STUDENT RELATIONSHIP AND CORPORATE COMMUNICATION MANUAL

**(Version 1)**

**2017-18**



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**FLIPCHART FOR ADMISSION PROCESS**

We need to tell the prospects as under:

About us

1) We are integrated solution provider for Student Housing from past 15 years

2) We are present in different parts of Bangalore with more than 12 housing facility and adding 6 more housing this year and Five more to go by next year

3) We are operating across India.

4) We are in strategic tie-up with Jain University, Jain college of Engineering, Nirma in Ahmedabad and Narsee Monjee in Indore, Mumbai, Hyderabad etc.

5) Highly motivated and professional team to cater students’ needs

**Food & Beverages**

1) We are the best providers of North Indian and South Indian cuisine and we attempt at “healthy” cuisine which adds valuable firepower to menu discussions.

2) We have more than 500 items in our menu.

3) We serve more than 5000 meals per day

4) Utmost care is given to the food hygiene.

5) We have catered to more than 50000 students in the housing domain from past 15 years.

6) Confectionaries, snacks and soft drinks are available 24/7

7) Food can be customized for students during illness at no extra cost.

8) Our food experts are taste- and ingredient-driven beings who carefully design the menu and disclose it to the parents once in a fortnight

**Health & Safety**

1) We maintain high level of hygiene and follow strict housekeeping schedule.

2) High caliber Pest Management on regular basis

3) Gym facility is available at selected location

4) We adhere to all the legal norms and safety standards

5) Regular Student health monitoring

6) Alcohol, drugs and smoking is strictly prohibited and monitored.

7) Medical Emergency service for students by supporting their hospitalization and transportation when required.

8) Cashless medical insurance through Medi-claim policy, for all students.

9) Security

10) Anti-Ragging Squad in every hostel

11) CCTV and strict Security Management system in all our housing firms.

12) Complimentary pick and drop to railway station or to nearest airport bus terminal

13) Male and female wardens in their respective hostel are available 24/7 for student care.

14) Housing provided in close proximity to the college.

**Operations & Maintenance**

1) Amenities with study table is provided in every room.

2) Hot Water available during specified time

3) Off campus laundry and self-laundry available.

4) Student report sent to the parents on a quarterly basis

5) Excellent Infrastructure

6) Complaint Redressal through Mobile App

7) Free Wi-Fi available for all students to support their studies and for e-mailing.

8) IVRS approval by the parents for their wards movement, is a unique feature to ensure convenience and discipline

9) Gym, indoor sports and recreation setup.

10) Feedback management for all the services provided

11) Air-conditioners and air-cooled environment in the student housing.

12) Team Building Activities

13) Cultural events, prom nights are organized exclusively for hostel students

14) Social networking platform for students as well as parents

15) Internship program for personality development.

16) Sports events like cricket, badminton etc. are conducted.

17) Recreational facility is provided.

18) Team building activities through various joint trips and picnics.

19) In house National festival celebrations like Makar Sankranti, holi, Ganesh Chaturthi, Christmas etc.

20) Self-defense classes exclusively for girls.

21) Counselors are available to address student concerns.

22) Education Support for all the students during exam season

23) While studying for exam, special attention is given to the students.

**Social Media**

1) CSC uses social media as part of the marketing mix to engage in conversation with our residents and community, build and maintain strong relationships with our online community, promote housings and events and reach followers with last minute news and alerts.

2) CSC social media activity is the overall responsibility of the Marketing Department. However, a dedicated person has the responsibility of uploading relevant information across the various social media outlets too.

3) Inappropriate, offensive or overly critical content will be removed by a member of the Marketing Department.

4) Key social media sites will be monitored regularly for trends, opinions and comments.

5) CSC social media sites must be updated at least once a day with relevant and interesting posts.

6) It is the responsibility of the Marketing Department to find interesting and appropriate posts for the social media sites.

7) When engaging in conversation with followers the tone must be friendly and positive and in a timely and courteous manner. Disagreements may occur, but opinions should be appropriate and polite.

**CSC Website**

1) The CSC website is key in the housing marketing activities. It is therefore essential to continuingly monitor and update the site.

2) The Marketing Department is responsible for the content, accuracy, and timeliness of uploading course content.

3) It is the responsibility of Events Committee to provide the Marketing Department with accurate course information by the set deadlines.

4) Technical functionality is the responsibility of the IT Manager.

5) Public & Community Relations Officers will upload PR content to the site daily.

6) Website imagery will be an accurate reflection of the housing and considerate to the CSC Single Equality Policy.

**Creating a Newsletter**

Offering a newsletter is a wonderful way to keep in touch with our customers and prospects. Customer retention may be the highest and best objective of e-mail marketing.

There are several methods of formatting and delivering our newsletter including: inserting a one-page newsletter with our monthly customer billing statements, emailing an electronic newsletter to our current customers or allowing prospects to visit our web site and opt-in to our newsletter mailing list. When drafting our newsletter, be sure to keep our articles brief. Our goal is to keep our customers informed of our new products and services and let them know about our involvement in their community. Here are more helpful guidelines to help We create a successful newsletter:

**Be consistent**

Whatever frequency we decide on for our newsletter, whether we publish it every Monday or on the first day of every month or in the second month of every quarter, stick with it. Sending our newsletter consistently reminds our customers and prospects that We deliver on our promises.

**Provide relevant information**

The value of a newsletter is its ability to highlight our business and educate to some extent our subscribers. What industry knowledge or insights would be of the greatest value to our audience? What product information or application examples would help them understand the value of our products or services? It is a good idea to keep a file of news clippings, trade publication articles and industry statistics that will help us brainstorm relevant topics for our newsletter.

1. **Present a professional image**

Use desktop publishing software or HTML email composers to give our newsletter a professional image. Use colors and images as appropriate to reinforce our message. Pick a color scheme and stick with it – use colors associated with our company or brand to add even more branding impact to our message.

1. **Offer an option to unsubscribe to email newsletters**

Remember that our customers and prospects may change their preferences regarding our newsletter. If our newsletter is delivered via email, remember to include instructions or a link for our newsletter subscribers to opt-out of receiving our messages. Using an email marketing program (e.g. Constant Contact) will be helpful in managing our subscriber’s preferences.

If we don’t have time to compose professional-quality content for our newsletter, we can search thousands of pre-written articles from news aggregation services. When we use these services, be sure to understand the fee structure and follow copyright instructions carefully.

**Get on Our Community Welcome Wagon**

If there is a local Welcome Wagon, have them include a coupon for our service or a welcome gift. The best time to get a new Internet customer is when they are moving into our area. Leave brochures at the local Chamber of Commerce for new families and business.

**Creating Promotions**

There are two basic types of promotions, transactional and relationship.

**Transactional Tactics**

Transactional promotional tactics are associated with single-occurrence events, like the purchase of a product or service or a visit to a store. Within this category, there are two basic methods to drive sales or increase customer traffic. One method is to offer a discount, allowing the customer to buy a product or service for a lower price. Another method offers added value for the customer by allowing them to purchase a larger quantity of the product or service at the regular price.

**Discount Tactics**

Discounting is one of the oldest forms of promotion. This tactic is most successful when it meets the correct customer motivation threshold (i.e. price or convenience). Here are a few ideas for discount-type promotions:

* Distribute a money-off or percent-off coupon through direct mail, e-mail or a print advertisement.
* Announce a price roll back to our customer base.
* Use loss leaders to stimulate sales in other areas (e.g., offer video service at a deep discount to customers who also sign-up for our broadband and phone services).
* Offer something free for a limited time (e.g., offer new customers one month of service for free when they sign-up during a specific time frame).

**Value-added Tactics**

When marketers employ value-added tactics, they offer something of value to customers without charging extra. Here are several ideas for value-added promotions:

* Offer a gift with purchase (For example, We can give t-shirts away to customers that sign-up for one of our new products or services. When the customer wears the shirt, We’ll receive the additional benefit of free advertising.)
* Offer customers 12 months of service for the price of 10 (note: We may want to use this type of promotion as a discount for paying for a year’s worth of service up front).
* Offer a free entry in a contest or sweepstakes.

Transactional promotional tactics are popular because they offer immediate and measurable results. When We use transactional methods in our business, remember to make the promotion complement our brand image, be relevant to our target audience and the discounts deep enough to drive sales but not impact long-term profitability.

**Relationship Tactics**

Relationship promotional tactics place greater emphasis on the consumers’ relationship with a particular product, service, company or brand. The goal of these tactics is to connect with consumers and foster a greater attachment to our brand. Relationship promotion programs use four stages of graduated connection to the consumer: Introduction, Sharing, Friendship and Love.

This is the initial opportunity for our brand, product or service to make an impression on our target audience. In this phase, our promotions should be designed to develop awareness of our product, service or brand. These first impressions are important, so remember to make our promotional introductions representative of our brand’s personality. Public relations activities, special events and street marketing are the promotional tactics

**EVENT PLANNING**

* PLANNING AN EVENT

What type of program?

1. Work with the members of your student organization to assess the potential audience & their needs, interests and the purpose of the program(s). Create a "game plan" for the semester or year - be organized and use your calendar.

a. What nights do you want to program?

b. Do you want theme nights?

c. How many programs a month?

d. Do you want to do daytime programs?

e. Do you want to do programs for limited markets, e.g. married students, specific colleges, minority groups, families, etc.?

2. Schedule a "How to Program" session for all your staff-contact the Involvement Team.

3. Brainstorm ways to define the program to meet the needs. Nothing is outrageous in brainstorming even if you know it may not be possible on campus!

4. Decide on specific programs. Make a show folder to record all information, copies of forms and notes.

How do you do it?

1. Decide how much of your budget you can and want to spend on the program. Think about co sponsorship. If you co-sponsor an event, fill out a co-sponsorship agreement.

2. Select a date & time after checking what other events may be scheduled for that date.

3. Use a planning sheet to break down the program into easy steps and then delegate responsibilities of the program to members of the organization.

Select & reserve a venue.

1. Arrange the required setup - (chairs, tables, etc.) with the correct staff

2. If the event is outside, reserve an alternative inside location in case of bad weather.

3. Complete an Event Permit if program is held on Jain campus. Fill out contract, purchase requests, or any other necessary paperwork. If your organization is funded, you must meet with Student Activities and Involvement before you contact an agency or performer.

Create a publicity plan.

1. Make sure you have all the information on whom, what, when, where, why, and the event is to be hosted.

2. Plan when ads will run both in print and other media.

3. Plan where flyers will be distributed.

Arrange for technical support.

1. If off campus, contact the venue reservation office for guidance.

2. Arrange for hospitality, if necessary.

3. Transportation: CSC Driving Policy.

4. Identify student host or hosts to be with the performer or lecturer while they are guests here.

Arrange ticket sales.

1. On campus - Marketing Team contract should be completed at least two weeks in advance.

2. Off campus - use good business practices in selling or distributing tickets and securing the money or checks.

Examine security issues.

1. Do you need UPD or T-shirt security? (This is identified in the Event Permit).

2. Follow up frequently with everyone to find out if they have completed their tasks.

3. Delegation : Make sure you explain the task or identify who can help or clarify questions they may have.

4. Motivate students who may be lagging.

5. Make sure your event complies with CSC requirements. Consider whether you need special set up at the venue, for example chairs for interpreters, etc.

6. Decide who will introduce the program and what information needs to be announced.

* EVENT PERMITTING

Submitting an Event Permit should be the first step you take in planning a program or event on campus. All student organization events or programs except general organization meetings that take place on University grounds require an Event Permit obtained from completing a permit through Student Activities and Involvement. The purpose of this form is to help student organizations run their event smoothly and to identify what areas of campus need to be notified about a specific event. It is the responsibility of the organization president to designate officers in the organization who can submit Event Permits. Submitting a permit does NOT reserve the space so you will have to go through the office in charge of the space. The steps to submitting a permit are below.

1. Permits need to be submitted 2 weeks in advance or the event will not be approved.

2. Submit an event permit on mail.

3. Once the event has been submitted, it will go through an approval process that may involve multiple facilities on campus. It is your responsibility to check your submitted event permit on mail/whatsapp/Skype.

4. Connect website and answer any questions/ provide any information that may be required for the approval of the permit. Use the discussion board on permit page for easy communication with the Reviewers involved in the permits

5. Post approval permit to be kept handy. Print out the approved permit and be brought during the event.

* CO-SPONSORSHIPS

A Co-Sponsorship Agreement Form is highly recommended for proper communication and administration of the co-sponsored events.

Student employees and student organizations shall not use their privileges for access to university space and services inappropriately. As an example, a student organization should never agree to reserve a meeting room for a non-university group or commercial vendor who would not have access to campus or for whom there would be a fee charged.

The organization must be the main sponsor and the headliner on all promotional materials (i.e. CSCPL presents…) Logos are permissible but must be approved by the Management committee & Events Manager.

* USE OF FACILITIES

At all times, officers and members of organizations are responsible for compliance with fire and safety ordinances and with other regulations applying to the place where events are held, including applicable federal, state and city laws, the regulations of the Board of Trustees, the Rules, administrative regulations, as well as with the Student Conduct Code.

Listed below are specific regulations applying to all student organizations.

1. Every event must be accessible to all students of CSCPL.

2. The organization shall be responsible for and pay any charges incurred for the use of facilities, equipment, services, or security.

3. The organization, its officers, and any individual applying to reserve space on behalf of the organization assumes responsibility for all damages or misappropriation of CSCPL facilities or property caused by their own members or non-member attendees and will reimburse the CSC for any damages.

4. If the Administration determines, for any reason, adequate safety of persons or property cannot be ensured at an event, he/she may deny, withdraw, or further qualify permission for use of facilities at any time. Student organizations must adhere to the regulations regarding sales and commercial activity on campus.

LOUNGE & DINING SPACES

At the time of the request for the use of above space, the Event Services office shall determine whether the student organization is eligible to use CSCPL premises.

HOSTEL SPACES

Lounge and large dining spaces are available to student organizations, but can only be reserved with prior permission. A student Conciliate name and phone number are required as a contact person, but the conciliate have to attend the event.

For reservations of this space contact the Corporate Office. A complete list of Space Reservation Guidelines as well as rooms that can be reserved can be found at the office.

FACILITIES FOR MEALS

Although meals can be served at many locations on campus, the following is the list of facilities:

1. College Campus mess areas
2. Separate facility for boys & girls in the hostels
3. Hostel dining areas

**TYPES OF EVENTS**

All events require specific procedures and/or space reservations: Meetings, Tabling, Small Scale Events, Large Scale Events, and Major Events. Please note that all events other than regularly scheduled Meetings require an Event Permit available through the Student Activities and Involvement.

* MEETINGS

1. Meeting spaces are available in the Corporate office and in various hostels at no cost to student organizations.

2. Meetings are defined as a gathering of members of a student organization to conduct business activities such as budget or event planning or discussion of issues related to the stated mission of the organization.

3. General organization meetings do not require permits.

4. To reserve any other facilities, contact the office responsible for the area directly. Hint: plan ahead when making your reservations because rooms and facilities book up well in advance!

* SMALL SCALE EVENTS

Small Scale Events include fundraiser events, workshops, training activities, information distribution and/or performance showcases. Activities held at the CSCPL require a reservation to be made through the Office. Events which are held at venues other than the CSCPL require reservations with the appropriate facility management staff Reservations must be finalized ten (10) business days prior to the event date.

Although training activities do not require an Event Permit, students planning on sponsoring training activities (i.e. Involvement Team workshops, guest lecturers during a regular meeting) must submit a Space Reservation Request. This should state all the technical and visual requirements (such as slide projectors or podiums) needed to the CSCPL Event Services Office, no later than (10 business days) in advance. Audio-visual needs for training activities should be discussed with the Event Services Office in advance in order to accommodate the needs.

* LARGE SCALE EVENTS

These events include other regular programming events within the ordinary operation of the students which require additional planning and coordination, but are not a Major Event. An Event Permit must be FINALIZED ten (10) business days prior to the event date. This will include obtaining all the necessary permits and signatures of approval as required. There are special guidelines for each of the activities that are identified when request an Event Permit is made.

Registered student organizations planning to bring speakers to campus must complete an Event Permit. The CSCPL considers all lectures, debates, and/or forums that are free and open to the public to be a public forum. All contracted speakers must have a signed CSCPL Contract or Rider. These documents allow access to all press for the full duration of the lectures, debates or forums. These forms are to be obtained by meeting with Management.

For all other registered student groups, the CSC can assist students in making offers to performers or agencies. Student officers should work with advisors and we recommend that a faculty advisor sign any contracts for performers. For assistance with performer contracts, contact Events department.

* MAJOR EVENTS AND CONCERTS

CSCPL encourages the promotion of appropriate entertainment that is produced in a safe and fiscally responsible manner. Student Activities and Involvement has developed procedures regarding the production and management of major events and entertainment on campus. Major Events are those events that expect over 500 attendees such as major lectures or performing artists. Examples of Major Events are step shows, International weeks, fashion shows, probate/coming out/presentation shows, movies on the lawn, dance marathons, concerts, etc

To begin planning an event on this scale, please contact Student Activities and Involvement Unit in corporate Office, who can advise on how to present the program. Also, begin the Event Permit process no later than TWO (2) MONTHS in advance. To reserve space a student representative should contact the appropriate facility personnel.

Major Events require a significant amount of time and energy to be produced. The nature of Major Events requires that logistical, safety and security issues, venue policies, state statutes and CSCPL policies are addressed. The CSC staff can help identify the applicable issues and policies and the resources available to student organizations to help manage the production of a Major Event. Major events will require at least one mandatory meeting with the sponsoring organization, the venue, UPD, and Student Activities and Involvement prior to the event.

Because of the technical and programming complexity and crowd control issues in presenting concerts and large performances such as comedians, may produce major performances at CSCPL with the exception of programming produced by the Department of Housing or official Homecoming events.

1. Student group must initiate an Event Permit no less than two (2) months before a Major Event. All forms for Major Events can be initiated by seeing staff of the CSCPL.

2. Major Events must have fully executed contracts BEFORE the program. Fully executed is defined as all documents bearing the signatures of both the artist's and the appropriate designees

3. Appropriate attention must be given to the personal safety of all in attendance as well as the security of campus facilities and properties. Because final authority for the safety of individuals on campus rests with the UPD, security for Major Events must be coordinated with UPD.

4. Major Events that charge admission or donation must follow guidelines of the commercial activity/solicitation policy and must indicate this on the Event Permit.

5. Student organizations must have sufficient financing to cover all costs of an event prior to its presentation. It cannot be assumed ticket sales will offset expenses for which there is no funding.

6. CSCPL Students Council is the only student group on campus that may produce concerts or events. Council may agree to co-sponsor with a student group if scheduling and budget allows.

7. Some major events, due to their complexity, will be required to have a staff member involved.

DEMONSTRATIONS AND PROTESTS

Demonstrations are defined by the CSCPL as "any event or visible act performed as a public display in or on a Housing outdoor venue." CSCPL supports the right of individual students and student organization to use outdoor facilities anywhere on campus as long they do not disrupt the comfort experience of other students; no demonstrations are permitted inside buildings as long it does not cause any harm to the students or property. Although no specific areas on campus are designated for the purpose of demonstrations or impromptu speeches, use of the place for this purpose may be obtained by prior clearance through CSCPL Management team.

* RUNS/WALKS

Runs/Walks/ cycle rally are limited to Saturdays or Sundays/ national holiday or on a non-working day. Groups wanting to do one of these will have to submit an Event Permit to reserve the date as they are on a first come first served basis. Such groups will be responsible for all University Police Department (UPD) and other related expenses. Be sure to choose a location that is within a short distance of the selected routs.

* OFF CAMPUS EVENTS

Many student organizations hold events or program in third party vendor locations (pubs, clubs, restaurants) off campus CSCPL only requires Pubs/restaurants to carry general liability insurance if the business has an outdoor cafe/seating area that extends into the City's right of way, so most locations where we may have an event may not be required by law to have liability insurance.

Good Business Practices would assume the vendor would have liability insurance. It is recommended as a part of planning the event, obtain a request for current Certificate of Liability .please note Fire and Property Insurance may not include Liability coverage, so we must closely review the Certificate.

The groups may want to consider buying additional special events coverage for large events. We shall be careful enough for the same

FINANCES

CSCPL Events FINANCE

The CSCPL Events Finance Office administers the allocation of Student Activity and Service (A&S) fees. A&S fees are allocated by the Senate through the budget process, where annual budgets are allocated to meet the needs of student groups throughout the fiscal year (June 2017-May 2018). Allocation may also occur through the Special Request process, which furnishes emergency funds for needs not anticipated during the budget process. Once these allocations are approved by Management, the CSCPL Events Finance Office administers the lawful spending, auditing and reconciliation of A&S fees.

The CSCPL Finance Office is available to answer any questions, concerns or problems . Visit the office in Room in 2nd floor of the Corporate Office, or call between 11:00 a.m. and 6:00 p.m. Monday through Saturday.

FUNDRAISING

Student organizations at the CSCPL have the privilege of fundraising on Hostels in limited situations. Any student group wishing to coordinate fundraising activity via the sale or donations of any items must complete an Event Permit with Student Activities and Involvement. For clarification or ideas on fundraising activities, please see CSCPL Events Student Activities and Involvement. The following rules apply to fundraising by students:

1. A&S Fees cannot be used for support of fundraising events.

2. Funds raised must be donated to a charitable cause or be used for educational purposes (conference travel, programs, competition, lectures or forums, etc.).

3. For a list of approved and not approved fundraising activities, the student must coordinate with Events Manager.

4. Regulations on the selling of materials/ gaming is to be clarified by the students and needs to abide.

**EVENT POLICIES**

* ALCOHOL POLICY

Typically student groups shall not serve alcohol at events they sponsor on Housing campus. The rule for all functions on campus reads that the sale, service, and consumption of alcoholic beverages on the Housing campus and events is strictly prohibited. Further, because of concern for the health and safety of individuals on the Housing campus, CSCPL has formulated rules concerning the sale, service, and consumption of alcohol on campus.

* AMPLIFIED SOUND

Any use of sound amplification on the outdoor areas of campus must have prior clearance through Student Activities and Involvement at the Students Events Council Union. Approval will be granted for the use of amplification equipment outside if there is a high probability that the planned event will not disrupt or disturb other localities. Amplified sound is restricted to specified locations and times.

Voice amplification equipment may not be used during night times Post 10:00 P.M. Amplification equipment for radios, televisions, IPODs, Laptops, Stereos, DJ equipment, DVD players and VCRs is not permitted during sleep times on Housing campus. The use of vehicles or car stereo systems is also prohibited and considered amplification. Additionally, extension cords are not allowed to be run from campus buildings to tables or activities.

If noise complaints are received from the surrounding community (e.g. classes, library, offices, etc.), the Police Department and/or the CSCPL staff will have the authority to ask event sponsors to lower the sound level or if necessary terminate the event.

* COPYRIGHTED MATERIAL

Any student or student organization showing movies on Housing campus or hosting video games on campus (outside of residence hall residential rooms) is subject to federal copyright law. Any film (films shown in a room by an Instructor and that are listed as part of the good movies are allowable exceptions to the copyright law restrictions) showing or video game tournament must be approved in advance by Student Activities and Involvement to confirm that appropriate licenses have been obtained. Renting a movie or video game without public distribution licensing or bringing in a personal copy to show fellow students or the general public is ILLEGAL and subjects the parties involved will be fined.

In order to show a movie or play a game tournament on campus, you must submit a program permit for the event. Staff in the CSCPL can assist in determining the cost and licensing procedures for the film the group wants to show or video or online game tournaments. This process may take a couple of weeks, so submit the Event Permit well in advance of the event. Failure to obtain copyright approval will result in cancellation of the event.

* FIREWORKS AND PYROTECHNICS

Use, possession, display, or storage by any student organization of any explosive device, pyrotechnic device or fireworks is prohibited on all land and buildings owned, leased, or under the control of the CSCPL .The use of fireworks displays or special effect production will be considered on a case-by-case basis by Student Activities and Involvement in accordance with the Fire Safety Policy and Procedure for Fireworks by Environmental Health & Safety and must be approved by CSCPL office and the venue.

1. Explosive: Any explosive device or substance, including dynamite, nitro-glycerine, black powder, or other similar explosive material including plastic explosives; any breakable container that contains a flammable liquid with a flash point of 150° F or less and has a wick or similar device capable of being ignited. 2. Fireworks: Any fireworks, fire crackers, sparklers, rockets, or any propellant-activated device whose intended purpose is primarily for illumination.

* FOOD SERVICE ON CAMPUS

Student groups planning to serve food to the public on the CSCPL Housing campus on a temporary or periodic basis must schedule their food service function through Student Activities and Involvement to the CSCPL F&B Manager . It is the responsibility of the student group to assure that any off campus caterers have the appropriate food service license and liability insurance.

1. The sale of ANY food by student organizations is prohibited.

2. Any food given away must be prepared in kitchens inspected by the Health Department (i.e., restaurants or caterers) .

3. Food from Off-campus vendors may only be given after approval from F & B Head.

**CONTRACTS**

Events that include performers such as speakers, disc jockeys, lecturers, or entertainers (eg. Bands, dance troupe, singer, etc) who are being paid require a fully executed contract and rider. There are three types of contracts used by the CSCPL: **performers receiving payment, free performance, and lectures**. In addition, requires a Rider for all performers or lecturers who provide their own contracts.

Contract meeting with Student Activities and Involvement staff must take place no later than 2 Weeks Prior to event. Contracts not done prior to that 2 week deadline may not be approved and the performer will not be able to perform. This will also entail for funded groups the submission of the SAR before the meeting can be set to meet with the staff. If the contract involves a major band or performer, the contract will need to be done by the office at least 3 weeks in advance.

Please note that contracted performers cannot be transported in private vehicles. Performers must be transported in CSCPL vehicles by employees who have driving as part of their job description or the student organization must contract for a vehicle with a chauffeured driver.

When a student organization begins to think about contracting a lecturer or entertainer, they should call Student Activities and Involvement to make an appointment to discuss the Event policies and procedures on contracting.

* CONTACTING AN AGENT/ARTIST/COMPANY

When calling an agent/artist/company, remember we can only do a preliminary investigation. When speaking with an agent/artist/company, tell them immediately if we cannot commit to any aspect of the show. Meet with a events manager to make sure we understand the elements of an offer and the CSCPL requirements for contracts and payment of contract.

1. Things you should be aware of and think about before contacting anyone: a. Know the mailing address you'll use. i. The Housing firm address: Your name Organization name b. Know any phone or fax numbers they can contact. i. The campus phone numbers. Have possible event dates in mind (including being aware of what else is going on : check CSCPL Events Calendar).

2. Questions to ask the agent/artist/company: a. Is the act/program touring through/near Bangalore? If so, when? b. What is the act/program's "asking fee?" What does this fee include? c. What are the technical requirements for this act/program? You can ask the agent/artist/company to mail a technical requirements sheet for you and your advisor to look over. d. What promotional support is there for this act/program? (For example, does the agency provide free posters, flyers, tapes, etc.) Can you send us a press packet? Promotional tape? Slides? e. What other colleges/universities have booked this act/program in the past? f. Will this act do teasers, residencies, interviews, classes? g. Do we need to pay for transportation and lodging or is that included? h. What dates are they available? i. Will you provide a contract or do we have to supply one? j. If a lecture, do they understand the Press Access policy? Discuss this with CSCPL Events staff. k. Are there special meal requirements?

* ETHICS AND AGENTS

Try to develop a rapport with the agents. Before discussing possible dates with the agent, make sure the room or facility needed is reserved or on hold for any date which might be in question.

When calling an agent, have the questions written down to make sure we do not forget any important points. For example, "Does the asking price include sound and lights?"

Tell the agent immediately that one is not allowed to ask for a contract or book a date; that one is asking for information and intend to book a date later.

When speaking with an agent be very honest. Let them know the deadlines, the date interested in, the size of the venue and ticket price.

Let the agent know what our office hours are for the semester (this means we need to keep office hours!) and the names of any other person to whom the agent could speak with in absentia.

When an agent calls, try not to keep him or her on hold on the telephone for long periods of time. It is just as annoying for them to be on hold as it is for us. Check messages daily if possible. ALWAYS RETURN AN AGENT'S PHONE CALL AS SOON AS POSSIBLE. This is being professional and courteous, and it also will prevent the agent from hounding .

If an agent calls about an act, and we are not interested or have decided not to present an act, tell him/her immediately. An agent’s second favourite word to hear is "no." The worst thing in the world to do is string an agent along about an act, leading them to believe that we might be interested, when we really are not.

If there is something in a contract that we are not going to be able to provide or fulfil, let the agent know right away with an explanation. No one likes surprises. Make a note for the record being told him/her that we could not do it. Follow this with a memo to the agent and retain a copy.

When agreeing on who will provide items, always write it down in a memo or letter and send it to the agent immediately to confirm conversation.

Keep a record in the show folder of every time we call the agent or performer and what they said and did; have it legible and dated.

* PROFESSIONAL ETHICS

STUDENT ACTIVITIES AND INVOLVEMENT STATEMENT OF PROFESSIONAL ETHICS

Student Activities and Involvement uses the following guidelines for CSCPL National Association of Campus Activities (CNACA) campus activities program, guidelines on interactions with agents, and computing policies, and copyright information. CSCPL is an institutional member of CNACA. Many professional agencies such as lecture or performer agencies that your organization may work with may be Associate Members. For further information or to determine if the agency you are working with is an associate member, please contact Student Activities and Involvement, or check the website [www.campusville.in](http://www.campusville.in)

CSC NATIONAL ASSOCIATION OF CAMPUS ACTIVITIES (CNACA) STATEMENT OF PROFESSIONAL ETHICS

As an association of higher education institutions that provide co-curricular activities for the educational enrichment of their campus communities, CNACA exists to provide assistance for member institutions to establish and produce quality campus activities programming by providing education, information and resources for students and staff. Toward that end, the following statement of professional ethics is presented as a guideline for the behaviour of campus activities professionals.

This statement describes beneficial modes of behaviour for individual professionals and consequently for their campuses. The statement attempts to describe for the professional what Albert Schweitzer called "good behaviour" by providing guidelines to define the appropriateness of a professional’s actions, and to specify one’s expectations for the behaviours of others. The statement, therefore, should serve as a map that directs the way to "good behaviour" in the field of campus activities.

This statement is designed to be used in part within an educational process as a simulative tool. At the heart of this statement is a belief in the individual professionals right to freely choose appropriate behaviour rather than have behavioural choices dictated to him or her. Therefore, this statement will not be enforced through the policing of members, but rather through self-discipline and cooperation.

CNACA Statement of Business Ethics and Standards

CNACA, as an educational, professional and trade association, has consistently promoted a high standard of ethical business practice among its members. It is generally acknowledged by the NACA membership and supported by its leadership that all representatives of member institutions and firms have a responsibility to themselves and their institutions or corporations to conduct business in an ethical manner. The NACA Statement of Business Ethics and Standards indicates good business practices that generally promote the qualities of honesty, fairness, consideration and enlightened professionalism. The CNACA Grievance Procedures exist to provide opportunities for arbitration and to provide fair judgments about any alleged violations of the Statement of Business Ethics and Standards by anCNACA member.

Negotiating and Contracting

CNACA's interest in promoting ethical practices among its members focuses on the critical areas of Negotiating and Contracting. Following are several guidelines and principles recommended for the successful conclusion of the negotiating and contracting process used by CNACA institutional ( colleges and universities) and associate members (agencies and/ or performers) for a variety of attractions, performers and speakers:

1. Negotiations should be undertaken and agreements reached only by individuals properly identified and authorized by the institutional member, associate member or attraction, and any limitations aboutan individual's authority should be clarified when negotiations begin.

2. Associate members should clarify exclusive and non-exclusive representation rights, arrangements or agreements for attractions offered to institutional members upon request.

3. Telephone calls should be returned and correspondence answered promptly. 4. Institutional and associate members should respond promptly to offers and, if accepting or declining an offer, should clearly and explicitly express such intentions.

5. An attraction should be able and willing to fulfil the elements of any offer made to an institution and, if an offer is conditional, make such conditions clear to the institutional member during negotiations.

6. Contracts, riders and addenda should be completed, signed and returned by all parties promptly, and all requirements of signatory responsibility should be clarified during negotiations.

7. Any associate member who signs contracts on behalf of an attraction is responsible for the provisions of any agreement unless the contract specifically states otherwise.

8. Ethically, oral agreements and commitments should be honored, but oral agreements are not necessarily binding, and a written contract signed by all parties is essential to confirm the negotiated arrangements.

9. Associate and institutional members are responsible for ensuring that the institution and attraction understand all the arrangements and terms in the contract and riders.

10. Institutional members should provide complete and accurate information regarding the facilities and equipment to be used.

11. Institutional members should clearly state the methods and timing of payment during negotiations and in the contract.

12. Institutional members should specify all activities and expectations of the attraction in writing, and the agency or firm is responsible for informing the attraction of the institution's expectations.

13. Associate members and/or the attraction should promptly provide information regarding the inability of an attraction to meet the obligations of an existing agreement.

14. Associate members should not offer the availability of an attraction without the reasonable expectation that the offer can be fulfilled. Likewise, institutional members should not make offer for attractions unless the institution has serious intent to negotiate an agreement.

15. Associate members should not enter into agreements with the express intent to offer a substitute or replacement for the agreed- upon attraction.

16. Associate members should quote fair market value fees for attractions and should quote attraction fees that accurately represent the usual remuneration paid to the attractions.

17. Offers, acceptances, revisions and requests for information should be expressed in writing to ensure clear understandings.

18. Associate and institutional members should avoid excessive requirements or demands in any contract riders.

19. Associate and institutional members should honour the terms of any agreements made even if the individuals authorized to make commitments on behalf of the member are no longer associated with the member.

Program Management

CNACA members also are expected to fulfill the terms and provisions of all agreements and to conduct programs and events with professional business practices once an agreement has been reached. Following are several recommended guidelines and principles of ethical program management:

1. Associate members should send agreements and promotional information promptly and as promised. Institutional members should request only the quantity and types of material needed.

2. Institutional members should return videotapes, films or other special promotional materials promptly and in proper conditions specified in the agreements and as requested by the associate members.

3. Institutional members should advertise and promote activities as completely and in as timely as possible.

4. Promotional material should accurately reflect the attractions talent, skill, ability, performance, topic or service to be provided to the institution

5. Institutional should not sell or otherwise use promotional materials provided to support activities programs without the knowledge and permission of the associate member.

6. Institutional members must secure written permission before recording or videotaping a performance or program in accordance with the provisions of the agreement.

7. Institutional members must report in a timely and accurate manner any attendance and expense reports that have an effect on the remuneration of the attraction.

8. Institutional members should treat attractions as special guests on campus. Attractions should treat facilities and campus regulations with respect.

9. Institutional members should offer to host the artist, speaker or attraction before, during and after programs and serve as a liaison with the campus community.

10. Attractions and/or their representatives should schedule their travel to begin the performance or program at the time stated in the contract and should notify the institution promptly of any travel delays.

\* The term attraction is defined as any act, artist, performer, speaker, individual, group, product or service that is represented by an associate member firm or agency.

**EVENT LIABILITY**

* RISK MANAGEMENT AND OUR ORGANIZATION

The concept that always seems to get lost in lawsuits against individuals and organizations is that the individual may be responsible for the injury he or she may have helped inflict on a victim. This can occur through a direct liability chain where he or she was involved in the incident, or indirectly where it can be shown that he or she was in a supervisory or executive position and the person committing the act was under his or her control.

While we may perceive that victims only go for the "deep pocket," all parties may share responsibility. If you are responsible or linked to responsibility based on your position in the group, you may be found liable. Payment could come out of individual insurance in some circumstances (e.g. car insurance if your car was involved). If our act is not covered under a form of insurance, then we could have our paycheck garnished for an extended period, possibly years, until the judgment against , is paid. This means a percentage may be taken from individual paycheck (fifteen percent or so) until the amount of the judgment is fulfilled.

The best way to avoid this unpleasantness is to avoid events and activities that could become risky business. Take the necessary precautions in planning the activities so that if something happens, liability will not follow . When we are performing individual tasks, make sure we exercise the same type of caution and planning. Some of the recommendations that we may choose to consider are made in this section to help the reader potentially avoid liability if the situation presents itself. While no risk management plan is guaranteed, these techniques and considerations should help in the risk reduction and planning process for us .Student Activities & Involvement hopes this section on Risk Management will make our program planning easier and safer. In order for organizations to succeed, it is important to take precautions and carefully plan the activities to avoid situations which may jeopardize our status. With all the wonderful traditions and opportunities at UF, we do not want to have memories clouded with negative experiences or, worse yet, lawsuits. It is our intention that this section will help us think about the events we plan and what we should consider in making decisions about our organization.

Best practices for safe events include:

1. Not injuring invitees through negligent activities.

2. Warn invitees of hidden dangers

3. Inspect the premises and venues for possible hazardous conditions.

4. Take precautions to protect invitees from foreseeable dangers.

5. Provide assistance or care to injured invitees.

6. Create a written plan outlining the precautions that are being taken.

* INSURANCE

For events which may be open to the public, event insurance may be required. The necessity, amount and cost of insurance shall be determined by the event venue.

Special events insurance is designed to provide financial protection should there be injury to attendees or spectators or damage to our property during a special event held on the campus. Most events are insurable by the University carrier and the insurance application will be processed by our venue and the cost may be included in the cost of the event. However, many proposed events include activities that the University’s carrier specifically excludes from coverage, so the University carrier cannot insure them. These include but are not limited to concerts, mechanical amusement devices (inflatable novelties), motorized sporting events and boxing, wrestling or karate.

* SECURITY

The sponsoring student group must take adequate precautions for the security of attendees at an event, as determined by the Police Department, in conjunction with Student Activities and Involvement. Failure to adhere to these security policies may result in an administrative and/or disciplinary sanction.

In general, the required number and type of security personnel for an event will be determined based upon projected attendance, time and location of event, description of activity planned, and the number of organizational personnel available to help monitor the event. Final determination as to the appropriate number of security personnel will be made by the University Police. Other factors which may be determined are as follows:

1. Advertising: Dependent upon the content and nature, advertising can either increase or reduce the need for security. Advertising which indicates that the attendance will be limited in number and/or restricted to UF students and their guests may reduce security needs. 2. Closed vs. Open Event: Closed events (restricted to the members of the sponsoring group and their guests) may require less security than events open to all our students and their guests. If our organization is funded, the events must be open to all CSCPL students. 3. Expected Crowd Size: Larger crowd size will dictate the utilization of additional security personnel. 4. Event Staff: Individuals must be designated by the sponsoring organization to assist with conducting the event in an orderly fashion. The greater the number of event staff and the higher their level of expertise in performing assigned functions, the fewer number of security positions required. 5. Money Collection: The collection of money for any purposes (ticket sales, souvenir sales, refreshment sales, etc.) could require additional security personnel. 6. Nature of Crowd or Program: Individuals affiliated with the University generally require less security than those not affiliated; lectures may require less security than concerts. 7. Risk Assessment: Increased risks (e.g., threats received, demonstrations planned) will increase the security requirement. 8. Written Invitations or Prior Ticket Sales: Events which are restricted to persons with written invitations or advanced ticket sale holders will usually require less security than events selling tickets at the door.

* WAIVERS

Any event that may cause physical harm will require a liability waiver to be filled out which will be attached through the event program permitting process when needed. This will include but is not limited to Runs/Walks, Inflatables, Sporting Events, Travel/Trips, etc. Although a signed consent form does not necessarily relieve one from any liability, it does show the effort to inform participants of any possible hazard. The waiver form should also ask for disclosure of possible medical conditions that may affect a participant. Child Waivers must be filled out by the parent or guardian prior to their participation in the event. Waivers must be returned to Student Activities and Involvement immediately following the event so that they can be kept on file.

* MISREPRESENTATION/FRONTING

Student groups shall not use their privileges for access to university space and services inappropriately. As an example, a student group should never agree to reserve a meeting room for a non-university group or commercial vendor who would not have access to campus or for whom there would be a fee charged. If a non-university group of any type contacts your student organization about "co-sponsorship" for access to space or service, please contact [events@campusville.in](mailto:events@campusville.in)

**ADVERTISING**

**Creating Effective Advertisements**

Advertising is a valuable form of communication that works well with other marketing tools to create strong brand awareness. Below are some points on how to make our advertising more effective.

**Make sure our ads coincide with our business positioning**

Along with a listing of meaningful features and benefits, a good positioning strategy ensures identification of the correct target audience for our advertising. It can provide reasons why the product is superior and unique, along with an advertising "personality."

**Communicate a simple, single message**

Many marketing research firms advise marketers to establish a single objective and then stick to it and resist the temptation to introduce other points and concepts. In print ads, the simpler the headline, the better. The headline message must grab the reader’s attention at first glance. Every other ad element should support the headline message, whether that message is "price," selection," "quality," or any other single-minded concept.

**Stick with a likable style**

Ads also have a personality. Find a likable style and personality and stay with it for at least a year to create instant name and brand recognition. Changing ad styles and personality too often will confuse potential buyers.

**Remain credible**

If we say our quality or value is the "best" and it is not, advertising will speed our demise, not increase our business. Identifying and insulting the competition is also potentially confusing and distracting. This tactic may backfire on us by making buyers more loyal to competitive products, not less.

**Call to Action**

Invite buyers to call, send for information, or come to our Web site. Provide easily visible information in the ad so potential customers can order our service: location, telephone number, when to call, etc. Before finalization of ad ensure the correctness and content thoroughly.

**Make sure the ad is competitive**

Do our homework. Examine competitive ads in the media that we are planning to advertise in. Make sure our ad stands out from these. We can use personal judgment, test ads with a small group of target buyers (i.e., qualitative research), or do more expensive, sophisticated quantitative best methods. Compare ads for uniqueness, memorable, credibility, and incentive to purchase.

**Make sure the ad looks professional**

If we have the time and talent, computer graphics and desktop publishing software can provide professional-looking templates to create polished and professional print ads. Consider obtaining writing, artistic, and graphics help from local agencies or art studios that have experienced professionals on staff or creative computer software in-house. They will save our time and money in the long run with better results. Electronic ads (e.g., TV, radio, Internet) and outdoor ads are best left to professionals to write, produce, and buy for a fee or percentage of media dollars spent.

**Be truthful**

Whatever advertising medium we select, make sure our message is ethical and truthful. There are stringent laws regarding deceptive practices and false advertising.

Work Process Flow:

1) Agree with the Head of Marketing / Business Development Manager on a budget outline.

2) Contact the empanelled vendor and request quote for advertising opportunities.

3) Negotiate discounts if appropriate.

4) Attain specific artwork requirements, deadlines and required processes.

5) If within the agreed budget, place booking.

6) If above the original agreed budget, discuss with Head of Marketing/ Business Development Manager to ensure booking is approved.

7) Raise PO and send to relevant person.

8) Ensure the CSC designer/design agency have the relevant information including content, dimensions, imagery, deadline and contact information.

9) Final approved artwork to be sent via the CSC Graphic Designer.

10) Contact the Head of Marketing/ Business Development Manager if contacted directly with a worthwhile advertising opportunity.

11) Update advertising contacts list on the Marketing shared drive annually.

* BANNERS

To reserve banner space please submit a request at the front desk of Student Activities & Involvement. Reservations for banner space will be approved not more than twenty (20) days (four weeks) before the day the banner is to be fixed. A student group may reserve a maximum of five (5) days of banner space per month. The organization requesting approval of the banner must defray its cost, and be responsible for the erection and removal of, and any damage caused by the banner.

* PRINTED MATERIAL

The distribution of printed materials is defined as newspapers, handbills, leaflets, pamphlets, posters, magazines, and printed paper(s) of a like nature. Any individual, group or organization desiring to distribute printed material on the University campus may distribute under the following conditions: Posters, flyers, etc. must follow the University Rules referring to Distribution of Printed Material and the University Alcohol Policy regarding printed materials.

1. Advertisements a. Advertisements for the use, sale, consumption or distribution of alcohol or illegal drugs are prohibited except for educational purposes such as alcohol awareness. b. All posted materials, banners, booths, and tables must clearly display the name of the sponsoring student group(s). c. Use of materials which include defamation, obscenity, or pornography is prohibited. d. Please have the appropriate accommodation blurb that makes sense for that program according to information on the ADA below.

2. Posting Materials a. Posting is only allowed on open bulletin boards and kiosks. Posting on walls, toilet stalls, trees, sidewalks, utility poles, etc., is prohibited. b. Adhesives may not be used to post materials. c. May not take place within University buildings and facilities, including athletic or recreational fields. d. Posting materials in on-campus housing facilities may occur with permission and instruction from the housing authority. e. No flyers may be posted on cars parked on campus.

3. Passing Out Materials a. Passing out materials may not interfere with access to University buildings or facilities. b. There must be no interference with normal operations of the University, including no forcing of materials on anyone. c. Newspaper boxes are only for those groups who provide them and require prior approval for placement on campus. d. Brochures, flyers and leaflets must be handed out person to person and cannot be left in stacks on campus. e. Distribution of printed materials in classrooms is at the discretion of the instructor.

**TRAVEL AND OUR ORGANIZATION**

Almost all organizations plan some type of travel. Our Faculty Advisor should know about any travel planned. Statistically, traveling is one of the most risky things you can do.

Student organizations often need to travel to conferences, tournaments, or field trips. As we become more "liability conscious," students should be aware of their liability in traveling as well as the various alternatives available. An advisor should always be aware of the travel plan.

The following plan has been designed to offer CSCPL student organizations a guide to follow when planning, organizing, and implementing programs or other activities that involve travel requirements (i.e., conferences, competitions, retreats, etc.). This plan provides information and procedures which will assist in planning off campus functions in a safe manner. Leaders of all organizations which intend to travel should be trained in travel risk management and emergency procedures. Visit or call Student Activities & Involvement to speak with staff member for further assistance or clarification.

* PREPARING FOR THE TRIP

1. Prepare a travel list containing names of all people traveling, departure and arrival times, the destination, and a general itinerary, phone numbers at location, and cell phone in van (not only for the traveling student to reach the university, but also for friends or family who may need to reach the traveling party). This list is to be given to a minimum of two people who will be accessible during the trips duration: faculty advisor, a fellow student designated as the emergency contact, department chair, or other administrator familiar with the program as well as the persons traveling.

2. The traveling group should have a list of at least three contacts' (e.g. advisors, fellow students not traveling) home and office phone numbers in order to notify them about any emergency situation. This should be the same people who have the participant list.

3. Signed liability waivers. Although a signed consent form does not necessarily relieve one from any liability, it does show the effort to inform participants of any possible hazards. The waiver form should also ask for disclosure of possible medical conditions that may affect a participant.

4. The vehicle to be used should pass a comprehensive safety inspection conducted by a qualified mechanic. In addition, the people driving the vehicle should also conduct a visual inspection to detect any obvious problems such as poor tire tread, burned out lights, or worn wiper blades.

5. Make sure to have the following: a. Good, detailed map of the entire area to be travelled, including any possible alternate routes to accommodate unforeseen circumstances (construction, accidents, weather). b. First aid kit, flares, flashlights and batteries, safety warning device, extra oil. c. Cellular phone, instructions on how to use it and battery to recharge if necessary. d. Have the phone number and location of area hospitals of the destination, if possible. Recommended certifications for the activity e.g. first aid, water safety. CPR and First Aid certifications may be acquired

Also take big polythene bags to throw garbage

* GENERAL TRAVEL RISK MANAGEMENT PLAN

Each student organization should develop its own travel risk management plan. Below is an edited version of the risk management program checklist used by the CSCPL’s TRiP Program. Respond to each question or comment and keep in trip planning folder.

1. Record the dates and times of the trip.

2. What are the activities planned (i.e., conference, outing, museum) and the itinerary?

3. What is the physical exertion level of the activity (i.e., beginning, intermediate, advanced)?

4. Know the skill levels required of the participants (i.e., do they need prior experience?).

5. What is the overall terrain of the area chosen to go to and are there any special hazards such as snow?

6. What weather and climate conditions should we expect in the area (i.e., rainy season, dry conditions in forests, hunting season, excessive heat)?

7. Determine the distances to be travelled; there should be at least two drivers for every 500 miles to be driven.

8. Plan the routes, hotels, and campsites to be used. Consider secondary routes, and alternative campsites. (Note: a clearly marked map and a backup map are a must).

9. Plan the starting and ending times of major activities or events.

10. What is the mode of transportation: Rental van, bus, or personal cars?

11. Know the maximum and minimum number of participants who will be going on the trip to determine how many vehicles are needed.

12. Do a safety check on the vehicle.

13. Ensure all drivers have a valid driver's license and have the reputation as safe drivers.

14. Verify current certifications and experience needed to staff the activity (i.e., CPR/First Aid and extensive knowledge driving in the area you're traveling).

15. Establish the policies and procedures to use during emergency situations (i.e., carrying waiver forms, insurance and emergency contact numbers for participants, carrying change for the phone).

16. Know the types and amounts of equipment to be brought on the trip and check equipment before leaving.

17. Plan the dates, times, and agendas of pre-trip meetings.

18. Share lists of clothing and equipment required of participants.

19. Plan how we shall work with the group to have control of trip (buddy system, messages).

* TRIP TIMELINE

At Least One Month Before 1. Get cost estimates for all reservations, rentals, gas, etc. 2. Submit to faculty advisor for approval if necessary, or arrange for encumbrance of funds. 3. Schedule a pre-trip meeting 4. Make reservations with hotels, car rental companies, outfitters, vendors, campgrounds, etc.; record reservation numbers, date they're made and to whom we spoke. 5. If funded, submit Student Activity Requisitions (SAR) for checks needed. Make copies for folder.

Week Before Trip 1. Review itinerary and call participants or other organization members to remind them about pre-trip discussion at your meeting. Hold pre-trip meeting to gather any needed information from participants (i.e., insurance policy #, signing of liability wavier, health issues), provide details and answer questions. Discuss the alcohol & drug policy, itinerary, dietary needs, risks involved during the activity. 2. Plan a buddy system to make sure no one gets lost. 3. Inventory first aid kit. 4. Confirm reservations with hotels, outfitters, vendors, campgrounds, etc. 5. Confirm reservations for transportation.

The Day Before the Trip 1. Check road and weather conditions for trip. 2. Pick up vehicle, do a visual check of lights. tires, etc. and check all fluids. 3. Load van or trailer: equipment, first aid kits, maps, alternate routes. (Making sure that they are accessible if there is an emergency). 4. Finalize an emergency contact list for advisor or local contact to hold during trip. 5. Include the date of return, the trip leaders and participant’s names and UF ID numbers, cell phone and phone numbers at the trip destination.

Day of Trip 1. Do a participant roll call. Make sure to have everyone's insurance, waiver and phone number (who to be contacted if there is a problem) information. 2. Put trip folder containing participant information, copy of liability waivers, insurance numbers, medical conditions, and directions maps, phone numbers of destination, emergency numbers, and cell phone numbers of other vans (if applicable), etc. in van. 3. Double check maps, alternate routes and cellular phone, if available.

1. Record the mileage of vehicle before departure. Drive safely at or under speed limit. (Note: For both vehicles and trailers, trailers are rated at not more than 55 mph).

* TYPES OF VEHICLES

Listed below are the basic means of traveling available to student groups and the advantages or disadvantages associated with each.

1. Personal Automobiles: The most flexible and possibly least expensive method, with fewer arrangements necessary. The individual driver is responsible for passengers who may have limited control over their driver's actions. Drivers should carry their own insurance to cover liability. While private automobiles provide a very cost effective means of transportation, there are disadvantages to this means of transportation. Liability issues must be considered. Be sure that: a. Individuals traveling in private vehicles understand that it is at their own risk b. The designated drivers have experience and are licensed to drive the vehicle. c. The vehicle and its operator have appropriate insurance. d. The vehicle has been adequately serviced with preventative maintenance and checkups. e. The mileage of the trip is offset with meal breaks, sleep time, etc. f. Have an emergency plan in case of breakdowns or accidents. g. Alcohol and/or drugs are not a part of the drivers or the trip participant's experience. h. Follow the rules and safety tips provided in the driver's manual from the Department of Motor Vehicles ("DMV"). i. When in doubt, use common sense while driving. j. If involved in an accident, make sure the injured persons get the requisite medical treatment.

2. Rental Vans: The renter must pay for insurance and assumes liability through the vehicle renter. Usually payment is made in advance or at the time of rental; we must reserve in advance usually requiring a written agreement.

3. Commercial Carrier with a Driver (bus, van): The carrier provides its own insurance and assumes liability. It may be the most expensive method, usually requiring payment in advance or a deposit. Arrange reservations in advance, usually requiring a written agreement.

**PUBLIC RELATIONS**

Public relations is a form of communication that employs publicity and other non-paid forms of promotion to influence the feelings, opinions or beliefs about our company, its products and services, and the value of the organization to buyers, prospects, or other stakeholders.

1) Media releases must always be timely, newsworthy, written in plain English and concise.

2) The CSC Marketing Department aims to sustain and develop positive and mutually beneficial relationships with the media in order to promote the values, professionalism and benefits of staying at CSC.

3) In order to prevent CSC being misrepresented by the media or unintentional and inappropriate comments being made to journalists, all contact to/from the media must be directed through the Business Development Manager.

4) Following contact from the media, the Business Development Manager will co-ordinate an appropriate response by liaising with relevant staff member.

5) In the event of a sensitive situation, Business Development Manager will be responsible for contacting a head of function or senior management to deliver a comment.

6) The Business Development Manager will monitor CSC and competitor media activity and report monthly.

7) Business Development Manager will follow up any worthwhile PR opportunities that they are made aware of.

8) It is the responsibility of the Business Development Manager to develop positive and productive relationships with local and regional media.

9) A media contact document will be held on the marketing drive and will be updated as changes occur.

**Requests for a Press Release**

1) Send a PR Request.

2) Completed request form to be sent directly to the Business Development Manager along with supporting information and photos.

3) Business Development Manager to respond to the request and obtain any further information if required.

4) The completed press release will be sent for approval to any person that has been quoted as well as the person requesting the PR.

5) On approval, Business Development Manager will send the press release out to relevant media and upload to the CSC website.

6) A short summary will be uploaded to Facebook and Twitter if relevant.

**Staff and Student Media Consent**

1) In line with the Photographic & Visual Media Guidelines, students/ staff must give permission for Marketing to use their images or work in marketing material. The ‘Testimonial & Photography/Film’

2) In line with the Photographic & Visual Media Guidelines, students/staff must give verbal or written permission for marketing to use their direct quotes in marketing material.

3) Where possible, it is good practice for Marketing to gain final approval of any PR or marketing material from students/staff that have been featured in any way.

**Writing Effective Press Releases**

A press release is a document prepared by us that gives editors information about a specific news item. Unlike a display ad that we pay the newspaper or television station to print or broadcast, we must convince editors and producers that our story is newsworthy.

Recommended newsworthy topics for our press releases might include:

* Descriptions of new products, technology or services
* Announcements about business gains, financial results or expansions
* Details about recent company achievements
* Announcements regarding personnel changes and promotions
* Details about awards or special recognition the company or one its employees recently received
* Advance notifications about service outages
* Our company has made a donation or sponsored an event

**Tips for Writing a Newsworthy Press Release**

It is important to know and understand the audience who will be reading our press release. Use language that our audience can read easily. Only use highly technical language when we are writing for a technical audience who will easily understand such terms. Following are some other tips to help us create and distribute press releases that generate our desired results.

**Develop a relationship with our local news editors and reporters**

Knowing the members of our local news media, and having them known, is important because it increases the chance of having our press release published or broadcast. When members of the media know that we send well-written releases for newsworthy topics, we make their jobs easier and they will become more willing to help we communicate our messages to the public.

**Create attention-grabbing headlines**

The headline is our first opportunity to grab an editor’s attention. It should transmit the core news/message so that the editor immediately knows what the story is about. It should be informative, but not necessarily sensationalized. Follow journalistic tenets in our lead paragraph.

The lead paragraph is sometimes the only section of our press release read by editors when they are decided which news items to print. It’s also sometimes the only area read by members of the public when they’re scanning the paper. Be sure to answer the basic questions of journalism in the lead paragraph: Who, What, When, Where, How, and Why.

**Format our release properly:**

Use white, 8 ½ by 11 letterhead. Avoid fancy fonts. Double-space the copy.

Do not hyphenate (split) words at the end of a line

Leave a 1 ½ inch left hand margin and 1 inch right and bottom margins. Start one-fourth to one-third of the way down the first page.

On the second page, use a one-inch top margin. Include a release date either after the “dateline” on the first line of the release (Jan 3, 2015) or in the information above the body of the text.

The use of “FOR IMMEDIATE RELEASE” is not recommended these days as editors receive so many releases that if ours get seen a few days after and is not an “IMMEDIATE release” it may get scrapped. In most cases now We would put FOR RELEASE ON OR AFTER Jan 3, 2015 and the date We send it to the editor.

As a practical matter, it’s usually best to hand deliver or FAX our release three or four days before the dead line but not sooner.

Include contact information at the top of the first page with the release date.

The last paragraph should be a brief “boilerplate” statement about our company, including: when it was founded, service area, basic services and products, number and type of customers, etc.

Attaching a photograph is usually a good idea. Check with our editor to determine the best formats for submitting photos.

**Note:** It’s also a good idea to post the press release on our web site, and build an on-line archive of past releases.

**Check our grammar and spelling**

Typing errors and poor grammar severely reduce the chances of getting our press release published or broadcast. Be sure to have someone other than the press release author to proofread the release before it is distributed.