

Tips on Planning, Scheduling, and Marketing a Successful Law School Event

Quick Planning Checklist

- 1) Outline your concept (date, time, program), plan your budget, get approvals.
- 2) Check USD, USD Law School, SBA, and San Diego calendars for space, attendee and parking conflicts
- 3) Reserve a space. Contact law-reservations for space in Law School facilities, Campus Scheduling, or specific building managers for space in the IPJ , Degheri, & SOLES.
- 4) Serving food? If using campus services, contact Banquets & Catering and put in a marker.
- 5) Does your food service include alcohol? Complete an Alcohol Request Form and submit to Student Affairs for approval; **REQUIRES 14 DAY NOTICE!**
REMEMBER: Your facilities reservation remains **TENTATIVE** until the Alcohol Request is **APPROVED**.
- 6) Does your event involve alumni? Contact the Office of Alumni and Development and let them know about the event.
- 7) Does your event include fundraising? Contact the Office of Alumni and Development **BEFORE** you begin the fundraising process.
- 8) Want to offer Continuing Legal Education credit for your program? Contact Leslie Morsek, Program Coordinator, in the Office of Graduate Programs.
- 9) Need parking for guest speakers or program attendees? Contact the Office of Parking Services to reserve parking.
- 10) Want to videotape or record your event? Contact Roger Stattel, Director of Law School Technology Services at 260-6842 or rstattel@sandiego.edu.
- 11) Market your event. Contact the Law School Office of Communications with any questions regarding university branding.
- 12) Do you need a Certificate of Insurance? Check with USD Risk Management Office for the appropriate paperwork.

The Details

1) Outline your concept (date, time, program), plan your budget, get approvals.

Funding sources:

SBA: request initial funding through the SBA

Office for Student Affairs: The Office for Student Affairs has limited resources as *supplemental* funding for student events. Awards are usually no more than \$250-\$300 per event. Before requesting funds from Student Affairs, you **must** first request funding from the SBA. You may request funds by completing an Office for Student Affairs Supplemental Request Form which is found on the SBA web site.

Office of the Provost: Ask your faculty advisor to submit a request for funds from the Enhanced Student Faculty Interaction Fund (see a description of the ESFIF and download the guidelines at http://www.sandiego.edu/administration/academicaffairs/documents/esfi_rule_09-10.pdf (This information is also on the SBA web site under Documents/Forms). These funds are awarded on a semester basis and go fast – so plan ahead and get your request in early.

Funding from outside sources: i.e., FUNDRAISING: If you plan to do any fundraising, please consult the Office of Alumni and Development for any guidance or assistance, and to avoid potential conflicts by repeated solicitation of the same donor pool. 619-260-4692 or lawalum@sandiego.edu

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2) Check USD, USD Law School, SBA, and San Diego calendars for space, attendee and parking conflicts

USD: <http://sandiego.edu/usdcal>

Law School: <http://www.sandiego.edu/usdlaw/about/news/calendars/>

(This web page lists 7 calendars. When in doubt, check them ALL, Pay particular attention to Events and Faculty calendars).

SBA: <http://www.usdsba.org/>

San Diego: (here are just a couple)

San Diego County Bar Association:
<http://www.sdcba.org/cal/>

San Diego Convention and Visitors Bureau:
<http://www.sandiego.org/nav/Visitors/EventCalendar>

3) Reserve a space. Contact law-reservations for space in Law School facilities, Campus Scheduling for space in other campus buildings, or specific building managers for space in the IPJ, Degheri, & SOLES.

Reserving Space in the Law School (Warren Hall, Guadalupe Hall, and the Pardee Legal Research Center):

1. You can access the reservation form online via the Student Bar Association website (<http://www.usdsba.org/onlineservices.aspx>) through the "Reserve a Room" link. Or, e-mail law-reservations@sandiego.edu to obtain a copy of the form.
2. To check on room availability:
 - a. Go to <http://sandiego.edu/usdcal>
 - b. Click on the "Space Availability" link at the top of the page
 - c. Along the right side of the Space Availability page, click on the "School of Law" filter. This will change the view to only the Law School buildings, and you'll be able to see when rooms/spaces are occupied.
3. After submitting your request, please allow 24-48 business hours for a response. In most cases, you should receive a response within 24 business hours.
4. We ask that you submit your request a minimum of 72 hours before the space is needed, and that you do not advertise your event until you have a confirmation that the space is reserved.
5. Keep the event schedulers updated of any changes to your request (number of attendees, AV needs, equipment (tables, chairs, staging, etc.) needs and Catering).

6. The earlier you request equipment for your event, especially if it is something that needs to be borrowed from main campus' Facilities Management, the more likely you are to get it. So, ideally request everything you'll need when you first reserve the space for your event.
7. If you will need access to the SmartPodiums in the classrooms, you must arrange to pick up/check out a key to the podiums before your event (don't wait until the day of the event to look for someone to unlock it for you).
8. If your event will be serving alcohol, you MUST receive approval from the Office for Student Affairs. Space reservations will be pending until approval is received from the Office for Student Affairs.
9. Make sure to send any further correspondence about your event to law-reservations@sandiego.edu to ensure that someone can answer your questions or concerns in a timely fashion.

Outside of the Law School facilities, most reservations, with exception to the facilities listed below, are made directly through the *Campus Scheduling* at x4592 or scheduling@sandiego.edu. Exceptions to Campus Scheduling are: Manchester Conference Center, IPJ, Degheri Alumni Center, JPC, Dining Facilities, and SOLES (School for Leadership and Education Sciences).

Exceptions to Scheduling through Campus Scheduling:

The following facilities should be booked using the numbers provided below (*note: some of these facilities charge an additional cost for renting space):

Degheri Alumni Center – Contact Suzette Nguyen at 260-4534 or suzette@sandiego.edu

Kroc Institute for Peace & Justice – Contact IPJ Operations at 260-7808 or ipjopers@sandiego.edu

Jenny Craig Pavilion – Call JCP at 260-7531

SOLES (School of Leadership and Education Sciences): Contact Ruthie Inacay at 260-7919 or visit the SOLES web page at http://www.sandiego.edu/soles/about/mother_rosalie_hill_hall/space_request.php and complete a Space Request Form

4) Serving food? If using campus services, contact Banquets & Catering and put in a marker.

Visit the Banquets and Catering web site at <http://www.sandiego.edu/catering/> to view menus and complete an on-line Request Form (mysandiego username and password required)

5) Does your food service include alcohol?

Complete the Alcohol Request Form on the SBA web site and submit to Student Affairs for approval. Once Student Affairs signs off on the form, you must send the form to the **CENTER FOR HEALTH & WELLNESS PROMOTION (CHWP) IN UC221 OR FAX (619-849-8121) AT LEAST 14 DAYS PRIOR TO THE DATE OF THE EVENT**. REMEMBER: Your facilities reservation remains TENTATIVE until the Alcohol Request is APPROVED.

****Take special note that advertising an event may NOT include the information that alcoholic beverages will be served.**

See the USD Alcohol Policy at http://www.sandiego.edu/safety/substance_prevention.php and review the Guidelines for Alcohol Events on the SBA web site from the Center for Health and Wellness. For questions or additional information please contact chwp@sandiego.edu or call 619-260-4618.

6) Does your event involve alumni? Contact the Office of Alumni and Development and let them know about the event.

619-260-4692 or lawalum@sandiego.edu

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8) While USD Law School is a State Bar of California approved MCLE provider, you must obtain approval from the Office of Graduate Programs before you advertise CLE credit. Contact Leslie Morsek, Program Coordinator, WH 207, 619-260-4596, lmorsek@sandiego.edu to discuss your event and the potential for offering credit.

9) Need parking for guest speakers or program attendees? Contact the Office of Parking Services to reserve parking.

Visit Parking Services on the web at <http://www.sandiego.edu/parking/> and complete the on-line request form. (Note: it may take 5-30 to process your request depending on the number of spaces you wish to reserve.)

10) Want to videotape or record your event? Contact Roger Stattel, Director of Law School Technology Services at 260-6842 or rstattel@sandiego.edu. Your event doesn't have to be over once the pizza is served. A videotape, photos, and/or audio can be uploaded to the Law School and/or SBA web sites or your student organization web page, or may be shown on the Electronic Message Board. Photos may be used for articles in the Law School newspaper, Motions, and the alumni magazine, The Advocate.

11) Market your event.

Posting flyers, etc.:

Check with the SBA re posting flyers on the first floor of Warren Hall (The Writs) Warren Hall Second Floor is limited to Student Affairs, the Pardee Legal Research Center, Study Abroad, Moot Court, Writing Competitions, Student Notices, and Graduate Programs. Contact Bill Anderson, Law School Facilities Manager, at lawman@sandiego.edu or 260-4586 if you have questions.

Student Mailboxes: Flyers/invitations may be placed in individual student mailboxes BUT NO COMMERCIAL MATERIALS ARE PERMITTED.

Law School Web Site: Contact Law School Communications to find out about publicizing your event on the Law School web site.

Are you using the logo or other university markings in your invitation or event items? Take a look at the Brand Manual on the USD web at <http://www.sandiego.edu/marketing/brand-manual.php>. For questions and guidance, contact Patrick Riedling or Ashley Wood in the Law School Communications office.

patrick.riedling@sandiego.edu - 260-4207
ashleywood@sandiego.edu – 260-4097

SBA Web site: Calendar your event on the SBA web site at www.sbausd.com

Motions: Monthly newspaper. Send your information to Austin Evans, editor, at usdlawmotions@gmail.com

Graduate and Law Student Newsletter: For publication possibilities, check with Theresa Hrenchir in Student Affairs at hrenchir@sandiego.edu or 260-7438.

The Advocate and The Docket: Published by the Office of Alumni and Development. Check with A/D at 619-260-4692 or lawalum@sandiego.edu

Still looking to get the word out to the USD community-at-large? Consider posting materials in campus dining areas. See Student Resources on the Dining Services web site at <http://www.sandiego.edu/dining/studentresources.php> for additional information.

12) Do you need a Certificate of Insurance? Check the Risk Management page on the web site and download the form. Contact Theresa Hrenchir in the Office for Student Affairs for assistance.

Risk Management:
<http://www.sandiego.edu/administration/financeadmin/facilities/risk/>

Scroll down to Forms and then look for Certificate of Insurance. The form is available on-line.

Some Last Thoughts:

Additional Event Planning Resources: See the Event Planning guide on the USD web site at <http://www.sandiego.edu/eventplanning/>. A lot of the information may be geared toward undergrads, but planning is planning and this is a good resource/tool.

Still have questions? Need help? Come see the Office for Student Affairs, Warren Hall 206, 260-7438, lawstudentaffairs@sandiego.edu.