William Paterson University Policy
University Policy

SUBJECT:	University Policy		**TITLE:**	Campus Event Management Policy			
CATEGORY: Check One	**Board of Trustees** ☐	**University** ☒		**Functional** ☐		**School/Unit** ☐	
Responsible Executive:	Vice President for Finance and Administration			**Responsible Office:**	Office of Events and Conferences		
CODING:		**ADOPTED:** 07/2026			**AMENDED:**		
					LAST REVIEWED:		

I. PURPOSE

This policy establishes university-wide requirements for planning, submission, coordination, execution, and closeout of campus events. It is intended to ensure that all events are managed through a consistent process, that event information is accurate and timely, and that stakeholders understand their responsibilities when requesting events on University property. The purpose of this policy is to:

- Require use of the University's approved event reservation and coordination process (25Live)
- Ensure that event requestors provide complete, accurate, and timely information
- Establish operational deadlines for event details, setup needs, staffing, catering, technology, security, parking, vendors, and other event requirements
- Promote responsible use, cleanliness, and restoration of University spaces before, during, and after events
- Clarify financial responsibility for damages, extraordinary cleaning, staffing, late changes, and other event-related costs
- Provide a consistent framework for training, compliance, enforcement, and reservation privileges

This policy applies to all faculty, staff, students, recognized student organizations, University departments, affiliated organizations, external clients, vendors, contractors, guests, and other individuals or groups involved in planning, requesting, sponsoring, supporting, or participating in campus events.

This policy governs event-management procedures and operational responsibilities. It does not replace the University's Policy on Use of Campus Facilities, which governs eligibility to use University facilities, event classification, external use, co-sponsorship, fees, insurance, ethics compliance, fundraising, political activity, use of University name and marks, and other conditions of facility use.

II. ACCOUNTABILITY

The Office of Events & Conferences serves as the University's central administrative authority for the campus event-management process, including event intake, reservation-system administration, event scheduling coordination, operational review, event deadlines, training, and administration of this policy.

Events & Conferences coordinates with the Office of the President, University Police, Physical Plant, University Commons Operations, Campus Activities, Service and Leadership, Residence Life, Student Development, Risk Management, Dining Services, Athletics, and other University offices as applicable. The

University may modify, relocate, postpone, condition, or cancel events when necessary to protect University operations, safety, compliance obligations, or institutional priorities.

III. APPLICABILITY

This policy applies to University departments, faculty, staff, students, recognized student organizations, affiliated organizations, and other individuals or entities that request, sponsor, organize, coordinate, support, or conduct campus events.

IV. DEFINITIONS

- Campus Event: A non-academic meeting, program, activity, gathering, performance, conference, ceremony, tabling activity, athletic use, filming activity, or similar use of University space requiring reservation or operational coordination.

- Event Requestor: The individual submitting the event request and serving as the primary administrative point of contact.

- Sponsoring Unit: The University department, recognized student organization, affiliated organization, or external client responsible for the event.

- Approved Reservation: A reservation that has completed applicable University review and has been confirmed through the University's designated reservation process.

V. EVENT REQUESTOR RESPONSIBILITY

The individual submitting a reservation request shall be designated as the Event Requestor and serves as the University's primary point of contact. The Event Requestor is responsible for:

- Providing complete and accurate event information.
- Communicating event requirements and expectations to attendees, vendors, speakers, performers, and guests.
- Ensuring compliance with all University policies.
- Supervising event activities and participants. Cies.
- Meeting all published deadlines.
- Identifying the sponsoring department, organization, or client financially responsible for space and equipment use as applicable, damages, extraordinary cleaning, staffing, and policy violations associated with the event. i

VI. REQUIRED EVENT TRAINING

Individuals authorized to submit event requests through the University's reservation system must complete Event Management Training as prescribed by the Office of Events and Conferences. Certification may be required annually. Individuals who have not completed required training may be denied reservation privileges until training requirements have been satisfied.

VII. RESERVATION REQUIREMENTS

All event requests must be submitted through 25Live, the University's designated reservation system. The reservation request must accurately reflect:

- Event purpose.
- Maximum anticipated headcount.

- Room setup requirements.
- Technology needs.
- Catering requests.
- Security requirements.
- Vendor participation.
- Presence of minors.
- Use of decorations, animals, crafts, or special activities.

Any outside vendor participating in or supporting a campus event must be identified in the event reservation to support appropriate operational, access, procurement, insurance, contracting, and risk coordination.

Use of outside vendors is subject to applicable University requirements. Where a vendor engagement requires a contract or other agreement, all required review and approval, including review by the Office of General Counsel as applicable, must be completed before services are provided.

Approved vendors already set up in Workday shall be disclosed as part of the final event details no later than 10 days prior to the event. New vendors, or any vendor engagement requiring a contract, agreement, insurance review, or OGC approval, should be submitted as early as possible and preferably no fewer than thirty (30) days prior to the event to allow sufficient time for University review and approval.

The University may deny, condition, or require revision of requests containing materially incomplete, inaccurate, or misleading information.

VIII. EVENT CHANGES AND DEADLINES

Changes to event details, including room setups, audiovisual requirements, security, equipment, and facility needs, must be submitted no later than ten (10) days (calendar days, not business days) prior to the event. Requests received after published deadlines may not be accommodated. Additional labor, staffing, or operational costs resulting from late requests may be charged to the sponsoring department, organization, or client.

IX. FACILITY USE STANDARDS

Users of University facilities are expected to exercise reasonable care and stewardship of University property. The following activities are prohibited unless expressly authorized:

- Moving furniture between rooms or buildings.
- Blocking exits, corridors, stairwells, or fire safety equipment.
- Propping exterior doors.
- Removing University property.
- Using facilities in a manner inconsistent with their intended purpose.

Maximum setup access for most events shall not exceed four (4) hours prior to event start time unless approved by Events and Conferences.

X. DECORATIONS AND MATERIALS

Decorations must be freestanding and may not damage University property. The following are prohibited unless specifically approved:

- Tape on walls, windows, doors, ceilings, or floors.
- Adhesives, command strips, glue, nails, staples, screws, or mounting devices.
- Decorations attached to fire safety equipment.
- Materials that create excessive cleaning burdens or safety concerns.

- Glitter, confetti, similar decorative materials, and balloon releases are prohibited in all University facilities and outdoor areas.

The Sponsoring Unit shall be responsible for any repair or cleaning costs resulting from unauthorized decorations.

XI. CLEANLINESS AND RESTORATION OF FACILITIES

Event Requestors are responsible for:

- Removing decorations and event materials.
- Disposing of trash appropriately.
- Removing personal property and supplies.
- Restoring spaces to appropriate conditions.

The University may assess cleaning fees when extraordinary cleaning is required. Cleaning fees shall be assessed based on actual labor and material costs incurred.

XII. DAMAGES AND FINANCIAL RESPONSIBILITIES

Sponsoring units including departments, organizations, and external clients shall be financially responsible for damages caused by event participants, guests, vendors, contractors, or affiliated groups. The University reserves the right to charge actual costs associated with repair, restoration, replacement, or remediation.

University departments providing event support staff are responsible for documenting hours worked and submitting any required journal entry for salary chargebacks in accordance with University finance procedures. Approved staffing costs shall be the responsibility of the event requestor and sponsoring unit.

XIII. OUTDOOR ADVERTISING AND CHALKING

Sidewalk chalk may be used only on uncovered exterior concrete sidewalks. Chalking is prohibited on:

- Buildings.
- Brick surfaces.
- Covered walkways.
- Stairs.
- Entrances.
- Vertical surfaces.
- Benches, tables, or University fixtures.

Messages must be removed within seventy-two (72) hours following the event or program being advertised. The University reserves the right to remove non-compliant materials without notice.

XIV. ANIMALS AT EVENTS

Service animals are permitted in accordance with applicable law. Animals associated with approved programs or events may only be permitted in designated locations approved by the University. Animals are prohibited in carpeted facilities unless specifically approved through the event review process. Additional requirements may be imposed to protect participants and university property.

XV. ARTS, CRAFTS, AND SIMILAR ACTIVITIES

Activities involving paint, glue, dyes, liquids, or other materials that may damage facilities shall be limited to approved locations designated by Events & Conferences. Protective coverings and cleanup requirements may be required. Event requestors and sponsoring units shall be responsible for any resulting damages or cleaning costs.

XVI. SECURITY AND POLICE REQUIREMENTS

The University reserves the right to require security measures for any event. Requirements may include:

- University Police officers.
- Security personnel.
- Crowd management measures.
- Access control procedures.
- Bag inspections.
- Traffic control.
- Emergency planning requirements.

Determinations shall be based upon factors including:

- Attendance size.
- Event nature.
- Presence of minors.
- Cash handling.
- Alcohol service.
- Public safety considerations.
- Prior event history.

Associated costs shall be the responsibility of the sponsoring department, organization, or client.

XVII. ENFORCEMENT AND RESERVATION PRIVILEGES

To ensure fairness and consistency, the University shall utilize a progressive enforcement model. Events & Conferences may waive a violation for circumstances beyond the event requestor's control, including weather emergencies and campus closures.

- First Violation: Written notice and educational review of policy requirements.
- Second Violation: Formal warning and meeting with Events and Conferences.
- Third Violation: Suspension of reservation privileges for up to one academic semester.

Serious violations involving safety, property damage, intentional misconduct, or significant disruption may result in immediate suspension without progressive steps. Events and Conferences reserves the right to deny future reservations to individuals or organizations demonstrating repeated non-compliance.

Violations may include, but are not limited to:

- Failure to follow facility use policies.
- Unauthorized room changes.
- Beginning your reservation or setup prior to your approved start time.
- Furniture relocation.
- Damage to University property.
- No-show events.
- Repeated late cancellations.
- Failure to comply with staffing or security requirements.

- Repeated failure to meet event deadlines.
- Misrepresentation of event information.

XVIII. NO-SHOW AND LATE CANCELLATION POLICY

Event Requestors are expected to utilize reserved spaces responsibly. A no-show occurs when a reserved event fails to take place without prior cancellation. Repeated no-shows or late cancellations negatively impact campus operations and facility availability.

Three (3) no-shows or late cancellations within an academic year may result in suspension of reservation privileges for one academic semester. Departments and organizations may remain responsible for costs already incurred by the University.

XIX. POLICY ACKNOWLEDGMENT

Submission of a reservation request constitutes acknowledgment and acceptance of this policy.

XX. EXCEPTIONS

Any exception to this policy must receive prior written approval from the Office of Events and Conferences and any applicable operational departments.

Exceptions granted for one event shall not establish precedent for future events.

By Direction of the President and Cabinet:

Date:

Vice President for Finance and Administration