsoring organization presents written proof of other extraordinary circumstances that prevent a timely request submission.



# first step

- Event details:
  - Date of the event and alternative date(s) for the event (in order of preference)
  - Start and end time
  - Student organization in charge of the event
  - Names and cell phone numbers of two points of contact for the event (main and alternate)
  - Purpose of the event
  - Target audience for the event (1L class, 2L class, 3L class, all law students, etc.)

# second step

- Once approved by Student Affairs and Records Office, you may fill out the University's event application form.



applications



# on-campus

- Complete AFTER receiving approval from Law Records office
- Application found at [www.regent.edu/studentorgs](http://www.regent.edu/studentorgs)
- Required whenever your organization wants to have a meeting or event on campus
- Submit according to these deadlines:
  - Small or medium-sized events: 3 weeks in advance
  - Large or complex events, such as VIP/High Profile & outdoor events: 6 weeks in advance

# on-campus

An aerial photograph of a university campus. In the foreground, a large, multi-story brick building with a prominent portico and columns is visible. The building is surrounded by well-maintained green lawns and manicured hedges. In the background, there are more campus buildings, parking lots, and a large body of water under a clear sky.

➤ The application asks about:


- Desired date and time
- Location
- Support needed – renting tables/chairs, catering, vendors
- Food budget and plan
- Invited guests
- Marketing/publicity

# on-campus

- Classrooms (Robertson Hall, Classroom Building, Com Building, DIV Building)
- Special Event Spaces (Moot Courtroom, Library Atrium, Library Auditorium, Ordinary Dining Hall, Fountain View Room, lobby spaces, Shaw Chapel)
- Outdoor Areas (Robertson fields, fountain area, mall)
- Conference Rooms
- Regent Housing Areas (community rooms, grilling area, volleyball court, etc.)
- Founders Inn (ballrooms, outdoor tented area)

# on-campus

- Spaces that CANNOT be exclusively reserved:
  - Student Lounge
  - Student Lounge Patio
  - 77 Coffeehouse
  - Main Fountain Area
  - Student Center Game Room
- If a space you're interested in isn't listed on the application, specify it in the comment section.



When you submit an application, you agree to contact Cindy at [adminservices@regent.edu](mailto:adminservices@regent.edu) to discuss any unresolved details and outstanding needs for your event. Correspondence can happen via email, phone call, or in person.

# off-campus

- Complete AFTER receiving approval from Law Records Office
  - Application found at [www.regent.edu/studentorgs](http://www.regent.edu/studentorgs)
  - Required whenever your org wants to have an official event off campus
    - Local event
    - Out of town conference
- Must be submitted 3 weeks in advance of event.
  - Approval granted by Law Records Office on a case-by-case basis, so be detailed in your request.

# travel

- Law School will review all Student Organization travel requests on a case-by-case basis.
- Fill out the Travel Proposal Form found in myRegent Portal under the Student Orgs at least two weeks before competition.
- Organizations must receive approval from Dean Walton and the Law School before any travel arrangements are made.
- Once approved, see Jessica West for all travel arrangements.
- See the Travel Procedure Highlights beneath Travel Proposal Form

# do's and don'ts of travel

- Do receive permission to drive a personal vehicle to the competition
- Do not make unnecessary purchases without approval (extra hotel rooms, rental vehicles, etc.)
- Do not purchase things for other travelers as they will need to submit individual travel expenses for meals, gas, tickets, etc.





food

# non-catering options

Always acceptable options, just need approval from Dean Walton:

1. **BJ's** for catering trays, snacks, drinks, etc.
  - Email Cindy to reserve a card for 24 hours. Tell her your budget and the day you hope to shop. She will reach out to Dean Walton to get approval before confirming your card reservation via email.
  - Cards are picked up from ADM 116. Save your original receipt to turn in.
2. **Delivery pizza** Papa John's
  - You can have Jessica West make the purchase or you can submit your receipt for reimbursement.

# reimbursement

- Food and non-food purchases qualify
- Must complete two things within 60 days of purchase:
  1. Fill out an Expense Report
    - Ask Jessica West for help as needed
    - Must have original receipts attached when submitting to Jessica West for approval.
  2. Sign up for direct deposit
    - Regent's Business Office will not write you a paper check
    - Routing Number and Account number are not listed on your debit/credit card. Check "Account Details" on your online banking app.

# catered meals

- When using university funding, the Ordinary has first right of refusal for all catered events on campus. Cindy will complete the request form for you.
  - Exception 1: Events or groups that have raised 100% of the funds needed for the event (zero university dollars will be used). Speak with Cindy if you believe this applies to your event.
  - Exception 2: For certain events, Founders Inn catering can be substituted. Speak with Cindy if you're interested. She is the point of contact for Founders.
- See [full policy here](#).

# the ordinary

- Cindy needs to submit a catering request 2 weeks before the event date.
- Last minute requests are not always possible.
- Final headcount is due 1 week in advance.
- The Ordinary requires a minimum of 72 hours notice in the event of a cancellation.
  - If cancellation notice is less than 72 hours, you will be charged 50% of your total bill.

# outside catering

- Can be utilized when you're not using University money OR the Ordinary has declined your timely request.
- If the Ordinary declines your request:
  - Outside catering services utilizing university funding must be approved by our Purchasing department.
  - Contact Dean Walton for outside catering approval.

# outside catering

- Payment is made with either University credit card or reimbursement.
- A current certificate of insurance (COI) from the caterer must be on file in the Administrative Services/Purchasing department 1 week prior to the event. Work with Cindy to complete this.
- Regent has a tax exemption status. Please see Jessica West for the documentation when placing outside catering orders.

A photograph of several rows of white folding chairs set up on a green lawn. The chairs are arranged in a perspective that recedes into the background. The text 'set-up needs' is overlaid in a dark blue, serif font across the middle of the image.

set-up needs



# self-serve tables

- 3 law school tables with black drapes may be reserved. Indicate need for tables in application or email [lawrooms@regent.edu](mailto:lawrooms@regent.edu).
- 2<sup>nd</sup> floor Robertson Hall: several covered tables available for use in RH, stored in hallway on parking-lot side of building.
- Free resources must be returned to their original location and in their original condition at the end of your event. Contact Cindy in the case of damages.

# self-serve trash cans

Building	Location	Quantity
ADM	3 <sup>rd</sup> Floor Elevator	1
COM	Outside Green Room	2
CRB	Center Stairwell	2
DIV	1 <sup>st</sup> Floor Staff Kitchen	2
RH	2 <sup>nd</sup> Floor Hallway by Restrooms	4
SC	Student Lounge	2

All groups must leave event space clean and remove trash. **Minimum \$100** fee from Housekeeping for non-compliance.

Trash cans should be returned to the locations noted above per building. Each user must replace the liner. After the trash has been emptied, leaving the can ready for the next person. Please do not stack the cans.

# rented resources

- Tables, chairs, covered trashcans, etc. Cindy requests these for you.
  - Communicate with her 2 weeks before the event date so she can submit the request.
  - \$50 late fee applies.
  - Work with Cindy to create a diagram for the layout of your event.
- Rental costs are automatically billed to your account.
- Setup changes will be accepted until 2 business days before the event date. No changes are possible after that time.

# cleanup

- Before you leave your event location, leave it the way you found it:
  - All chairs/tables back to original positions
  - Housekeeping items left set up with linen, free of debris or crumbs
  - **Trash taken out to nearest dumpster/compacter**
  - Lights turned off
  - Doors locked when appropriate

Tip: Take a quick picture before the event and send to your team so you have a reference point for resetting the room.



media services

# self-serve media

- Self-serve audio/video recording and streaming are available in the following spaces:
  - Most university classrooms
  - Moot Courtroom
  - Library Auditorium

# walkthroughs

Unfamiliar with a classroom?  
Using a new special event space?  
Utilizing a technology for the first time?

- Ask Cindy for a walkthrough! She will coordinate this meeting with Media Services as needed.
- Always come early and test technology well before your event.

# technician support

- Most spaces on campus are “self-serve” and don’t need a media tech.
- Larger events may be eligible for technician support.
  - COM main theatre and some Chapel events require paid technician support.
  - Professional technician \$50/hr. (billed in ½ hour increments)
  - Student worker technician \$20/hr. (billed in ½ hour increments)
- Reach out to Cindy for more information. Requests must be submitted 30 days in advance.



An aerial photograph of a large, ornate fountain. The fountain has a central golden tier and a dark blue water surface. It is surrounded by a circular walkway and greenery. The text "special considerations" is overlaid in white serif font.

special  
considerations

# film rights

- Your org must have or purchase rights to screen a film at an event that is public, advertised, and affiliated with your student organization.
  - All movie rights must be purchased from Swank Motion Pictures (prices range from \$500-\$1500).
- Proof of movie rights must be sent to Cindy before your event.

# brand guidelines



- Brand guidelines document
- Marketing website with downloadable files

# inclement weather

- If the University is closed due to inclement weather, all student organization events are cancelled. There are no exceptions.

# using square card reader

Contact: Ann Campbell (757) 352-4423, [amcampbell@regent.edu](mailto:amcampbell@regent.edu)

- Step 1: Email Ann Campbell with requested dates at least 2 weeks prior to event. Include your cost center.
- Step 2: If you need to sign out an iPad from IT Help Desk, please have your faculty advisor complete this process. A Regent faculty or staff member may sign out an iPad on a student's behalf. IT Help Desk is located on the third floor of the Communications Building. 757-352-4076, [helpdesk@regent.edu](mailto:helpdesk@regent.edu)

# using square card reader

- Step 3: Pick up the device from ADM 134. At the time of pickup, a quick training will be provided.
- Step 4: Return the device within 1 business day of square use.

- 
- Outdoor events
  - Animals
  - Food trucks
  - Gift cards
  - Local news coverage

- Events at Founders Inn
- Working with Outside Groups
- Logos and merchandise
- Contracts with Vendors

...talk to Cindy.

publicity





A photograph of a young woman and a young man walking away from the camera on a brick-paved path. The woman is wearing a floral dress and the man is wearing a white t-shirt, green shorts, and a backpack, carrying a skateboard. In the background is a large, multi-story brick building with arched windows and doorways, surrounded by green trees and a lawn. The scene is bathed in warm, golden light, suggesting late afternoon or early morning. A semi-transparent white rectangular box is overlaid on the center of the image, containing the text.

Don't advertise until you've received approval.

# social media

- Revisit policy email sent from Dean Van Essendelft
  - Approval required to maintain Instagram accounts. Otherwise, all social media and/or outside websites related to your organization must be deleted by August 30<sup>th</sup>.
- Communication due to Dean Van Essendelft by August 30<sup>th</sup> .

# regent outlets

- Weekly Law email announcements – sent out on Fridays
  - Email Mary Bunch (marybun@regent.edu) by Wednesday
- Law school official social media accounts
  - Email Rebecca Cartier with request 48 hours before desired post date
- Regent University Newsletter (RUN)
  - To submit a request, fill out the Regent Run Submission Form located on the Student Engagement Website.
- University events are automatically added to [the events calendar](#).

# flyers

- Take 7 color copies to Mail Services' office (at the library loading dock). They will stamp them as approved and post in each building.
  - OR you can email a digital file to [copies@regent.edu](mailto:copies@regent.edu)
- You can also take flyers to the Village and/or the Commons housing office for posting in entry and laundry areas.

A warm, golden-hour photograph of a university campus. In the foreground, a paved brick path leads from the bottom left towards the center. Two students are walking away from the camera on this path: a woman on the left wearing a floral dress, and a man on the right wearing a white t-shirt, shorts, and a backpack, carrying a skateboard. The background is filled with lush green trees and a large, multi-story brick building with arched windows. The sun is low in the sky, creating a bright, hazy glow and long shadows. The text 'student engagement updates' is overlaid in a dark blue, serif font, centered in the middle of the image.

student  
engagement  
updates

# charter renewal

- Charter renewal – due electronically Monday, Sept. 16<sup>th</sup> by 5pm
- Charter Renewal Documents:
  - Charter Renewal Form
  - Faculty Advisor Agreement Form & Training
  - Updated Constitution
- Email documents to [studentengagement@regent.edu](mailto:studentengagement@regent.edu). No paper copies accepted.

# recognition program

- Two monthly awards:
  - Student Leader of the Month
  - Student Organization of the Month
- Two annual awards:
  - Student Leader of the Year
  - Student Organization of the Year
- Nomination Links:
  - Student Leader: <https://forms.gle/Wr4sBvcM3fnDarjN9>
  - Student Org: <https://forms.gle/mhuv5tZm3YZB9fTZ9>

# campus connection fair

- Friday, August 30<sup>th</sup>
  - 1PM – 3PM
  - Outside mall area by Fountain
- 
- Deadline to register: Monday, August 23<sup>rd</sup> by COB.
  - Interested? Email Jenn Gribble, [jgribble@regent.edu](mailto:jgribble@regent.edu)



A young woman in a floral dress and a young man with a backpack and skateboard walking on a brick path towards a large brick building with arched windows. The scene is bathed in warm, golden light, suggesting late afternoon or early morning. The text "tips for success" is overlaid in a dark blue, serif font across the middle of the image.

tips for success

# debrief

- Discuss with your team - What went well? What could be improved? What should be repeated?
- Document for future leaders/events
- Larger events: debrief with Cindy

# documentation

- Most organizations don't do this. They suffer as a result.
- **Make a Special Event Google Drive/binder**
- Things to record:
  - Subfolder for each event name and date, with speakers, hospitality needs, etc.
  - Delegated tasks and deadlines
  - Important contacts, resources, and time saving information
  - Feedback and advice for next year

# other tips

- Start planning early
- Prioritize virtual events
- Co-host events with other orgs
- Have questions? Ask Cindy.
- Refer to this PowerPoint as needed

# step-by-step

1. Submit event details to Law Records office
2. Complete On-Campus Event Application
3. Wait for approval email before publicizing
4. Confirm budget approval from Dean Walton
5. Communicate catering, media, and setup needs to Cindy; email, phone, or in-person consultation
6. Develop agenda and delegation plan for your team
7. Schedule + attend walkthrough, if needed
8. Purchase needed supplies
9. Provide volunteers to staff event + clean up after
10. Debrief event + document details for next year

# event contacts

**Rebecca Cartier- Date approval**

Office: RH 239 – (757) 352-4046 – [lawrecords@regent.edu](mailto:lawrecords@regent.edu)

**Dean Van Essendelft – Event approval**

Office: RH 239 – [kimbvan@regent.edu](mailto:kimbvan@regent.edu)

**Dean Walton- Budget approval**

Office: RH 223 – [stevwa1@regent.edu](mailto:stevwa1@regent.edu)

**Jennifer Gribble – University approval**

Office: SC 201 — (757) 352-4968 — [jgribble@regent.edu](mailto:jgribble@regent.edu)

**Cindy Cashwell- Scheduling confirmation & logistics**

Office: ADM 119 — (757) 352-4034 — [admins@regent.edu](mailto:admins@regent.edu)

**Jessica West- Budget support**

Office: RH 239 (757) 352-4046 – [jewest@regent.edu](mailto:jewest@regent.edu)

A young woman in a floral dress and a young man with a backpack and skateboard walking away on a brick path towards a large brick building with arched windows. The scene is bathed in warm, golden light, suggesting late afternoon or early morning. The building in the background has several arched windows and is partially obscured by trees. The path is made of light-colored bricks and is flanked by green grass. The overall atmosphere is peaceful and academic.

Questions?