



Western Iowa Tech Community College

Mission: We elevate our diverse learners and strengthen our communities through inclusive and innovative education.

Campus Events Planning Handbook

This manual has been created for use by the WITCC employees as a guide and introduction to the operations, duties and tasks of the planning campus events, in conjunction with the employment policies of Western Iowa Tech Community College.

Mike Meister

Strategic Initiatives 2021-2024

Advancing Our College by Instilling a Culture of Connection via

Communication: Knowing Who We Are & What We Do

Collaboration: Cultivating Inclusion, Belonging, & Connection

Contribution: Empowering People Through Equitable Access & Involvement

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Overview

The offering of events at Western Iowa Tech is a commitment to the education of the student body and the communities we serve.

Expectations of what an event should have:

- Title
- Description
- Be placed on calendar
- Have specific time
- Have specific place

Whenever possible, College events should offer opportunities for student learning.

Events on the Western Iowa Tech campuses may be presented by College personnel or students or the College may offer an event space for a 3rd party.

All events are required to adhere to all local, state, and federal laws as well as the Board Policies enacted by the Western Iowa Tech Board of Directors.

The successful execution of an event requires cooperation from and respect for many departments and individuals at the institution.

This document is intended as a guide for students, faculty, and staff when planning their activities on the campuses of Western Iowa Tech Community College.

Freedom of Speech and Nondiscrimination

Two Board Policies to keep in mind at all times are [206.1 "All Personnel--Nondiscrimination Policy"](#) and [808.1 "Freedom of Speech and Expression"](#).

Policy 206.1's abbreviated statement reads "It is the policy of Western Iowa Tech Community College not to discriminate on the basis of race, creed, color, sex, national origin, religion, age, disability, sexual orientation, gender identity, socioeconomic status, actual or potential parent, family or marital status, or other characteristic protected by law in its programs, activities, or employment practices as required by state and federal civil rights regulation. If you have questions or complaints, please contact Dean of Human Resources (employees) 4647 Stone Avenue, Sioux City, IA 51106; 712-274-6400 ext. 1406; equity@witcc.edu or Dean of Opportunity and Engagement (students) 4647 Stone Avenue, Sioux City, IA 51106; 712-274-6400 ext. 2887; equity@witcc.edu."

Policy 808.1 expresses how "the institution must strive to ensure the fullest degree of intellectual freedom and free expression allowed under the first amendment to the Constitution of the United States." It defines protected and non-protected activities, privileges and obligations of student government and organizations, public forums on campus, and complaint procedure.

Event organizers should familiarize themselves with both policies in their entirety.

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College Events

Educational Event

Educational events executed by Western Iowa Tech faculty and staff represent valuable opportunities for students and the public.

That students and faculty have the freedom to discuss any problem that presents itself, assemble, and engage in spontaneous expressive activity on campus, within the bounds of established principles of the first amendment to the Constitution of the United States, and subject to reasonable time, place, and manner restrictions that are consistent with established first amendment principles.

Students are encouraged to develop their speaking skills by addressing an audience. A College educational event is a great opportunity to do this.

All student presentations shall be under the sponsorship of College personnel. Approval for the time, place, and type of presentation must be secured from the Chief Student Affairs Officer or his/her designee. ([Board Policy 505.5](#))

Social Events

The College's social events are coordinated by the Associate Dean of Students. All student social events shall be under the supervision of the Student Affairs Office. Approval for an event shall be secured from the administrator who is in charge of student activities and the date of the event placed on the College calendar before any public announcement is made.

Hours, behavior, and activities related to social events shall be reasonable and proper as determined by the administration. Only those persons who can be expected to recognize and respect the authority and responsibility of College personnel shall have the privilege of attending. ([Board Policy 505.4](#))

Student Club/Organization Events

Student clubs and organizations are encouraged to plan events. These activities help students develop skills in a group dynamic and network with other students. Students work under the guidance of the club advisor or other College personnel to draft an activity proposal.

The activity proposal then goes through the following steps:

1. It is presented by a club representative at a Clubs Congress meeting.
2. The representatives of the clubs in attendance will then vote to approve or reject to activity.
3. The Director of Student Activities approves or vetoes the event.
4. Activities pass then move to execution by the student club

It is the responsibility of the club advisor to delegate the activities necessary to execute the event to students when possible.

Administration of Western Iowa Tech's student clubs and organizations is the responsibility of the Associate Dean of Students. See the Comet Clubs Panel Handbook and Student Handbook for more information.

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External Events

There are times when the organization and implementation of an event is handled by a 3rd party and Western Iowa Tech Community College provides the venue.

“It is Board policy ([Board Policy 805.1](#)) to encourage use of the facilities of the College by the citizens of Merged Area XII. Use of the facilities will be granted to bona fide organizations of Merged Area XII who are contributors to the educational, social, cultural, or recreational life of the community or to persons from within Merged Area XII or for qualified organizations or persons from without Merged Area XII when the activity is substantially for the benefit of the residents of Merged Area XII.

In general, the cost of materials, supplies, maintenance, and security of the facilities shall be paid by those using the facilities when these costs are over and above the normal operational costs of the College. An administrative procedure and fee schedule shall be prepared by the President and approved by the Board for use in governance and the assessment of costs in scheduling the facilities.

The Board denies the use of the College facilities for activities which are:

1. in violation of the laws of the United States, the laws of the State of Iowa, City or County ordinances;
2. in conflict with the College activities or work schedules;
3. for the financial gain of the organization, enterprise, or the persons involved;
4. for personal, noneducational purposes.

The President or his/her designee shall have authority to waive fees and to make exceptions to the Items 3 and 4 above when in his/her opinion the exception is in the best interest of the institution.”

WITCC has the following requirements for external events:

- Must provide a Certification of Liability Insurance issued to WITCC
- Must complete Event Agreement Form
- The organization is a non-profit
- Event is educational (non-promotional)
- Food or products may not be sold
- No entrance fee to attendees
- Outside food is not allowed. Catering is available through the Overlook Café.

Third party events on campus must be scheduled by Andrew Taylor, Administrative Support. He will provide a copy of the Event Agreement Form.

Fundraising

“No activity which requires the time of students or staff to assist in promoting campaigns (financial, educational, charitable, or otherwise) shall be permitted, except as provided herein, or as otherwise authorized by the Board.

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Solicitation of students, instructors, or administrators for the purpose of distributing circulars, handbills, cards, or advertisements or making announcements or taking up contributions on the College premises shall be prohibited, except as approved by the President in accordance with general Board policies.

Participation by students in charitable activities is considered to be a desirable part of their total education. However, as a matter of basic policy, the Board authorizes the administration to determine the nature and extent of such activity.” ([Board Policy 806.2](#))

“College facilities, staff, and students shall not be used for the promotion or sale of services or products by individuals, commercial agencies, or organizations doing business for profit. Prohibited are the following:

1. Distribution of pamphlets urging students, parents, and others to purchase services or products sold for profit.
2. The sale of products and/or services except in relation to production by students as a part of an instructional program or as part of an approved student or employee fund raising project.
3. Similar activities which would involve the teachers and students and which would interfere with the normal time and activities of the college.

Exempt from the provisions of this policy shall be a student insurance program.

Where it is felt that educational gain would outweigh the promotional purpose, the President or his/her designee may review the specific request and may grant approval.” ([Board Policy 806.3](#))

“Collection of any funds for College activities must have the approval of the President and student government. All such funds shall be under the financial control of the Board. A properly bonded employee shall be designated by the Board to keep accounting records of all such funds in accordance with the uniform financial accounting system for community colleges.” ([Board Policy 507.3](#))

Funds collected from activities should be remitted to the College cashier. The Cashier will count and validate the funds and deposit into the appropriate Agency account. All funds deposited (and all funds requested for payment) should be signed off on/approved by the WITCC Club sponsor. The person presenting the deposit to the Cashier must be clear about which club the funds are for (for example, PTK, account 04-x-xxxx-xx-xxxx).

Room Scheduling

The College’s room scheduling software is in 25Live. The link to the software can be found on MyWIT in the Employee Resources card.

Once in 25Live, you can view room reservations and request reserve rooms after you sign in. Remember, it is also important that time for setup and teardown be added to the space reservation in 25Live.

When completed, your request will be reviewed by Brenda Wright or Theresa Petty. If approved, you will receive a confirmation email. If there is an issue, such as a conflict with a prior reservation, your request may be declined. Do not assume that submitting the room reservation in 25Live guarantees acceptance.

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Instructions on how to reserve rooms can be found in the N:\Academics\Faculty Information\25Live Training folder in Windows OS, in the Public\Academics\Faculty Information\25Live Training folder in the Mac OS, or by contacting Brenda Wright.

You should only complete the Campus Calendar Request form after you receive a 25Live room confirmation. Enter the building and room numbers in the location field. Remember to select Yes or No from the Event Open to the Public drop-down box.

Events Submission

Employees should submit events and request services for the events by completing the Event Submission form one month prior to the event. The link to the form is located in the Employee Resources card and the Event card on MyWIT. More details about sections of the form will follow in this document.

Marketing College Event

When an Event Submission form is submitted, Marketing staff are notified of the event. They will publish the event on the calendars selected on the form. They will also determine the appropriate promotional channels based on the event. These may include mailer, posters, pluggers, etc.

Event planners also have to option of creating their own posters. These posters must meet the College requirements for quality and accuracy and be produced in a timely manner for distribution. Posters must also be reviewed by a supervisor or advisor. Guidelines regarding the appropriate use of the WITCC logo use can be found on the WITCC Brand Assets page. More information on requirements can be found on the WITCC brand assets page (<https://www.witcc.edu/our-brand/>).

News Media at College Events

Media requests must be vetted through the Marketing Director.

The WITCC Marketing Department should be contacted for the drafting of news releases and interaction with news media on campus. ([Board Policy 802.3](#))

Posting of Announcements on Campus Bulletin Boards

All posters, fliers, etc. posted on the campus bulletin boards must be approved in advance by the Associate Dean of Students.

[Board Policy 805.3](#) list materials specifically excluded from distribution on College premises that include:

1. are obscene;
2. are libelous;
3. contain indecent, vulgar, profane or lewd language;
4. advertise an illegal product or service;
5. constitute insulting or inciteful language, the very expression of which injures or harasses other people, i.e., threats of violence or defamation of character or does not follow the Non-Discrimination Board Policy (206.1).
6. present a clear and present likelihood that, because of content or manner of distribution, such will cause a material and substantial disruption of the proper and orderly operation and

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discipline of the College or College activities, will cause the commission of unlawful acts, or advocate the violation of lawful College policies.

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Technology

The Western Iowa Tech Information Technologies (IT) Department is responsible for the distribution of hardware and software at the College as well as safe integration into College systems of any devices owned by visitors to the college. The effective support of events requires complete and accurate disclosure of technology needs.

To notify the Help Desk staff of event requirements, complete the IT Help Desk portion of the Event Submission form. It is important to be clear and complete about the technology needed for the event in the Notes field. Not all rooms are configured the same way. For example, the tiered classrooms do not have cameras or microphones by default, so if you wish to stream video by Zoom, setup is required. Technology should also be tested by the event organizers in advance to insure everything is working the desired way. On-site support by Help Desk staff can be available during business hours.

Every morning IT staff look at their LeanKit dashboard to determine the day's events. If the technician assigned to the event is not available, a new technician is assigned.

It is important to test any technology you use in you event prior to the start of the event. This gives the IT Help Desk time to address any issues that may arise.

AV, Photography, and Zoom

AV

While students in the Mass Communication programs may be available to shoot videos and provide audio/video (AV) support for events, there should not be the assumption that these students are always available. Requests should be directed to Administrative Program Coordinator Chris Mansfield in a timely manner. Keep in mind that the learning outcomes of students' programs always take priority.

When you check the video option on the Event Submission form an email will be sent to, Chris Mansfield, Mass Communication Programs Administrative Program Coordinator. He will contact the event coordinator to determine resources required and student availability.

Mass Communication students may want to shoot stories for the "This Week on Campus" webcast. This is part of their training to become media professionals. The student(s) will contact the event coordinator to for information and scheduling.

Photography

If images will be used for advertising purposes, release forms must be signed by everyone in photo/video. A Consent&ReleasePhoto.pdf release form can be found under N:\Marketing folder on Windows OS or Public\Marketing folder on Mac OS.

Zoom

Events can be shared using video conferencing services such as Zoom. The College has 3 types of Zoom accounts available, free, licensed, and webinar. A free account limits streaming to 40 minutes and the account cannot record. One of the College's licensed accounts can host up to 100 participants. A licensed account offers recording, reporting, and meetings up to 100 participants for 100 minutes. The one webinar account at the College can host meetings of up to 300 participants or webinars of up to 1000 attendees for unlimited minutes. The webinar account also offers recording and reporting services.

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The Zoom website defines the following difference between meetings and webinars: Meetings are designed to be a collaborative event with all participants being able to screen share, turn on their video and audio, and see who else is in attendance. Webinars are designed so that the host and any designated panelists can share their video, audio and screen. The host can also unmute attendees. Webinars allow view-only attendees, who have the ability to interact via Q&A, Chat, and answering polling questions. Webinar attendees can't rename themselves. For more information go to <https://support.zoom.us/hc/en-us/articles/115005474943-Meeting-and-webinar-comparison>.

If you do not already have access to a licensed account, include a request with details. In the notes section. The IT Help Desk will be notified. If you wish to have a webinar, contact Mike Meister to schedule one.

When sharing a meeting or webinar recording keep in mind the privacy of individuals in the recording. It may be necessary to edit a recording because of this or other factors.

Zoom recordings available on the Zoom website have expanded from 14 days to indefinitely due to purchase of Zoom One licensing for all employees.

Remember, not all rooms are equipped with webcams and/or microphones. In that case, IT will have to be notified that you are planning to stream video.

Facilities

Western Iowa Tech's Facilities staff take pride in offering the best possible venue for events. A key factor in the successful staging of any event is the close partnership between the event planners and the Facilities staff.

The notes section is where you would provide full details of your request. Giving the maintenance staff sufficient notice is very important. A minimum of one month's notice (not including holidays) is needed to set up an event. Remember, the more detailed the information provided on the form, the better.

There are certain areas where the College does not permit event setups. Tables will not be set up in front of a video wall or the Coffee Spot. Access to entrances and fire extinguishers will not be obstructed, as well as other actions that would violate fire codes, such as exceeding room capacities. Setups that obstruct traffic flow in hallways will not be permitted.

The changing the configuration of the Rocklin Conference Center, such as the moving/removing of tables will not be permitted.

Maintenance staff are at the College between 4:00 a.m. and noon, so tables will be set up the day before or in the early morning. Likewise, removal of items for afternoon events will not happen until the next day. It is important to include the date and time of the setup and tear down in the notes section.

After the event is over, the area should be cleaned as much as possible. The event planners should take any items brought to the event back with them as soon as the event is over. The College cannot be responsible for the loss of items left overnight or longer.

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Food

Great Western Dining Service, Inc. holds the contract to operate the Overlook Café. Part of that operational agreement is Great Western's right to provide catering services for College events and should be the first choice.

Catering by Great Western can be requested using the "Click here to Order Catering form the Overlook" link on the Event Submission form.

The catering policy can be found at <https://www.witcc.edu/dining/catering-policy/> and the catering menu can be found at <https://www.witcc.edu/dining/catering-menu/>.

The event area should have a table prepared to receive catering when it is delivered.

Alcohol

Alcohol is prohibited at all campus events except in use for the Culinary Program instruction and special events defined in [Board Policy 710.8](#).

Smoke-Free and Tobacco-Free Environment

[Board Policy 805.4](#) states "The use of electronic e-cigarettes is also prohibited. Smoking is defined as the burning or inhaling of tobacco or other matter that can be smoked or inhaled, or the inhaling of smoke or vapor from an electronic smoking device.

Persons failing to abide by this policy shall be required to extinguish and/or dispose of their expended tobacco product or leave the restricted College premises immediately and shall be subject to sanctions and penalties as outlined in the Iowa Smoke-Free Air Act."

There are no exceptions to this rule.

Transportation

There are times when the College will transport students to events on the Western Iowa Tech Community College's campuses. One example would be students from branch campuses who wish to attend events on the Sioux City main campus in person. Only employees with valid driver's licenses may drive College vehicles.

College vehicles should be scheduled for this purpose using 25Live.

Note: Remember to select Vehicle for the location. All safety and insurance-related restrictions will apply.

Safety and Security

Parking lot signs can be requested using the Calendar Submission form.

Title IX Review

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Plans and materials for events should be reviewed for Title IX compliance by Tito Parker, Title IX Coordinator. More Title IX information can be found at <https://www.witcc.edu/title-ix/>.

Accommodations

[Board Policy 506.2](#) states “Reasonable accommodations relating to participation in classes or activities of the College will be considered on a case-by-case basis as deemed necessary to preserve and protect the rights and the welfare of every student.”

Accommodations can include interpreters, spatial needs in the event area, etc. If all attendees at your event should have access to accommodations at because of disabilities and/or other needs, appropriate information needs to be entered in the notes section of the Event Submission form.

Individual students can request accommodations by completing the “Accommodation Request Form” at <https://www.witcc.edu/student-resources/accommodations/>.

Accommodations for Western Iowa Tech students with documented disabilities are arranged by Michelle Fiechtner, Disability Services Coordinator. More information can be found on the [ADA Accommodation Services](#) page of the Student Handbook.

Conflict of Interest

Western Iowa Tech Community College aims to preserve a reputation for the highest ethical integrity both for the institution, employees and students. Situations in which a representative of the College personally benefits from their decisions must be avoided. Board Policy 400.36 “All Personnel Employee Conflict of Interest” states the following:

“Full-time and part-time employees shall not:

- act as an agent or dealer for the sale of textbooks, equipment, educational services or other school supplies.
- participate for personal financial remuneration in outside activities wherein their position on the staff is used to sell goods or services to students or to parents.
- engage in outside work or activities where the source of information concerning the customer, client, or employer originates from information obtained because of the employee's position with the College.
- serve on a board of directors of, and shall not be employees of, a firm or corporation which provides supplies and services to College students or employees, if the employees receive remuneration, direct or indirect, because of such business.”

Consult the full Board Policy for further details and required resolutions.

Business Office

If payment by check is required for your event the Business Office will need to know at least a week in advance (not including holidays). Checks are only processed on Wednesday or Thursday. A “Payment/Refund/Transfer of Funds Request” form must be completed, including appropriate signatures. The requesting employee must sign the form. If the amount is less than \$1,000 the departmental manager may sign. If the amount is over \$1,000 but less than \$10,000 and Executive Council member’s signature is required. Beyond that, the President of the College’s signature is required.

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Vendors new to Western Iowa Tech must complete the W-9 form in the “New Vendor Packet” before a check can be processed. Business Office also recommends that a “Authorization Agreement for Direct Deposits (ACH Credit)” be completed. In that case, a check would not be needed.

These forms can be found by clicking on the Business Office link in the Departments and Committees card on MyWIT.

An alternative to a check is payment using an employee’s P-card. In that case, the “New Vendor Packet” is not required.

Co-curricular Assessment

Each semester, 5 of the larger events at Western Iowa Tech will be chosen for co-curricular assessments.

Each assessment has two sections: Pre-activity and Activity evaluation, so it is important to make assessment part of your planning process. The event planner should reach out to Erin Volk as soon as possible to obtain the assessment form and receive instructions on completing the form.

How the assessment is conducted may vary from event to event. Tools that can be used for co-curricular assessment include the following:

- Paper survey
- Survey Monkey
- Focus groups
- Zoom poll for all-virtual events
- QR codes

Complaint Process

You cannot please all of the people all of the time, so issues may arise with an event.

If the complaint is about an employee, [Board Policy 804.3](#) states “The Board recognizes situations may arise in the operation of the College which are of concern to students, parents, and other members of the College community. While constructive criticism is welcomed, the Board desires to support its employees and their actions to free them from unnecessary, spiteful, or negative criticism and complaints that do not offer advice for improvement or change” and lays out the steps for resolving the issue “at the lowest organizational level by those individuals closest to the concern.”

[Board Policy 307](#) defines the College’s complaint communication channels. “All patrons, visitors, and members of the general public are encouraged to make direct contact with the person or persons having responsibility for the program area or other activity of the College, if known. Every employee of the College is expected to offer assistance in directing inquiries to the appropriate person or office.”

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Checklist

Before	
<input type="checkbox"/>	Co-curricular Assessment team contacted (If event selected for assessment)
<input type="checkbox"/>	Name of event chosen
<input type="checkbox"/>	Dates and times of event chosen
<input type="checkbox"/>	Location of event chosen
<input type="checkbox"/>	Event space reserved in 25Live
<input type="checkbox"/>	Calendar Submission form submitted at least two weeks before event
<input type="checkbox"/>	"Order Catering from Overlook" form completed
<input type="checkbox"/>	"New Vendor Packet" submitted to Business Office at least a week before check is needed
<input type="checkbox"/>	"Payment/Refund/Transfer of Funds Request" submitted to Business Office at least a week before check is needed
<input type="checkbox"/>	Transportation reserved in 25Live
<input type="checkbox"/>	Arrange accommodations
<input type="checkbox"/>	Materials reviewed by Tito Parker, Title IX Coordinator
<input type="checkbox"/>	Approve marketing materials
<input type="checkbox"/>	Complete pre-event Cocurricular Assessment
<input type="checkbox"/>	Confirm photographer, permissions, group photo times, etc.
<input type="checkbox"/>	Confirm A/V
After	
<input type="checkbox"/>	Remove all non-Facilities items immediately after the event
<input type="checkbox"/>	Clean up any messes
<input type="checkbox"/>	Complete post-event Cocurricular Assessment

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Document History

Contact Person: Mike Meister, Director of College Effectiveness

Ext: 3251

Public Private

Date of Creation: 1/17/2022

Date Reviewed	Reviewer	Description of Change
4/20/2022	Events Work Group	Numerous revisions to first draft. Edited by Mike Meister.
5/11/2022	Marketing/Andrea Rohlena	Requested changes made by Mike Meister
5/31/2022	Events Work Group	Review of revisions. Draft approved.
5/31/2022	Mara Hall	Edits requested to External Events. Edited by Mike Meister
11/18/2022	Mike Meister	"Third party events on campus must be coordinated by Administrative Program Coordinator, Mara Hall. She will provide a copy of the Event Agreement Form." changed to "Third party events on campus must be scheduled by Logan Frederick, Administrative Support. He will provide a copy of the Event Agreement Form."
6/15/2023	Mike Meister	Addition of "The event area should have a table prepared to receive catering when it is delivered." to Food section. This was based on a conversation with Elizabeth.
10/4/2023	Mike Meister	Cover page logo and mission statement updated.
3/29/2024	Mike Meister	Change the contact for external events from Logan Frederick to Andrew Taylor on page 4.
3/29/2024	Mike Meister	Replaced nondiscrimination statement with new statement adopted by the Board February 12, 2024. Updated links to nondiscrimination statement and Freedom of speech due to website updates. Page 2.
3/29/2024	Mike Meister	Updated links to witcc.edu pages due to migration to new host.
3/29/2024	Mike Meister	Removed Mike Brown from Zoom Webinar request text because of his change to new position. Updated statement of recording availability from 14 days to indefinitely due to Zoom One license purchase. Page 8
3/29/2024	Mike Meister	Changed co-curricular assessment contacts from "Christina Brandon, Darla Stuck, Mike Brown, or Juline Albert" to "Erin Volk." Page 11.
3/29/2024	Mike Meister	Changed header department from Learning to College Effectiveness.
3/29/2024	Mike Meister	Removed Owner line from Document History.
4/2/2024	Mike Meister	References to Mike Brown changed to Associate Dean of Students. Clubs Congress changed to Comet Clubs Panel. Reference to Student Senate Handbook deleted.