

**University Student Commons & Activities
Division of Student Affairs**

**Event and Meeting Services
Guidelines & Procedures**

University Student Commons & Activities Mission Statement

The facilities, services, and programs of the **University Student Commons and Activities** department are designed and implemented to bring together all members of the Virginia Commonwealth University community—students, faculty, staff, alumni, and guests—thereby contributing to intellectual, emotional, and social growth through informal interaction.

A diverse offering of educational, social, cultural, and recreational programs represents an invitation to make use of personal time as an integral part of the college experience. Students develop and refine citizenship, leadership, management, and interpersonal skills through participation in programs, events, and organizations with administrative and advising support from staff.

Students also learn life-long work skills while working as partners with staff to deliver high-quality customer service in the cost-effective operation of facilities and services. The University Student Commons, Larrick Student Center and Hunton Student Center provide gathering places for the University community and services needed in daily life. The facilities and programs also serve as a gateway to the University for the community beyond the campus boundaries.

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I. GUIDELINES & PROCEDURES FOR FACILITIES AND SERVICES

University Student Commons & Activities (USC&A) is funded by student fees and is designed to support the programs, events, meetings and conferences of the students, faculty, staff, alumni and guests of Virginia Commonwealth University. Registered student organizations receive priority in the reservation process since the USC&A facilities are designed primarily to support student activities.

The following policies, procedures and guidelines will govern meetings, events and programs executed in the University Student Commons, Hunton Student Center and the J.L. Larrick Student Center and all USC&A outside space.

Failure to follow these or any other published policies, procedures, or guidelines for the use of USC&A managed spaces may result in cancellation of reservations, denial of reservation privileges, and/or other University sanctions as approved by appropriate University authorities. A Glossary of Terms is provided at the end of this document.

A. General Guidelines

1. Any use of USC&A operated or managed facilities for the purpose of a meeting, event, program or similar activity requires a Facility Use Agreement and must follow the general policies, procedures and guidelines outlined in this and other USC&A and University documents available on the USC&A website.
2. In general, reservation requests will only be accepted from registered student organizations, University Departments, VCU Affiliates and Non-University affiliate groups sponsored by a university department or registered student organization. Organizations or individuals that are not sponsored by a registered student organization or University department are only permitted to reserve space through University Conference and Scheduling Services (scheduling.vcu.edu).
3. Permission to reserve meeting space in USC&A managed facilities will be granted only to those officially registered and approved in Virtual EMS.
4. Permission to reserve complex event space in USC&A managed facilities will be granted only to those registered student organizations that have completed Complex Event Training. University Departments and Non-University affiliate groups do not need to complete Complex Event Training: however event planning training sessions will periodically be offered.
5. Registered student organizations receive first priority in advanced space scheduling and use of major event and programming spaces. Registered student organizations receive a 100% discount on rental fees for use of rooms or USC&A equipment unless the organization is charging admission fees, vendors are charged to participate in the event and/or the majority of attendees are not VCU students, faculty, or staff.
6. University departments receive second priority in advanced space scheduling and use of major event and programming spaces. University departments receive 100% discount on rental fees for use of rooms or USC&A equipment unless the department is charging admission fees, vendors are charged to participate in the event and/or the majority of attendees are not VCU students, faculty, or staff. University departments are not permitted to reserve USC&A facilities for academic classes or academically related events without prior approval from the University Conference and Scheduling Services on the Monroe Park or MCV Campuses.

7. VCU Affiliates (VCUHS specifically) also receive second priority in advanced space scheduling and use of major event and programming spaces. VCU Affiliates are required to pay rental fees for use of rooms or equipment.
8. Non-University affiliate groups receive the lowest priority for reservations. All usage by non-university affiliated groups is subject to rental and other fees. Non-University affiliate groups must be invited to campus and sponsored by a registered student organization or University department. The sponsoring registered student organization or department must be involved integrally in the planning and execution of any event. The sponsoring registered student organization or department must also provide the USC&A Event Planning office with their Index Code to guarantee payment by the Non-University affiliate. The registered student organization or department will be held ultimately responsible for any violations of policies, procedures or guidelines committed by the Non-University affiliated group.
9. Non-University individuals are not permitted to reserve space in USC&A managed facilities with the exception of dues paying members of VCU's Alumni and full-time VCU employees only (including VCU Health Systems). USC&A reserves the right to deny personal use of University facilities at any time.

B. Reservation Request/Confirmation Procedures

1. Process for Event and Meeting Requests

- a. A completed Meeting Request, submitted via Virtual EMS, is required to start the reservation process. The appropriate USC&A official will electronically process the reservation request and provide the sponsor with an electronic Facility Use Agreement, which serves as the contract for the reservation. The Facility Use Agreement serves as the primary agreement for use of any and all facilities, equipment, and labor required for the meeting.
- b. A Meeting Request must be made during the appropriate reservation period (see Reservation Timetable). If meeting requests are submitted before the appropriate period, USC&A will deny the request and ask the sponsor to re-submit on the appropriate date. Reservations for standard (Standard spaces are the Metro, Shockoe, Canal, Form and VA Rooms Sunday - Thursday after 5:00 pm) meetings must be made at least three (3) business days prior to the requested meeting.
- c. Event Requests will not be considered Confirmed - Final until the sponsor receives the Confirmed-Final Facility Use Agreement, which will include all the final details, equipment requests, labor requests, and charges.
- d. Sponsors indicate that they accept and agree to the terms of the Facility Use Agreement when they receive a Confirmed-Final Facility Use Agreement. This notice will serve as the confirmation of the reservation and the contract for services that will be provided. The Confirmed-Final Facility Use Agreement will also serve as authorization to process any and all charges against the Index Code provided and/or agreement to pay all related charges. USC&A Event Planning requires five (5) business days to respond to any event request. All sponsors can expect to receive communication from the assigned USC&A Event Planner within five business days of submission in Virtual EMS.
- e. Sponsors are required to read the Facility Use Agreement carefully to ensure that all services needed are listed. All costs on the Facility Use Agreement are estimates. If a meeting requires changes to rooms, equipment or labor, the final charges will be adjusted accordingly, and late request fees may also apply.
- f. USC&A reserves the right to deny a meeting request if it is determined that USC&A cannot programmatically or operationally accommodate the meeting, or if the group or meeting is in conflict with University policies or regulations.

- g. USC&A staff will assign each meeting request to the most appropriate space(s) available. Requests for specific rooms or space will be honored when possible. USC&A reserves the right to re-assign space when necessary and to identify suitable alternative space for the original reservation. USC&A will make every effort to notify sponsors of changes in advance of the actual meeting.
- h. Registered student organizations planning events defined as “complex” must submit the Complex event request in Virtual EMS no less than 90 calendar days in advance of the preferred event date. Facility Use Agreements for events will not be Confirmed-Final until Student Organization Complex Event Advising Process is completed. Registered Student Organizations sponsoring “student events” must be submitted in Virtual EMS no less than 10 business days in advance.
- i. For University Departments and Non-University affiliated groups sponsoring events, the event request must be submitted in Virtual EMS no less than 10 business days in advance. USC&A Event Planning staff will meet with sponsors well in advance to discuss necessary planning.
- j. Dance practice or rehearsal, no implements (canes, flags, wooden guns, swords, implements to be thrown or placed in contact with the floor, staffs, tambourines, poles, etc.) may be used in the Larrick Student Center Court End Rooms.

C. Penalties, Exceptions and Appeals

- 1. Fronting is the practice of having a legitimately recognized sponsor reserve facilities or services so that another group may gain access to University facilities or services. Fronting in any form is prohibited. Sponsors who are found in violation of this guideline will lose reservation privileges and may be subject to other charges under the University Rules and Procedures.
- 2. The sponsoring registered student organization or department will be held ultimately responsible for any violations of policies, procedures or guidelines committed by a Non-University affiliated group. Sponsors that are found in violation will lose reservation privileges and may be subject to other charges, penalties and fines under the University Rules and Procedures.
- 3. The USC&A Department and Director are responsible for reviewing all guidelines, procedures and rental fees for USC&A managed facilities. Increases for inflationary or cost-of-living adjustments will be recommended as needed by the University Student Commons & Activities Director.
- 4. Requests for exceptions to these procedures should be forwarded to the Director, University Student Commons & Activities.

D. Special Procedures for Summer Events

- 1. Meeting and event requests by registered student organizations and University departments for all meetings and events occurring during the summer session will be accepted up to one year in advance unless otherwise negotiated in a special long term contract. **New student orientation programs for academic schools and departments may be reserved up to one year in advance provided the dates occur prior to the first day classes in August.** (NOTE: Summer hours of operation are limited. Before submitting requests for summer events, contact the USC&A Event and Meeting Services Office for hours of summer operation.)

E. Reservation Request Periods

To allow for an orderly process for advanced reservations, USC&A has established specific periods of time when each type of sponsor (registered student organization, University Department, VCU Affiliate or Non-University Affiliate) may submit Meeting and Event Requests. A schedule of these time periods for each academic year and semester will be published on the USC&A website. The schedule for the upcoming year will be published no later than February 1 each year.

1. Registered Student Organization:

- a. Meeting requests and event requests for registered student organization sponsored meetings and events will be accepted via a Virtual EMS request starting on the first Monday in April prior to the academic year in which the meetings occur.
- b. Registered student organizations classified as Governing or Programming are permitted to submit Meeting and Event Requests for annual events up to one (1) year in advance.
- c. Registered student organizations planning to host events defined as “complex” may choose to participate in the Complex Event Calendar Planning process which takes place the last Friday in February prior to the academic year in which the events occur.
- d. Registered student organizations with a history of regular days and times for standard meetings and events may petition the University Student Commons & Activities Director for similar privileges to the Governing or Programming organizations. These organizations will be permitted to hold regular meetings of general body and executive committee on a weekly basis.

2. University Department:

- a. Departmental events are those designed primarily to be accessible to faculty, staff and non-student members of academic and administrative departments of the University.
- b. Virtual EMS requests will be accepted beginning on the first Monday in May for meetings and events occurring in the following academic year.
- c. The use of any USC&A managed space for academic purposes or as an extension of an academic program must be approved by the Provost’s Office.
- d. Non-academic meetings or events sponsored by University departments that are designed primarily for the co-curricular benefit of the entire student body, or meetings and events for the Board of Visitors or University Council, may be accepted one (1) year in advance.

3. VCU Affiliates:

- a. VCU Affiliate events are those designed primarily to be accessible to employees of the VCH Health System.
- b. Virtual EMS requests will be accepted beginning on the first Monday in May for meetings and events occurring in the following academic year.

4. Non-University Affiliate:

- a. Meeting Requests and Event Requests for Non-University affiliates will be accepted beginning on the first business day in August for meetings and events occurring in the fall semester, the first business day in January for meetings and events occurring in the spring semester.
- b. Non-University affiliate meetings and events during breaks or summer shall be managed through VCU Conference Services guidelines and procedures.

F. Rental Rate Guidelines

1. USC&A managed space is supported through University Fees and Student Activity Fees. Registered student organizations and University departments receive special rates to recognize those financial contributions. VCU Affiliates and Non-University affiliate groups and approved alumni and University employees do not receive special rates.
2. USC&A rates are posted online. Printed copies are available in the USC&A Administrative office and the USC&A Event and Meeting Services office. Rates are reviewed no less than every two years.
3. Registered Student Organization and University Department Fees
 - a. Registered student organizations and University departments receive a 100% discount toward the rental fee for meetings and events that are not designed as revenue producing events.
 - b. A rental fee is charged if the sponsor accepts or charges an admission fee, vendors' table fee, registration fee, cash donations or similar method of payment, or if the majority of the attendees are not VCU students, faculty or staff.
 - c. Additional charges may be assessed if the meeting or event requires set-up or clean-up, Audio/Video Technicians or other staff, whether the meeting or event is designed as a revenue producer or not.
 - d. A registered student organization or University Department that holds a revenue-producing event and donates all proceeds to a non-profit, 501(c) (3) organization, will be eligible for a room rental charge refund. To receive a refund the Sponsor must:
 - 1) Inform the Event Planner at the time of the Virtual EMS Request that the event is for non-profit benefit.
 - 2) Show proof of the donation within 30 days of the event.
 - e. Requests for exceptions must be submitted in writing to the Director, University Student Commons & Activities two weeks prior to the event date.
4. VCU Affiliate and Non-University Affiliate Fees
 - a. VCU Affiliates, Non-University affiliate groups and approved VCU alumni and VCU employee events must pay all room rentals, service, labor, set-up or other fees as specified in the rate sheets.
5. Labor Fees
 - a. Charges will be assessed for labor related to non-standard set-ups and special services.
 - b. Audio/Visual Labor fees will begin prior to the reservation start time through the duration of the reservation. No reduction will be made for labor unless the request is cancelled or modified no less than 10 business days in advance of the meeting or event. The change to the Facility Use Agreement must be made in writing to USC&A Event & Meeting Services Office. Notification to AV supervisor or staff is not sufficient. Sponsors may not provide their own Audio/Visual equipment for meetings and events.
6. Cancellation Fees and No Show
 - a. All meeting requests in standard rooms made via the Virtual EMS system must be cancelled through Virtual EMS a minimum of three (3) business days in advance of the reservation, all non-standard reservations need to be cancelled a minimum of 10 business days in advance, in

order to avoid cancellation fees. Facility Use Agreements not cancelled through the system may be subject to cancellation fees no matter when the cancellation request is received.

- b. If a registered student organization is assessed a late cancellation or no show fee, the organization must pay USC&A the stated amount within thirty (30) business days or reservation privileges will be suspended and all future reservations will be cancelled.
- c. Registered student organizations cannot use Student Government Association funding to pay for cancellation or no show fees.

According to the Monroe Park and Medical College of Virginia Campus Student Government Association Constitutions, “any fee, deemed to be the fault of a student organization, that results from failure to pay an invoice in a timely manner or an additional charge imposed for failing to meet a payment deadline.”

- d. If a University department is assessed a late cancellation fee or no show fee, USC&A will use the Index Code provided on the Virtual EMS request to obtain the fees. If a Non-University affiliate is assessed a late cancellation fee, USC&A will require payment of the fees within two weeks. Failure of Non-University affiliate to pay will result in the sponsoring registered student organization or University department being charged. The index code provided on the reservation will be charged to obtain the appropriate fees.
- e. Any scheduled Labor charges associated with the meeting or event along with the cancellation fee will be charged when reservations are cancelled less than 10 days in advance of the reservation.

1. Fee Payment and Balances

a. Registered student organizations with University accounts

- 1) A registered student organization with a University account may use its VCU Index Code to authorize all charges related to meeting and event requests. A Confirmed-Final Facility Use Agreement will authorize USC&A to charge all fees related to the meeting or event to the organization Index Code. Registered student organizations that authorize charges against their University account that are not approved or funded will be held accountable for the charges and may be held accountable by the proper funding authority.
- 2) A registered student organization with a University account will pre-pay all charges related to a meeting or event request if the meeting or event has not been funded through the student activity fee appropriation process. It is the responsibility of the registered student organization to determine if appropriate funds are available prior to receiving the Confirmed-Final Facility Use Agreement.

- b. Registered student organizations that do not have a University account must pay the balance of all anticipated charges 10 business days prior to the scheduled meeting or event. Any additional cost/charges incurred or credits due as a result of the event will be due to USC&A no later than 30 days following the date of event. These charges will be invoiced within seven (7) business days following the event. All payments for the academic year must be received by the last day of the classes in the spring semester.

- c. University departments must have a valid departmental Index Code as part of the reservation request. USC&A will process a University transfer of funds (Journal Voucher) within seven (7) business days following the meeting or event which will include all charges, including any on-site requests, late cancellations, or other related charges.

- d. VCU Affiliates and Non-University affiliate sponsors must pay the balance of all anticipated charges *10 business days prior* to the scheduled meeting or event. Any additional cost/charges incurred or credits due as a result of the meeting or event will be due to USC&A no later than 30 days following date of the meeting or event.

- e. Payment must be made by personal check, corporate check, money order, credit card (VISA, MasterCard, Discover, and American Express), or VCU Rambucks. No cash payments are accepted at any time.
- f. Checks returned for insufficient funds will be charged an additional \$50.00 and all subsequent reservations will be placed on hold or suspended until outstanding charges and check charges are fully paid.
- g. If at any time a sponsoring organization has an outstanding balance due to USC&A, all subsequent reservations will be placed on hold or suspended until all balances are paid in full.

II. GUIDELINES AND PROCEDURES FOR MEETING AND EVENT MANAGEMENT

A. General Guidelines for Meetings and Events

1. Sponsors are responsible for the general behavior and activities of persons leading and attending meetings and events within USC&A managed facilities. Sponsors should be aware of other meetings or events occurring in the facility and ensure that their activities do not infringe upon other meetings or events.
2. Meetings and events held in USC&A managed facilities are generally considered to be open to the University community. Sponsors are permitted, within reason, to hold meetings and events that are considered closed for organizational business including, but not limited to, personnel actions, special organization rituals or activities and paid admission only events.
3. VCU and USC&A encourage individuals with disabilities to take full advantage of meetings and events with USC&A managed facilities. The Americans with Disabilities Act regulations and requirements must be followed at all times for meetings and events. Sponsors may be required to observe special procedures or pay additional fees to ensure that their events are open to persons with disabilities.
4. If extensive cleaning as a result of a meeting or event is required, a flat fee will be charged (see Rate Sheet) to the sponsoring organization. Sponsors will be charged the replacement costs plus hourly labor if applicable for damages to the facilities or equipment.
5. USC&A does not permit the use of “common” areas (lounges, dining areas, seating areas, etc.) for organized meetings or events.

B. Meetings

1. Meetings are defined as simple gatherings of individuals for the purpose of conducting general business.
2. In general, meetings do not require special arrangements and will be held in rooms with fixed furniture configurations.
3. Reservations for meetings may be made up to three (3) business days in advance of the meeting through the Virtual EMS system.
4. The sponsor must agree to hold the meeting in the room with the standard set up. Any changes to the standard set or any additions to the reservation including food, special AV or other needs MAY not be granted.
5. If the sponsor does not agree to those conditions, the request automatically becomes an Event Request and will be handled by the USC&A Event and Meeting Services staff.

C. Complex Events

1. Registered student organizations planning events that are defined as “complex” are required to participate in the Complex Event Advising Process. This process ensures that all aspects of the event are planned and coordinated to meet all applicable University guidelines, procedures and policies. (See Student Organization Complex Event Advising Process for details).
2. A student organization event will be defined as “complex” at the discretion of the student organization’s Event Planner and/or when the event includes two (2) or more of the following items:
 - a. Attendance (expected or historical) of more than 100 people;
 - b. Tickets (paid or free);
 - c. Contracted services (performance contract, independent contractor agreement etc.);
 - d. Police and/or Security;
 - e. Advanced Audio Visual support;
 - f. Alcohol and;
 - g. Event Title includes: Social, Festival, Carnival, Dance, Fashion Show, Pageant, Auction, “Week”, Open Mic, Concert, Comedy, or Culture Show
3. Complex events that duplicate or appear to duplicate already established programs will be subject to additional review by USC&A staff. USC&A reserves the right to require co-sponsorship or to deny events which may unnecessarily duplicate use of University resources.
4. Due to the nature of USC&A facilities and a significant history of security problems, open parties, dance parties, open floor concerts, and similar events will be reviewed on a case by case bases by the USC&A Director and Event and Services senior staff. Exceptions are made for invitation only restricted events at which advance tickets or invitations are available to a fixed guest list. The Director of USC&A must approve all exceptions in advance. All other complex event restrictions apply.

D. Academic Space Reservations

1. Use of academic space by registered student organizations and non-University affiliates without a confirmed reservation is prohibited.
2. University Conference and Scheduling Services will make available on Virtual EMS specific academic spaces under the following conditions.
 - a. Academic space is only reservable through Virtual EMS for weekends after the add/drop week of classes is concluded.
 - b. Academic space is only available at the following times:
 - a. Friday: 5:00 pm – 11:00 pm
 - b. Saturday: 10:00 am – 11:00 pm
 - c. Sunday: 12 Noon – 11:00 pm
 - c. Any request for academic space outside of those time periods requires a “special reservation” request and will be subject to approval of the “Office of Academic Space Scheduling” on the Monroe Park or MCV Campuses.
3. Sponsors reserving academic space must agree to the following:
 - a. There will be no technology or facility support available for the room during weekends.

- b. The sponsor may need to contact VCU Police to gain access to facility. VCU Police will have a list of all authorized reservations and may ask for proof of identity of sponsor before granting access to the facility.
- c. Sponsor agrees to return room(s) used to the original or better condition than it was found. This includes but is not limited to chairs set neatly in rows, trash removed, data projector off, screen up, white boards erased.
- d. No food may be served or consumed in the academic spaces.

E. Outdoor Events

The Commons Plaza serves as major thoroughfares for pedestrian traffic on the Monroe Park Campus. The following procedures are valid reservations and NON-EMERGENCY use of the Commons Plaza.

1. Events with amplified sound will be permitted only from 12:00 – 1:00 pm Monday through Friday. Events on Friday evening after 5:00 pm, Saturdays and Sundays will be permitted on a case by case basis.
2. Outdoor events with anticipated attendance of less than 400 participants are highly encouraged to reserve rain space within a USC&A managed facility. Cancellations and/or a “rain call” must be made according to the Rain Call instruction in the Facility Use Agreement.
3. Outdoor events that are planned to have attendance in excess of any possible facility which would allow rain space (more than 400 participants) must either establish a “rain date” or be prepared to cancel the event in case of inclement weather.
 - a. Rain Location: Anytime a client requests an event to take place on the Commons Plaza, the Event Planner should also reserve an indoor Rain Location for the event. The sponsor will only be billed for one or the other, but this will ensure the event can take place rain or shine. The only exception to this rule is a New Member Show for fraternities and sororities. New Member Shows will only take place outside, and will be conducted rain or shine. Students should never be making the reservation for a New Member Show (also known as a Probate or Neophyte Show). This request will always come from the Coordinator for Fraternity and Sorority Life that advises the National Pan-Hellenic Council or the Multicultural Greek Council. New Member Show reservations should also go under the governing council name, not the chapter name.
 - b. The USC&A standard operating procedure will be the following regarding rain calls for events taking place Monday through Friday:
 - a. The Sponsor is to call the Event and Meeting office (804-828-9502) before 4:30 pm the day before the event.
 - c. The USC&A standard operating procedure will be the following regarding rain calls for events taking place Saturday and Sunday.
 - a. The Sponsor is to call the USC&A Student Manager's office (804-828-3596) before 4:30 pm the day before the event.

F. Demonstrations (University Policy)

"Free inquiry and free expression are indispensable to the objectives of an institution of higher education. To this end, peaceful, reasonable, and lawful picketing and other orderly demonstrations in approved areas shall not be subject to interference by the members of the University community. Nor shall any member of the University community be subject to limitation or penalty solely because of the lawful exercise of these

freedoms. However, those involved in picketing and demonstrations may not engage in conduct that violates the rights of any member of the University community."

1. All aspects of demonstrations shall be governed by the "Guidelines for Demonstrations on the Campuses of Virginia Commonwealth University."

G. Movies and Films

1. Registered student organizations and University Departments must have the public viewing license or rights to show a movie or film.
2. Proof of public viewing licenses must be provided to the Event Planner before the reservation will be finalized no less than 10 business days in advance of the showing. Event Planners will cancel reservations if they do not receive the public viewing license confirmation from the registered student organization or University Department.
3. Public viewing licenses may have to be purchased.
4. Movies and films checked out from the VCU Library do not have public viewing licenses. They have home use/education use licenses. An education license may only be used if it is directly related to a course.

H. Parking, Loading and Unloading

1. Parking, loading and unloading for deliveries related to any meeting or event must be coordinated through USC&A Operations, and approved in advance as part of the reservation process. Only those vehicles necessary for delivery of equipment, food, or other materials directly related to the program or exhibit will be given access to any loading area or part of the outdoor locations.
2. All vehicles used for loading or unloading of equipment and not directly necessary for the function of the program must be removed immediately after loading or unloading prior to the start of the event.
3. Sponsors must notify the USC&A Event Planner at the time of the Event Request that vehicles will need access to the facility or outdoor area. Sponsors are required to provide details about the number of vehicles expected and the general type and size. If specific reservations are not made for vehicles, sponsors will be required to unload any equipment or materials from a pre-approved loading area.
4. All parking of vehicles for service access or programs must avoid driving or parking on non-supported surfaces and grass areas. Plywood will be supplied by USC&A Operations for use under the vehicles tires. The USC&A Event Planning staff can inform sponsors of appropriate places to park vehicles.
5. Due to size, weight, or other restrictions, certain vehicles may not be permitted access to the outdoor areas. USC&A may consult with Operations to determine if a vehicle should be restricted from access.
6. Any violation of parking restrictions may result in fines, towing, or both.

I. Security

The safe and secure management of all events and facilities is a priority at VCU. The University reserves the right to require uniformed police officers and/or trained security personnel at any event determined to have security risks. The guidelines below will determine if and when security will be assigned to an event.

1. VCU Police and/or security are required at the following:
 - a. Events occurring outdoors with an expected attendance of 200 or more;

- b. All events where alcohol will be served;
 - c. Large Indoor Events which are likely, based on historical precedent and experience, to attract crowds near to or in excess of the established room or space capacities;
 - d. Events with a history of security problems;
 - e. Any event where cash or other valuables are being accepted;
 - f. Any planned demonstration regardless of anticipated attendance; and,
 - g. Events where the nature of the presentation, speaker, or other factor may create security issues.
2. USC&A automatically assigns police coverage for events where security is required or when deemed appropriate by the nature of the event. The VCU Police have the final authority to require security for any event.
 3. Even if VCU Police do not require security, USC&A reserves the right to require security at any event USC&A management believes requires a security presence. Additionally, Sponsors may request coverage through the USC&A Event Planner if they feel the need.
 4. Event sponsors must pay for police/security coverage. Sponsors that have a University account are billed directly for police services. Sponsors that do not have University accounts are required to pre-pay for security charges.
 5. If the event or security services are cancelled less than 48 hours prior to the event or after 5:00 pm on Thursday for events occurring on Saturday or Sunday, the organization must pay for the coverage assigned.

J. Catering

USC&A strives to provide locations for meetings and events that include food and beverages. USC&A managed facilities are not limited to any specific catering contract and follow all local, state and federal health codes. As such the following guidelines are enforced to protect the sponsors and attendees of programs from health related problems. The following guidelines must be strictly adhered to for all reservations with a Facility Use Agreement in which the provision of food or beverage is included. For the purposes of these guidelines and procedures, the terms to cater, caterer and catering are used to refer to the provision of food and beverages for a meeting or event.

1. General Catering Guidelines

- a. Sponsors are permitted to contract with any registered and licensed food service provider (caterer) to serve or provide food and beverages for meetings and events.
- b. VCU departments and registered student organizations are permitted to self- cater events including “pot-luck” style with store bought pre-packaged goods.
- c. The sponsor is required to dispose of all trash, food waste and service products in proper receptacles at the end of their function.
- d. If the event requires a food staging or preparation area, water, refrigeration, etc., the sponsor is required to use a food service preparation area and a service fee will apply.
- e. Non-University Affiliated events may not be Self-Catered.
- f. Only Pepsi manufactured canned/bottled beverage products may be served in USC&A facilities. Coffee, tea and other brewed or mixed beverages are permitted through a caterer. Any other food or beverage provided either for sale or give away must no compete with products sold or served in USC&A facilities or must have the approval of Dining Services.

USC&A recognizes three forms of catering: Full Service Catering, Delivery-Only Service, and Self-Catering. Each form of catering has specific requirements which must be met.

2. Full Service Catering: food and/or beverages are being served and a catering staff member is present throughout the event. The sponsor is responsible for making sure that the following occurs:
 - a. A copy of caterer's business license may be needed on file in the USC&A Event and Meeting Services office if the cater has not been used in the past.
 - b. Sponsor is required to reserve a food service prep area when holding a full service catered event.
 - c. Kitchen space rental fee for use of one of the designated food service preparation areas is paid.
 - d. All of the above criteria must be provided to the USC&A Event Planner no later than 30 business days prior to the event date.
3. Delivery-Only: when a licensed caterer delivers food and no catering staff member is present throughout the event.
 - a. Sponsor is not required to present the USC&A Event Planner with a copy of their caterer's business license or certificate of insurance.
 - b. For large deliveries and/or Delivery-Only events, USC&A reserves the right to require use of and charge for a designated food service preparation area.
4. Self-Catering: when the sponsor is responsible for delivering, setting up and cleaning up food and/or beverages at a meeting or event.
 - a. Sponsor is not required to present the USC&A Event Planner with a copy of their caterer's business license or certificate of insurance.
 - b. For large deliveries and/or self-catering events, USC&A reserves the right to require use of and charge for a designated food service preparation area.
 - c. All food consumed at self-catered events should be prepared in a licensed kitchen but "pot-luck" style (store bought per-packaged goods) events are permitted within certain restrictions. Please review the USC&A Catering and Food Services detailed guidelines.
 - d. Self-catering by a Non-University Affiliate is not permitted.
 - e. Only Pepsi manufactured canned/bottled beverage products may be served in USC&A facilities. Coffee, tea and other brewed or mixed beverages are permitted through a caterer. Any other food or beverage provided either for sale or give away must no compete with products sold or served in USC&A facilities or must have the approval of Dining Services.

K. Alcohol

1. Alcohol is not permitted in any USC&A managed facility or at any event unless provided through a licensed vendor. The unauthorized possession, distribution, consumption or sales of alcohol will result in action by the VCU Police.
2. Events at which alcohol will be served must conform to state law and University regulations regarding the sale and/or service of alcohol in campus facilities. Refer to the Procedures for Consumption and Distribution of Alcohol at University Events.
3. An Alcohol Authorization Agreement form must be completed and signed by the appropriate University officials 30 days prior to the event.

4. A vendor licensed by the Virginia Alcohol Beverage Control Board must provide alcohol service. Exceptions must be obtained by the University Office of Risk Management at least ten days prior to the event. A copy of the alcohol license must be provided to the USC&A Event Planner.

L. Fundraising

1. A registered student organization may hold events or reserve a sales area with the intention of raising money either for the organization's own purposes or for the benefit of a non-profit 501(c) (3) organization.
2. A registered student organization that holds a revenue-producing event and donates all proceeds to a non-profit, 501(c)(3) organization, will be eligible for a room rental charge refund. To receive a refund the Sponsor must:
 - b. Inform the Event Planner at the time of the Virtual EMS Request that the event is for non-profit benefit.
 - c. Show proof of the donation within 30 calendar days of the event.
3. Registered student organizations may reserve a sales table or the Commons Theater Concession for sales intended as fundraising through their Event Planner. (See Space Rental Rates chart). This fee is non-refundable.
4. Products sold may not duplicate those sold by the permanent vendors located in the University Student Commons.
5. Any food sold at fundraisers needs to be prepared and individually pre-packaged in a licensed kitchen.

M. Publicity Spaces

USC&A provides registered student organizations, University departments, VCU Affiliates, Non-University affiliated organizations and community agencies and businesses the opportunity to market and/or sell products in USC&A managed facilities. In order to maintain the most efficient and effective use of these limited areas, the following guidelines will be adhered to strictly by USC&A in the reservation and provision of Publicity Spaces.

1. General guidelines

- a. All Publicity Spaces (banners, rolling display boards, information tables and literature distribution areas) require advanced reservation, must be reserved through the Virtual EMS system and have specific restrictions for reservation periods. (see Publicity Space Time Table)
- b. The solicitation and sale of any form of credit card or credit program is prohibited. The sale or solicitation for general banking services (checking, debit and savings accounts) may be permitted if allowed under other existing University contracts.
- c. No product may be distributed or sold that duplicates or is similar to those sold by contracted vendors in USC&A managed facilities without prior written approval by VCU Business Services or USC&A management.
- d. Non-University sponsors may not reserve banners, rolling display boards, information tables or literature distribution space. The University reserves the right to remove displayed materials at any point should the content or condition of the contents become of concern. USC&A will maintain procedures for addressing any concerns raised.

2. Banners

- e. Registered student organizations and University departments may reserve indoor and outdoor banner space without charge. Banner space reservations are subject to specific restrictions and limitations.
- f. Banner space must be reserved through the Virtual EMS system.
- g. USC&A reserves the right to remove banners at any point should the content or condition of the banner become of concern.
- h. Registered student organizations may not credit corporations or businesses as “co-sponsors” but may state that the event is “being presented by”, “in association with,” or that the business is “underwriting,” the specific event being promoted.
- i. Inside banners can only be on display for 7 consecutive days. It can be no larger than 8’ wide by 3’ high. Banners must be horizontal and cannot have glitter or anything hanging from them. There must be one week between each indoor banner reservation period.
- j. Outside banners can only be on display for 14 consecutive days (2 weeks). It can be no larger than 8’ wide by 3’ high. Outside banners must be vinyl, made to withstand inclement weather conditions. They must have metal reinforced grommet holes in all four corners. Letters and graphics must be waterproof. There must be two weeks between each outdoor banner reservation period.

2. Rolling Display Boards (RDB)

- a. Registered student organizations and University departments may reserve a rolling display board without charge.
- b. RDB space must be reserved through the Virtual EMS system.
- c. There are two rolling display boards, one for the Floyd Avenue and one for Main Street entrances. Sponsors may only reserve one side per day. Promotional materials can be no
 - a. larger than 21” wide by 27” high.
 - b. RDB space reservations are subject to specific restrictions and limitations.
 - c. Materials in RDB are subject to the same guidelines as posting in USC&A managed facilities. (See USC&A Information Distribution Guidelines)

2. Information Tables

- a. Registered student organizations and University departments receive a 100% discount on information table reservations. Non-University affiliate users must be sponsored either by a registered student organization or University department. A representative from the sponsoring organization or department must be present at the table.
- b. Information Table space must be reserved through the Virtual EMS system.
- c. Information Table space reservations are subject to specific restrictions and limitations. Sponsors may have a table reservation for no more than three (3) consecutive days. There must be three (3) consecutive days between each table reservation.
- d. Information may not be distributed in areas away from the reserved table space.
- e. Any use of an information table to promote the use or purchase of a commercial product or service or for fund raising will be considered a sales or service solicitation table and must follow the procedures governing those practices. USC&A reserves the right to determine the classification of tables.

3. Chalk Drawings

- a. Only registered student organizations or University departments can reserve space for chalk drawings by contacting the sponsors assigned Event Planner.
- b. Drawings are permitted in designated areas only. Drawings may only be on cement, never on bricks or other surfaces. (see Chalking Procedures)
- c. Only water-soluble chalk can be used. Sponsor must clean up the drawings at the end of their reservation period, should the weather not do so first. Failure to do so will result in the loss of future reservation privileges.

N. Sales and Solicitation Procedures

1. Sales: The use of University facilities for the sale of goods or services is strictly regulated. Any exchange of funds (cash, check, debit, credit or similar) for goods or services shall be considered a sale.
 - a. Sales of goods or services are limited to sales tables located in designated areas. Any other use of University facilities for commercial purposes is strictly prohibited unless governed by a specifically negotiated University contract.
 - b. Sales must be conducted or sponsored by registered student organizations or University departments. A registered student organization or University department must sponsor vendors and non-University affiliated users.
 - c. Sales of services including, but not limited to, wireless communications services, internet services, credit services, telephone services, and other contracted services are covered under Service Solicitation Tables.
 - d. Sponsoring organizations or departments will be permitted one sales period per semester. A sales period is defined as up to five consecutive days of sales in one semester, although sponsor may choose to sell for fewer days.
 - e. Fees are based on the currently approved USC&A Space Rental Rates (See [Space Rental Rates](#) chart).
 - f. Failure to cancel a sales area reservation at least 24 hours prior to the reservation date/time will be subject to applicable charges.
 - g. The University's disclaimer, printed on the reservation card provided to each Sponsor, must be clearly displayed at all times.
 - h. If a registered student organization or University department sponsors a vendor, the terms of the commission must be negotiated between the parties in advance, but should not be less than the current rental rate.
 - i. Individuals or firms must carry liability insurance with a minimum coverage of \$300,000 and provide USC&A with a copy of a certificate of insurance coverage before the request for sales table will be confirmed.
 - j. Any business licenses required by the Commonwealth of Virginia and/or the City of Richmond, Virginia must be obtained and copies of those licenses must be provided to USC&A management before a request for sales will be confirmed.
2. Service Solicitation Tables: The act of requesting monetary or other forms of compensation for the provision of a service or the act of requesting individuals register for services even if provided without compensation shall be designated a Service Solicitation and is subject to the following guidelines. Service Solicitation includes but is not limited to: credit cards, debit cards, banking, internet services, cable or satellite television, telephone service and other contracted services.
 - a. Non-university affiliated service solicitation vendors must be sponsored by a registered student organization or university department.

- b. A representative of the sponsoring organization must handle requests and sign the Facility Use Agreement. The sponsor is responsible for providing the vendor with all pertinent information and regulations including parking restrictions, sign/display limitations, location directions, etc.
- c. The sponsoring registered student organization or University department must pay USC&A a rental fee for the service solicitation table space. (See Space Rental Rates)
- d. The sponsoring registered student organization or University department must negotiate the terms of the financial agreement with the service solicitation vendor. It is recommended that the agreement be in writing and guarantee an amount no less than the current rental rate per day which the sponsoring organization will be required to pay in rental fees.
- e. Non-University prepayment for the service solicitation table must be made 10 business days in advance of the date on the Facility Use Agreement.
- f. Sponsoring registered student organizations or University departments are permitted one table period per semester, including service solicitation. A table period is defined as up to five consecutive days of solicitation in one semester; although, a sponsor may choose to sell for fewer days.
- g. Only one service solicitation table will be permitted on campus per day. Service solicitation tables will be permitted only during a five-week period starting on the third week of classes each semester.
- h. Individuals or firms must carry liability insurance with a minimum coverage of \$300,000 and provide the USC&A Event Planner with a copy of a certificate of insurance coverage before the request for sales table will be confirmed.
- i. Any business licenses required by the Commonwealth of Virginia and/or the City of Richmond, Virginia must be obtained and copies of those licenses must be provided to USC&A before a request for sales will be confirmed
- j. Amplified music and/or speech are not permitted.
- k. No solicitation away from the table location or yelling to passers-by will be permitted.
- l. Sponsors/vendors may not provide their own tables and chairs. Tables are put in a specific, assigned location. Tables and displays may not be moved from the assigned location.
- m. Any special arrangements, such as demonstrations, mounting backdrops, or give-a-ways, must be approved by USC&A management prior to the date on the Facility Use Agreement.
- n. There are no electrical outlets available; extension cords from outlets will not be permitted. No other equipment and/or services, such as water or parking, will be provided by USC&A.
- o. Credit card sales or the solicitation for credit card services are not permitted in University Student Commons & Activities managed facilities.

3. Employment Recruiting

- a. USC&A will permit recruiters to reserve specified locations in the University Student Commons and Larrick Student Center with the following provisions of the USC&A Employment Recruiting Guidelines.
 - i. Recruiters must agree to all terms and conditions on the USC&A Employment Recruiter Reservation form.
 - ii. The recruiter must be a licensed employer and must be willing to provide documentation to verify status as a legal employer.
 - iii. The recruiter must pay for space in full and in advance. No refunds will be provided unless the University is closed for reasons beyond the control of USC&A.
 - iv. A recruiter may not reserve space for more than five consecutive business days (Monday – Friday) and may not reserve more than five days total in any 60 calendar day period.
 - v. USC&A reserves the right to deny permission to recruit to any employer that may be in conflict with VCU Policies and Procedures and Ethics Guidelines.

- vi. At no time during the approved reservation period for recruiting is the recruiter permitted to sell goods or services or solicit for goods or services. Failure to follow this guideline will mean the immediate termination of the reservation without refund.
- b. USC&A reserves the right to deny space to any recruiter for up to three (3) years for failure to follow any of the guidelines in Employment Recruiting guidelines or other applicable USC&A or VCU Policies and Procedures.

Glossary of Terms

- **Complex Event** - A complex event is any event coordinated by a registered student organization which involves a large attendance, security, admission fees, multiple venues or spaces, performance contracts or other activities which require significant time and effort by the sponsor and University support structure.
- **Event** - For the purposes of these documents an “event” is any program, production, or other gathering of individuals or groups taking place in a defined event space.
- **Literature** - Any printed materials of any size handed or otherwise delivered to individuals on the campuses of VCU.
- **Meeting** - For the purposes of these documents, a “meeting” is any gathering of individuals or groups taking place in a defined meeting space.
- **Meeting Request/Event Request** - the electronic process by which a sponsor seeks permission to hold a meeting or event in USC&A managed facilities through the Virtual EMS system.
- **Non-University Affiliate** - Any group, corporation, agency or other organization that has a permanent or temporary partnership with a registered student organization or University Department for the purposes of conducting events in University managed facilities.
- **Registered Student Organization** - Student groups that successfully complete and submit a Student Organization Registration Form online with USC&A will be afforded associated privileges for Registered Student Organizations.
- **Reservation** - The operational term for the details and information by which USC&A will provide facilities and services to a sponsor.
- **Facility Use Agreement** - This is the document which provides all details of the facilities and services to be provided by USC&A to the sponsoring organization and specifies the terms of the agreement. The Facility Use Agreement is not valid until signed or electronically signed by the sponsor.
- **Sponsor** - The operational term used to refer to the organization, department or agency for a reservation has been made and confirmed.
- **Sponsor Contact** - The person responsible for all aspects of the event and with whom USC&A staff will generally conduct business.
- **University Department** - An academic or administrative area within the University.
- **VCU Affiliate** - An administrative department within the VCU Health System.