

Conference and Event Services

Changes to Specially Designated Programs Policy

Goals for External Events on Campus:

- We want Seattle University to be a good community partner and support external events by waiving or discounting normal room rental charges if the organization and/or the event supports our mission and provides appropriate benefit to the university.
- All events that take place on campus require proper oversight.
- An orderly and reasonable process should be in place for external events to be considered for Special Designation. The criteria for determining fee discounts and waivers needs to be clear, and the process for obtaining Special Designation should be reasonable and easy to understand.
- Costs associated with hosting and co-sponsoring events on campus must be covered.
- We must ensure compliance with property tax regulations, tax-exempt bond compliance, and 501(c)(3) requirements.

Rationale for Proposed Changes:

- Resources – The University is not currently covering the explicit costs of hosting/co-sponsoring events.
- Accountability – Campus entities who request special designation for external events currently have no responsibility once special designation is received.
- Engagement – Campus entities who request special designation for external events currently have no requirement for engagement once special designation is received.
- Recognition – The current policy does not ensure recognition for Seattle University when facilities are provided to external groups at a discounted rate or no charge.

Event Designations, Descriptions, and Former and New Benefits and Requirements

There are five types of events held on the Seattle University campus. Priority in scheduling space and rates for facilities use and audiovisual support vary according to the designated event type. New requirements have been added for the campus entities hosting or co-sponsoring external events.

Type of Event	Description	Former Benefits	New Benefits/Requirements
Internal Seattle University	Programs clearly created and managed by Seattle University.	Has highest priority in scheduling; can schedule 12 months in advance; pays no facilities or audiovisual support fees.	No changes.
Designated Seattle University	One of two types of programs: 1) A Seattle University entity taking a turn to host a rotating event for a non-official organization; or 2) A program with enough involvement of an external entity that an official clarification of its type is necessary for legal reasons.	Receives same benefits as Internal Seattle University events (has highest priority in scheduling; can schedule 12 months in advance; pays no facilities or audiovisual support fees).	No changes.
Hosted	A program from an external entity that benefits Seattle University in significant ways (describes benefits on Special Designation form; see criteria below).	May confirm reservations nine months prior to their events. Previously paid no facilities or audiovisual fees.	May still confirm reservations nine months prior to their events. ✧ Pays an administrative fee and any extra labor fees. ✧ Must ensure Seattle University is listed as a program sponsor. ✧ The hosting campus area may be required to have a representative at the event. ✧ One person from the hosting area must act as a point of contact for the event. ✧ Any balance due that the client has not paid by 90 days after the close of the event will be charged to the hosting area. ✧ The campus host must provide a GL number up front for such charges.
Co-sponsored	A program from an external entity that provides advantages for Seattle University (describes benefits on Special Designation form; criteria below), but whose benefits are not considered significant enough to have Seattle University cover the expenses to hold it on campus.	May confirm reservations nine months prior to their events. Currently pays discounted facilities and audiovisual fees.	May still confirm reservations nine months prior to their events. ✧ Pays any extra labor fees; no changes to discounted rates. ✧ Must ensure Seattle University is listed as a program sponsor. ✧ The co-sponsoring campus area may be required to have a representative at the event. ✧ One person from the co-sponsoring area must act as a point of contact for the event. ✧ Any balance due that the client has not paid by 90 days after the close of the event will be charged to the co-sponsoring area. ✧ The campus co-sponsor must provide a GL number up front for such charges.
External	Programs clearly created and managed by external entities, no affiliation with Seattle University.	May confirm reservations six months prior to their events. Pays full facilities and audiovisual fees.	No changes.

Former Policy – Hosted Programs

- Hosted programs pay nothing other than third-party charges (e.g., catering, parking, Reprographics, equipment rentals)

- Summer conferences may be designated as “Hosted.” Such programs do not pay any facilities fees, even for multiple-day programs.

Former Policy – Co-Sponsored Programs

- Co-sponsored programs pay discounted rates. These rates are set up roughly to break-even for the university’s costs for holding the event – staffing to reserve and administer the program, utilities, wear and tear, custodial services, Public Safety, etc.

Revisions – Hosted Programs

- An administrative fee will be charged to every program according to the event classification (the assigned Class is based on spaces used); see Table 1 below for specifics. (Note: the sponsoring campus entity is welcome to pay the administrative fee if desired.)

Audiovisual equipment and support fees will no longer be waived, except for Class 4 events. Programs in Classes 1 – 3 will pay co-sponsored rates for audiovisual equipment and support.

For CES staffing outside of normal operating hours, including for event monitors and/or setup and strike of event spaces, labor fees will be assessed.

- Due to the demand for space for paying summer conference clients, Summer Conferences will be no longer be allowed to have the “Hosted” special designation. The Co-Sponsored option will still be available, however.

Revisions – Co-Sponsored Programs

- There would be no change to co-sponsored programs, other than the general arrangement stipulations (next page).

Table 1 – Event Classes and Administrative and Audiovisual Fees

Class	Description	Hosted	Co-Sponsored
Class 1:	Redhawk Center events	\$250 + discounted audiovisual charges	Facilities fees and audiovisual fees assessed per current discounted rate.
Class 2:	Major event spaces (Fr. LeRoux Conference Center, Pigott Auditorium, Campion Ballroom), or any combination of spaces from more than one Class	\$150 + discounted audiovisual charges	
Class 3:	Smaller event spaces (Student Center 130 or 210, Casey Commons, Stuart T. Rolfe Room)	\$100 + discounted audiovisual charges	
Class 4:	Classrooms only	\$75 - includes A/V	

Previous Policy – General Arrangements

- Programs do not have to acknowledge Seattle University in any way.
- The Seattle University entity (department, division, student club, etc.) that is sponsoring the event does not have any responsibility after the program is booked.
- Petitioners for Special Designation status for an event must submit a form to request consideration. This form requires an explanation which outlines the reasons the program should receive the designation. The explanation must include the following:
 1. The ways in which the program aligns with Seattle University's mission and/or strategic initiatives;
 2. Whether the external organization will be charging fees for people to attend and where the fees will be deposited;
 3. How Seattle University will benefit from waiving or discounting fees for the program;
 4. Which Seattle University population(s) will benefit by the program's "Designated SU", "Hosted" or "Co-Sponsored" designation; and
 5. The reasons why the costs for holding the event should be borne by the university and not by the organization.

Revisions – General Arrangements

- "Seattle University" must be prominently displayed as a Host or Co-Sponsor of the event. Marketing Communications must approve the use and placement of any university logos or branded material
- New responsibilities are required:
 1. For Class 1 or 2 events (see Table 1 on page 3 for descriptions), the hosting department must have a representative at the event (not required for Class 3 or 4 events)
 2. The sponsoring department/division must identify at least one person to act as an internal point of contact for the event. This person must assist CES in contacting the client if there is difficulty in obtaining timely responses
 3. Any balance due that the client has not paid by 90 days after the close of the event will be charged to the university entity hosting/co-sponsoring the event. The university entity hosting/co-sponsoring the event must provide a university GL number up front to which charges may be made in the event that it becomes necessary.
- This requirement will remain in place.