ASI Administrative Procedure

Title: ASI Event Approval

Effective: November 2022

Associated Policies:

Cal State LA Student Organization Handbook

Cal State LA use of facilities procedures and policies

U-SU facility reservation requirements

ASI Policy 216 - Contracts and Procurement

Purpose:

ASI has established the following procedure to guide the organization in the creation, review, approval, and execution of ASI's events and activities. ASI's programs shall follow University guidance, policies, and procedures for the use of facilities, required paperwork, and the safe execution of the program.

Authority:

The ASI staff, under the direction of the Executive Director, shall be responsible for the establishment, oversight, and revision of administrative procedures for the corporation. New and revised procedures shall be shared via email notification with the ASI Board of Directors, ASI student leaders, ASI staff, and University departments as needed.

Procedure:

1. **Program Proposal**
   a. ASI student leaders and student staff should first discuss a possible event or activity ideas with their Direct Report or supervisor prior to completing the Program Proposal.
   b. The event planning process starts with the submittal of the ASI Program Proposal form, which may be found on the ASI website. The proposal contains the critical event information of who, what, where, when, and how the event is intended to occur.
   c. The program outlined in the proposal is subject to change and may be modified as the event moves forward in the planning process and the logistics and details are confirmed.
   d. Annually budgeted events – Although certain annual events are included and itemized in the annual budget, a Program Proposal is still required to be submitted and approved.

2. **Program Approval**
   a. When the Program Proposal is submitted electronically, it is emailed to all full-time staff in ASI, who review the details individually.
   b. Program Proposals are then discussed at a staff meeting to review the cost, date, location, and content.
   c. The ASI Executive Director is responsible for the approval of all ASI-sponsored events and activities. ASI Executive Director or designee shall approve/deny the Program Proposal and notify the individual who has submitted the event via email and will include any revisions, recommendations, or instructions to proceed in the planning and execution of the program.
   d. Budget approval
      i. Events included in an annually budgeted category only require staff approval to move forward in the planning process.
      ii. Events that are not included in an annually budgeted category shall also require the review and approval of the Finance Committee or the Board of Directors, as determined by the amount of funding requested.
   e. In executing an event or activity, multiple approvals are required throughout the process. The ASI full-time staff shall be responsible for the approval of all elements in the execution of the reservations, contracts, financial commitments, and purchasing supplies for the program.

3. **Program Planning**

   ASI student leaders and student staff work side-by-side with their peers and the full-time staff in ASI to plan safe and engaging programs for the campus community. The specific steps and documents required may be different for each program and are based on the program objectives and the elements involved. Program planning may include but is not limited to the following:

   a. Planning priorities -
      i. Safety – Safety for participants, staff, and volunteers is the highest priority. In addition, ensuring ASI and University property is safe and protected will also be accounted for in the planning process.
      ii. Legal obligations – Planning procedures shall account for liability and legal requirements as well as the adherence to all Federal, State, CSU, Cal State LA, and ASI policies and procedures.
      iii. Budget – A detail budget will be submitted, approved, and followed. Financial oversight is ultimately the responsibility of the ASI staff, however, individual student event planners will be held accountable for abiding by the approved budget for the event.
      iv. Documentation – The student planners as well as the ASI staff have the responsibility to ensure that all the required documentation and paperwork is completed in a timely and professional manner and retained as needed and in accordance with the record retention policies. All event documentation shall be maintained in an organized file (digitally and/or in hard copy).

      v. Staff support, volunteers, partners and collaborators – Events are only successful and safe if they have the appropriate staffing needed. Events may be supported through staff, student leaders, volunteer, and partnering departments. The staffing plan for each event must be included in the planning of the event to ensure there are enough human resources to support the program.

b. Timeline – A successful program has many elements that must be completed during the planning stages. A program timeline may be useful in creating steps and deadlines for paperwork submittals, marketing implementation, and day-of-event details.

c. Risk Management
      i. Risk management – Managing and mitigating risk is essential to program planning and implementation and starts with the evaluation of the level of risk for each program and then identifying methods to reduce risks for participants and limit ASI and the University's exposure to liabilities.
      ii. ASI's risk management protocol is articulated in [Policy 208- Risk Management](#)
      iii. ASI maintains a comprehensive insurance and liability policy with Alliant Insurance. ASI's approved events are covered under the existing insurance coverage. At times, special event insurance may be required, which will be coordinated by the full-time staff.
      iv. Waivers – For any events or activities that provide an opportunity for students to participate in a physical activity that has a potential for injury, signed waivers shall be required for all participants and ASI must identify students who have signed a waiver (ie. With a wrist band or ticket).

d. Purchasing
      i. Contracts- Contracting performers and vendors are a typical part of most programs and require ASI staff to be involved in all offers, negotiations, and approval. (See ASI Policy 216- Contracts and Procurement)
      ii. Invoices- Purchasing certain items may require invoicing from vendors, which requires pre-approval from ASI staff to ensure the funds are available.
      iii. Purchasing cards- ASI full-time staff have purchasing cards (P-cards) that can be used to buy certain supplies and items for programs. Student programmers may work with ASI staff, who will make purchases to support ASI events and activities.
      iv. Merchandise – Merchandise to give out to student attendees at events must be ordered well before the event. Orders for any ASI merchandise shall be coordinated through the Director of Graphics and Marketing.

e. Logistics

        i. Cal State LA Facilities Department and the U-SU require full-time staff to make and confirm facility reservations for ASI events and activities.

        ii. Large and complex events may need to be presented to the campus Facility Use Committee to seek input, advice, and recommendations to ensure the program is safe and adheres to campus guidelines.

        iii. Equipment – Often events require additional equipment such as PA systems, tables, chairs, canopies, etc. Some of this equipment ASI owns, where other items may be rented from Facilities, the U-SU, or an outside vendor. The rental equipment will be coordinated by ASI staff and must be included in the program budget.

4. **Program Promotion**
   a. Marketing and outreach - Effective marketing is essential to the success of any program. ASI's marketing department is responsible for designing and purchasing all marketing materials for the organization. The marketing department, under the Director of Graphics and Marketing, will work with the student event planners to design, procure, and distribute print, web, email, and social media marketing to the campus community to encourage student attendance.
   b. ASI and the U-SU have a mobile marketing bicycle-cart that is scheduled to be stationed during the week at various locations around campus. The ASI marketing department oversees the cart and will schedule print materials and other items to be distributed when out on campus.
   c. All ASI's programs are listed in the ASI website calendar.
   d. Any changes to a program date, time, location, or details must be shared with the marketing department so the print, web, and social media outreach can be updated and distributed.

5. **Program Execution**
   a. ASI Student leaders and staff who are planning events are expected to oversee and attend their own events. If unforeseen issues arise that prevent the student from being in attendance, they must notify ASI staff and anyone else on the event planning team so accommodations may be made.
   b. Set up & tear down – Enough time and human resources should be allocated for setting up events and cleaning up after them. This time will be included in the overall event timeline and the schedule for the day of the event.
   c. Staffing needs – Every event needs the support and oversight of the event planning team. The appropriate staffing needs for an event will be discussed during the program planning process and will be approved by ASI staff. The student leader/event planner is responsible for managing the volunteers and other team members, which includes regular communication, so the event is well-coordinated.

6. **Program Evaluation**
   a. Assessment begins with the program proposal. To effectively evaluate the success of a program, one has to outline the objectives during the program creation and planning. The ASI staff will coach students through the assessment protocol to define a strong evaluation of the program.

b. Evaluation tools
    i. Surveys- surveys require staff approval prior to being sent to students to ensure they meet applicable laws and requirements for human subject testing.
    ii. Interviews- Interviewing participants during or after a program is an effective way to gather feedback. Interview questions must be pre-approved before any interviews are conducted.
    iii. Feedback- Gathering student feedback that is shared openly during an event adds to a program evaluation data. Student planners may engage with students during the event and make note of any positive or constructive feedback which can be included in the written evaluation.
    iv. Observation – Documenting attendance statistics, student engagement, photographs, and other event "numbers" should be a standard part of every program evaluation.
c. Reporting
    i. Student leaders should report on their programs in biweekly reports, at committee meetings, and at BOD
    ii. A formal written program evaluation is required for all ASI programs and the form can be found on the ASI website