



Policy Source: Gwinnett Tech	Owner: Executive Director of Communications	Effective: August 1, 2025
Division: Communications	Reviewed:	

9.2.5 Campus Events

1. Purpose

This policy outlines the procedures and expectations for planning, approving, and executing internal events at Gwinnett Technical College (GTC). It ensures all campus events uphold the institution's mission while maintaining the integrity of academic operations, safety, and responsible resource management.

2. Scope

These policies apply to any internal event that:

- Is organized by GTC faculty, staff, or student organizations
- Occurring on any GTC campus (Lawrenceville or Alpharetta-North Fulton)
- Involves campus space, food, signage, AV/IT support, external guests, or any level of promotion/publicity

3. General Guidelines

What Qualifies as an Event?

Any campus event **that directly affects a large majority of the faculty, staff, or students (i.e., program specific recognition, graduation, pinning ceremonies, holiday luncheon) OR an event that has significant media interest (i.e., career fair, health fair, alumni events)** must be approved through the vice president of technology & operations. *(This does not include the external companies that reserve and pay for space through facilities or events that affect only a small population, i.e., advisory committee meetings.)* The event is to be scheduled and approved a minimum of **60** days in advance.

All events should:

1. Be marketed and communicated appropriately to all stakeholders.
2. Appear on the campus master calendar.
3. Be scheduled so they do not interfere with other approved events.

Academic Priority

Instructional activities always take precedence over events. Room reservations may be moved or modified if they conflict with academic schedules.

4. Event Scheduling & Approval Process

A. Request Initiation (60 Days Before Event)

1. Speak with your direct supervisor for concept approval.
2. Contact the Campus Events Specialist to review logistics and date availability.
3. Check 25Live for room availability.

Note: If a faculty or staff member wishes to waive rental fees for an external organization (e.g., hosting a partner company or vendor), written approval must be obtained in the following order:

- Dean or Program Director
 - Division Vice President
 - Final approval by the President of GTC
- This approval must be documented (email or memo) before any space is confirmed or offered at no charge.*

B. Submitting Required Forms

1. Reserve the space via 25Live. Include setup and breakdown time.
2. Submit the **Campus Events Form (CEF)** through SharePoint. Must be signed by:
 - a. Requestor
 - b. Requestor's Supervisor
 - c. Director of Student Life (for events involving students)
 - d. Campus Events Specialist
 - e. Program Director of Culinary Arts (for food requests)
 - f. Vice President of Technology & Operations
 - g. 25Live Administrator
 - h. Operations Supervisor
 - i. Executive Director of IT
 - j. Police Chief

- k. Shipping & Receiving (for van requests)
 - l. Executive Director of Communications
- 3. Submit Sherpa tickets for Facilities and IT support immediately after submitting the CEF. If not done right away, tickets must be submitted **no fewer than 10 business days** before the event.

5. Use of Campus Facilities

Campus spaces must be treated with care and returned to their original layout after use. The following expectations apply:

- Confetti, glitter, balloons, open flames, and fog machines are **strictly prohibited**.
- Doors must remain fully operable; no locking, blocking, or altering access is permitted.
- Trash must be disposed of properly. Excessive cleanup or damage may result in loss of reservation privileges.
- Use of tape, glue, staples, or tacks on walls or fixtures is prohibited.

Failure to leave a space in good condition may result in loss of future reservation privileges.

6. Food & Beverage Guidelines

- **Only** boxed meals are allowed in classrooms.
- Buffets/open plate meals are **only allowed** in designated banquet halls or dining areas.
- Alcohol is prohibited unless written approval is granted by the President.
- Event organizers must submit a **Group Meal Form and Purchase Order** prior to ordering food.
- Food trucks may operate on campus with prior approval.

7. Technology & AV Use

- All AV needs (e.g., microphones, screens, podiums) must be submitted through **Sherpa and included in the Campus Events Form**.
- Requests must be submitted at least 10 business days prior to the event.
- Separate Sherpa tickets must be submitted for room setup, trash pickup, and room breakdown.
- Please note that some spaces have **fixed furniture and cannot be rearranged**. All room setup requests are **subject to approval by the Executive Director of Facilities**.

- Users must receive approval and, if applicable, training before operating college-owned tech equipment

8. Communications, Promotions & SWAG

Events requiring tablecloths, signage, photography, flyers, digital graphics, or social media promotion must submit a **Communications Request Form** via SharePoint. This ensures that all materials meet GTC branding standards, and that events are promoted effectively across the college's official channels.

- **All promotional materials** (e.g., flyers, banners, signage) must be approved by the Communications Division before distribution.
- Do not create or share unofficial flyers or public-facing materials without prior approval.
- Requests should be submitted at least **30 days** in advance of the event to allow for proper design, scheduling, and review.
- Requests for **photography/videography/social media** should be submitted with other promotional requests. If not, the request must be submitted **at least 10 business days** before the event via the **Communications Request Form**.
- Requests for **event support items (e.g., tablecloths, signage)** must be submitted via the new Event Support section of the Communications Request Form on SharePoint. This ensures proper coordination and availability of resources.

Decorations & Branded Materials

- Free-standing decorations may be used with prior approval, but must not obstruct exits, hallways, or ADA-accessible routes.
- Event promotion may also be available through the **Campus Happenings boards** and **hallway monitors**; please coordinate with the Communications Division.
- The use of tape, glue, staples, or tacks on walls, ceilings, windows, or furniture is prohibited.
- All swag, giveaways, branded signage, or promotional items must be coordinated through the Communications Division to ensure they meet brand standards and are an appropriate use of institutional resources.

Tablecloths & Signage Use Guidelines

- **Tablecloths and signage are available for internal use only** and must be requested through the Event Support section of the Communications Request

Form. Requests should be submitted at least **14 days prior to the event** or at the time the Campus Event Form is submitted.

- Decorative blue hanging tablecloths are for visual presentation only and must not be used for food service.
- Black fitted sheets are available for round tables where food will be served.
- If unsure which tablecloths are appropriate, please contact the Campus Events Specialist.
- Custom tablecloths must be designed and ordered by individual departments through a Communications Design Request.
- **Only general-use items and branded general signage** will be housed and available for borrowing.
- Department-specific signage (*e.g., Student Life*) must be funded and managed by the requesting department.

9. Risk Management & Safety

- Identify potential risks: large crowd size, food allergies, accessibility needs, or inclement weather.
- Ensure all exits are accessible and unobstructed.
- Coordinate with Campus Police if security or crowd control is needed.
- Work with Facilities to plan trash management, signage, outdoor needs, and to ensure event setup complies with fire code (*e.g., grills, extension cords, tents, or blocked exits*).
- Label food items clearly when serving attendees.
- Have an on-site point of contact during the event.

10. Final Authority

The President of Gwinnett Technical College retains final approval over all campus event decisions. Campus Events, Facilities, and Communications staff may deny requests that do not meet institutional standards or pose operational conflicts.