



## The American University of Kurdistan Event Planning and Management Policy

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Policy Number: GA013  
Effective Date: May 28, 2023

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### I. INTRODUCTION

- a. **Authority:** The Board of Trustees (herein referred to as “Board”) at The American University of Kurdistan (herein referred to as “AUK” or “University”) is authorized to establish rules and regulations to govern and operate the University and its programs.
- b. **Purpose:** The purpose of this policy is to define, set rules and responsibilities for the planning, organizing, and delivering of events on the University campus to ensure they align with the University's vision, mission and values.
- c. **Scope:** This policy applies to all University departments and units, staff, faculty, students, visitors, and other external stakeholders. It covers all activities sanctioned by the University or that are held on University premises.

### II. ROLES AND RESPONSIBILITIES

- a. **Responsible Executive:** President
- b. **Responsible Administrator:** Director of Communications
- c. **Responsible Office:** Office of Communications
- d. **Policy Contact:** Director of Communications

### III. DEFINITION

- a. **'Event'** - Any University-affiliated event of significance where attendees (internal & external) gather for a specific purpose related to an activity or program. All Events are carried out, hosted, or co-hosted by a University unit or department, either on or off campus.
- b. **'Event Lead'** - The designated University employee (representing the sponsoring unit/department) who is responsible for carrying out the planning and execution of the event.
- c. **'Event Approval Form'** - The document that the Event Lead submits to the Office of Communications prior to the execution of planning activities related to the event.
- d. **'Non-University Events'** – Those that are hosted on campus and reserved by third-party non-university organizations who wish to use the University's facilities.
- e. **'University events'** - Those that are organized by the University and are open to the entire university community, such as graduation ceremonies, conferences, (etc).
- f. **'Unit events'** - Those that are organized by individual units within the university, such as departments, colleges, and student organizations, and may be targeted at specific audiences (internal and external).

### IV. POLICY STATEMENT

This Policy:

- Outlines the requirements necessary to plan and host a University event.
- Establishes procedures for approving a University event, including the submission of the appropriate form and information to the Office of Communications.
- The University prohibits events that do not comply with its policies and guidelines, are not in line with its mission, and are not organized based on values such as inclusivity, diversity, participation, access, respect, and integrity.
- Designates that the procedure is followed by the Office of Communications as the gatekeeper for the stated procedures.

### V. POLICY PRINCIPLES

#### a. General Principles

- Only approved events may be held on University premises.
- Priority will always be given to the teaching mission of the institution; events will be scheduled to avoid interfering with classes as appropriate.
- All events must be planned in accordance with campus safety and security guidelines.
- All events require an Event Lead representing the sponsoring unit/department.
- Larger-scale activities must be requested 10 business-days in advance. Shorter timelines may be acceptable for smaller-scale events.
- The University reserves the right to cancel or postpone an event at any time if necessary for safety or other reasons.

**b. Planning Principles**

Depending on the scale and scope of the event, it may be required to:

- Convene an organizing committee and identify staff/volunteers to plan and execute the event.
- Ensure all relevant University policies and guidelines are followed during the planning and execution of the event.
- Develop a budget, secure financial resources, and/or fundraise. (If the last is applicable, it is required to consult with Advancement.)
- Work with Procurement on arranging catering for the event; Campus Services on logistics regarding the facility; IT on logistics for audio and visual needs.
- Arrange accommodation and transportation for guests.
- Organize invitation list and establish mechanisms for RSVPs and/or registration.
- Work with Governmental Relations and other offices when dignitaries are being invited.
- Work with the Office of Communications in the design of mass communications and signage, printed or digital materials, and photography.
- Work with the Office of IEP to design assessment mechanisms aiming to collect feedback on event outcomes as part of a post-event evaluation.

**VI. ORGANIZING UNITS**

**a. Office of Communications (OC)**

The OC reviews event proposals to ensure alignment with the University's mission and Strategic priorities. If they have any questions, they will discuss with the responsible administrator. The OC has the following responsibilities:

- To provide aid and counsel to the Event Lead, and respective organizing committee, in creating and carrying out the event planning.
- To provide its expertise to train, supervise, and assist in the organization and execution of the event.
- To assist in developing a communications strategy to publicize the event using, as appropriate, media relations, social media, and web-based tools such as the events calendar, campus screens, campus notices, etc.

**b. Procurement**

The Procurement Officer within the Finance Department has the following responsibilities:

- Along with the organizing committee, to devise a budget to be approved by the responsible unit/department. Once the budget is set and the budget line to which the costs will be charged is identified, Procurement will review the list of commodities and services to be contracted.
- To ensure the budget is comprehensive and includes expenses including venue rental (for events held off-campus), audio visual equipment, catering, promotion/marketing fees, and commodities to be purchased for the event or as give-aways to attendees.
- To work with the Event Lead who is responsible for overseeing the event's finances and coordinating with other members of the organizing team so that everyone is aware of what expenses are allowable or not.

## POLICY – Event Planning & Management

### c. **Campus Services (CSD)**

The CSD has the following responsibilities:

- To oversee the proper use of the facilities and ensure that institutional health and safety protocols are followed; this includes working with external vendors and construction/engineering firms to ensure compliance with institutional policies.
- As per plans, to arrange the venue space and set-up/tear-down for the event.
- To oversee the usage of the gardens, fountains, plumbing, HVAC, electricity, janitorial services, parking, moving, and post-even clean up.

### d. **Information Technology (IT)**

The IT Department has the following responsibilities:

- To provide and assist with translation devices, sound systems, led screens and projectors.
- To prepare and oversee the participation of virtual guests via Cisco telepresence

### e. **Student Affairs (OSA)**

The Office of Student Affairs has the following responsibilities:

- Based on the scale and scope of the event, to determine the number of volunteers to be recruited, their specific duties, line of supervision, and provide training.
- To establish a procedure for the recruitment and vetting of volunteers.
- To ensure that the volunteers are evaluated, their hours reported, and they are recognized for their service.

## **NON-UNIVERSITY EVENTS**

Campus spaces may be rented out for cost-recoverable purposes, if suitable on-campus space is available and the event will not compromise the delivery of teaching and learning; events, conferences, seminars, and speeches by external third-party users may be accommodated.

Non-University Events are to be coordinated by the Office of Communications. Non-University events are required to inform and have approval from the OC according to the University procedures. For all Non-University Events, the OC must be informed 10 business days in advance. The **Event Approval Form** must be officially submitted to the OC at least two weeks prior to the event.

## **EXTERNAL/NON-UNIVERSITY EVENT APPROVAL FORM & PROCEDURES**

All External/Non-University Events need to correspond to the procedures and guidelines of the University's **Event Planning and Management Policy** and must be approved by the OC. To obtain approval, the **External/Non-University Event Approval Form** must be officially submitted to the OC at least two weeks prior to the event. For larger-scale events, the University might need to be notified more than two weeks in advance.

## **VII. POLICY HISTORY**

- a. **Approved by:** Board of Trustees
- b. **Adopted:** May 28, 2023

**Academic/Extracurricular Events Request Form**

Requesting Unit	
Event Title	
Location	
Date & Time	
Narrative / Description	

Services Requested	Check the Box & Add Signature
<b>Location / Venue</b> (Campus Service)	<input type="checkbox"/>
<b>Equipment / Furniture</b> (Campus Service)	<input type="checkbox"/>
<b>Audience / Invitations</b>	<input type="checkbox"/>
<b>TECH / IT</b>	<input type="checkbox"/>
<b>OC Coverage / Services</b> (OC Request form)	<input type="checkbox"/>
<b>Volunteers</b> (Students Affairs, Students Government)	<input type="checkbox"/>
<b>Budget / Financial Resources</b> (Finance)	<input type="checkbox"/>
<b>Catering/Transportation/Accommodation</b> (Procurement)	<input type="checkbox"/>
<b>Security / Reception</b>	<input type="checkbox"/>
<b>Mass Media Coverage</b> (Institutional Marketing)	<input type="checkbox"/>
<b>Feedback/Survey/Assessment</b> (IEP)	<input type="checkbox"/>
<b>Special Request:</b>	

**Approvals**

**Requester**

**Supervisor**

**Communications  
Office**

**President**

Date

Date

Date

Date

Signature

Signature

Signature

Signature