

Graduate Student Organization Planning of Events/Meetings & Advertising

STEP ONE: Select a Date & Time

- Check the School of Social Work Events Calendar to verify there are no other meetings or events during your prospective date/time
- Please keep in mind that during your planning process events may be added to the calendar. Therefore, planning early will help contribute to the success of your program.

STEP TWO: Find an Event Location

- Use the link below to request space for your event:
- <http://events.hartford.uconn.edu/> (select Space Request Form)
 - If you would like a specific room, request it in the comments
- If you do not receive an email within 3-4 business days, contact event services to check on the status
 - Event Services Email: hartford.eventservices@uconn.edu
- Please note there are limited rooms within UConn that allow food. Remember to indicate food is being served. If your event is cancelled, notify event services in advance, at least two days, otherwise you are subject to a custodial charge for the planned cleanup of food.
- **EXCEPTION TO PROCESS ABOVE:** If a leader wishes to reserve the lower level SSW Community room, G11, they should email Marvy at (marvy@uconn.edu or Tessa at Tessa.Cugno@uconn.edu). Space should be requested at least two weeks in advance.
 - If serving food, you will need to cover the fee for the cleanup charge, which will be given by the Dean's Office.

STEP THREE: Complete a Voucher Check (Expenditure) Request Form

- If you need to purchase anything for your event (food, supplies, etc.), you can submit a voucher check request form (examples and forms available online)
- One form must be submitted for each vendor being used for an event – this includes personal reimbursements, which are not encouraged
- Voucher check request forms **must be approved by the GSO Steering Committee before the event**. Forms must be submitted **at least two weeks before** the Steering Committee Meeting before the event – no exceptions can be made so plan ahead!
- If you are uncertain of the cost when submitting the form, request more money (reasonable amount) than you think you will need since you will only be reimbursed or paid the exact amount of cost

STEP FOUR: Advertise!

- See Advertisement Protocol on following page

STEP FIVE: Host the Event

- Remember to have a sign in sheet which includes name, date, and location of event along with students' names and NetIDs or UConn email addresses

STEP SIX: Complete the Funding Request

- In order for the school to write a check to pay a vendor or for personal reimbursement, submit the following to the GSO treasurer:
 - a physical copy of the receipt/invoice

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- sign in sheet (which includes name of event, date time and students' NetIDs/emails)
- and advertisement -flyer or email-
- Payment will not be dispersed until all the above documents are submitted.

Accessibility Statement (Adapted from UConn Hartford Event Services Manual and Office of University Compliance)

All advertisements that invite participation in an UConn sponsored event or activity need to include the following statement in all publications (printed or digital).

If you require an accommodation to participate in this event, please contact [INSERT SPONSORING GROUP CONTACT NAME] at [INSERT TELEPHONE AND EMAIL CONTACT INFORMATION] by [SPECIFIC DATE – suggestion: at least 5 days in advance]

Additionally, event statements must include an event contact email, phone number and a timeframe to request accommodations. Student leaders should respond as quickly as possible to accommodation requests.

Use of UConn Logo

- There are restrictions regarding the use of the UConn logos, and the Husky Dog logo. If you would like to utilize any of these images, you must adhere to the University's wordmark and logo standards. These are available online at <http://brand.uconn.edu/downloads/student-organization-use-of-wordmarks-and-logos/>.
- When using your GSO UConn wordmark (logo) on flyers, please be sure that it only appears in black, UConn blue, or white. Be sure that it is not on a distracting background, you do not frame the logo or put it in a box, and that the logo is sized proportionally (hold the shift key when increasing or decreasing the size).
- GSO UConn word mark (logo) can be accessed by sending an email to OSAS at sswstudentservices@uconn.edu.
- The University seal is reserved for official and formal occasions.
- The Husky Dog logo should never be used, as it is reserved for Athletics. The Husky Pride logo found here: <https://brand.uconn.edu/standards/wordmark-and-logos/husky-dog-logo/>, can be used as long as it is not the primary logo on the flyer.
- All logos and wordmarks mentioned above being used on flyers, printed apparel, and promotional items, need prior approval in usage from the University.
- When seeking approval for flyers please complete this form: <https://studentactivities.uconn.edu/uconn-logo-usage-and-form/>. Leaders will receive a response no later than five business days from receipt of email.
- When seeking approval for printing apparel and promotional items, please complete the usage approval form <http://studentactivities.uconn.edu/logo-usage-approval-form-2/>. Leaders will receive a response within five business days from submission of the form.

MSW Student Listserv Protocol

Procedure for sending an announcement by email to MSW Students:

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- 1) Prepare the email as it should appear to students including formatting of message, subject line and attachment, if applicable. Include an embedded image or key information in the body of the email to reach a larger audience for your event.
- 2) Send the email to OSAS at sswstudentservices@uconn.edu **at least two weeks before your event**. If you wish a reminder email to be sent, please submit your announcement again to OSAS.
- 3) Emails that do not meet the listed requirements will not be forwarded to the listserv. OSAS reserves the right to use discretion when determining if emails are sent to the listserv, or if editing is required.
- 4) In an effort not to overwhelm students with information, we try not to send more than **four** emails per day. **This means that your email may not go out the day you submit it.**

UConn Events Calendar Protocol (*Event will not be posted on any calendar selected until approved by the calendar's administrators/managers*)

- 1) Go to events.uconn.edu and click "Events," "Add Calendar," and enter "School of Social Work" to display SSW events only
- 2) Choose a date and time which does not conflict with other scheduled events and ensure all program information is finalized (i.e. room location, time)
- 3) Once date and time is set, click "Submit Event" and enter you NetID and password
- 4) Click "Submit Event" button located in the lower right hand corner of the page
- 5) Insert event's title and information below
 - Location: select "Hartford Campus" and type in building name and room number
 - Date and time
 - Provide a short description of your program and be certain to include accessibility statement above
 - Contact: list name (include group name) and email of the event sponsor/contact person
 - Primary calendar: type in and select "School of Social Work"
 - Cross list on other calendars if you wish (UConn Master Calendar is automatically a cross list)

Posting of Flyers

Flyers can only be posted in allowable areas. Flyers can be posted on the boards on the 1st floor and the lower level community room of the School of Social Work. Please do not post on walls, doors or windows. If you wish to post in other campus buildings, you must seek permission from the appropriate office to post in the designated area for flyers.

UConn Hartford's Digital Signage

UConn Hartford's Digital Signage System is a centrally managed/locally controlled electronic sign platform providing a valuable way to visually communicate with faculty, staff, and students across campus. University related content is the only form of accepted material; digital signage shall not be used for personal messages, vendor advertisement or political messages. For more information visit the link below.

<https://hits.hartford.uconn.edu/digital-signage/>

Engagement

It is important that you advertise more than just in electronic formats. Please be sure to engage with the student community and personally invite students by making class announcements (request permission from

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your instructors) and speak with students one on one. Using personal relationships goes a long way in building community.

Parking for Guests

Guests are responsible for their own parking whether it is on the street or in the parking garage.

Any questions regarding these areas should be directed to OSAS at 959-200-3687 or sswstudentservices@uconn.edu. Please identify yourself as a GSO student leader when contacting the office.