

Policy Name: Campus Event Policy

Responsible Office: Public Safety and Risk Management

Originator of the Policy: Assistant Vice President of Public Safety and Risk Management

Effective Date: April 30, 2018

Revision History: N/A

Web Link: https://polaris.salemstate.edu/channel/risk-management

1. Rationale

The purpose of this policy is to establish guidelines for the management of events on campus. Exposure to a wide array of ideas, viewpoints, opinions, and creative expression is an integral part of a university education, preparing students for life in a diverse global society. Through this policy, the university seeks to maintain a safe environment on campus, to protect the rights of event speakers and participants, to respect the rights of faculty and students in the classrooms, and to ensure fair access and due process for those who wish to use university facilities and grounds.

2. Statement of Policy

All major events as defined below must be approved by the appropriate university official before space can be reserved. Event sponsors must adhere to all rules and regulations with regard to the use of rooms, halls and other venues and spaces. Individuals hosting minors at campus events must also adhere to the rules and regulations outlined in the Minors on Campus policy. Event sponsors are responsible for making all arrangements for their events and for maintaining safe environments.

University officials reserve the right to withhold approval for any event or to cancel an event. Reasons why an event may be denied include, but are not limited to, safety concerns, inclement weather, exorbitant cost to be incurred by the university, malfunction of the requested facility, or the need to insulate the university for payment for damages.

3. Scope

This policy shall apply to all employees of the university, including faculty, staff, contract employees, student employees, and volunteers, as well as third party organizations or groups who seek to host events in university buildings or on grounds affiliated with the university. Spaces owned or leased by the university that are occupied by unaffiliated entities (such as spaces in the Enterprise Center that are occupied by private entities) are excluded from this definition.

4. Definitions

Event Sponsors

An event sponsor is defined as the individual who will serve as the primary contact for an event. Any event to be held on university property must have a designated event sponsor. The event sponsor will be held responsible for all aspects of the event. Either affiliated individuals or external agents can serve as event sponsors. Affiliated individuals and external agents are defined as follows:

- An affiliated individual is defined as a person acting on behalf of the university. Affiliated individuals include faculty, staff, and students.
- An external agent is defined as a non-affiliated individual. External agents may include community members, as well as faculty, staff, and students who are not acting on behalf of the university.

Priority for utilizing university property will be granted to affiliated individuals. External agents will be allowed to utilize university property on a space available basis. Fundraising events hosted by external agents will not be allowed on campus.

Campus Events

A campus event is defined as a planned gathering where any portion of the event will be held on property owned or controlled by the university, to include buildings and grounds Campus events include, but are not limited to, performances, celebrations, carnivals, rallies, demonstrations, social gatherings, lectures, forums, speaker presentations, and conferences. Events departing from or ending on campus are included in the definition of campus events.

This policy is not intended to apply to sporting events sponsored by the division of athletics. It is also not intended to apply to dance, music and theatre performances sponsored by the division of academic affairs and held in one of the designated performance spaces on campus.

Major Events

An event will be designated as a major event if it meets at least one of the following criteria. Major events must be approved before space can be reserved:

- 1) The event is likely to significantly affect campus safety or security;1
- 2) The event will be located in a venue that will be used in a manner for which it was not designed (e.g., holding a concert in an academic building);

¹ Individuals seeking to hold events on campus should use their professional judgment to determine whether a particular event is likely to significantly affect campus safety or security. Examples of events that are likely to present safety and security concerns include, but are not limited to, block parties, carnivals, casinos or lounge shows, concerts, dances, festivals, martial arts, parades, pyrotechnics, road races, rallies, and street fairs. Individuals are encouraged to contact the Office of Public Safety and Risk Management for assistance in making this determination.

- 3) The event will require significant coordination with administrative departments (e.g., extensive room set-up or audio visual support);
- 4) More than 250 persons are anticipated to attend;
- 5) The event will involve significant interaction, regardless of the number of attendees (e.g., performances, dances or concerts);
- 6) Alcohol will be served;
- 7) Amplified sound equipment will be utilized outdoors;
- 8) The event will be advertised to individuals not affiliated with the university, unless explicit permission to advertise to non-affiliated individuals has been granted ²; or
- 9) Any other event deemed a major event by university officials, taking into account the following factors:
 - The proposed location of the event;
 - The estimated number of participants;
 - The date and time of day that the event is to take place;
 - The estimated duration of the event;
 - The proximity of the event to other activities or locations that may interfere, obstruct, or lessen the effectiveness of security measures being implemented;
 - The anticipated weather conditions;
 - Objective and credible evidence of specific risks;
 - Potential threats to the safety of participants; or
 - Any other relevant, content-neutral considerations.

5. Approval Process

The purpose of the approval process outlined in this policy is to ensure the safe and equitable use of university property; to provide adequate notification to appropriate faculty, staff or students who may be impacted by the use of the designated areas; and to ensure adequate preparations are taken to ensure the safety of participants. This approval process will be content-neutral.

For any event designated as a major event as defined above, the event sponsor must secure approval prior to holding the event, entering into binding contracts with any external parties related to the event, or publicizing the event.

Reservation of a venue for a major event will not constitute approval of the event (see Appendix A for guidance on how to make a reservation).

² Decisions to waive this criteria will be made on a case-by-case basis, based upon a review of the publicity plan for the event. Vendors that have contracted with the university for the sole purpose of planning and coordinating events can apply for blanket permission for all of the events that they will be hosting on campus.

Approval Timelines

An event sponsor can expect to receive approval for an event within ten business days, unless the event falls under one of the following exceptions:

- Requests for major events that will be located in venues that will be used in manners for which they were not designed (see criteria #2 above) can take up to six weeks to process. The university is required by law to obtain temporary certificates of occupancy from the building inspector for the Commonwealth whenever buildings are not used for their intended purposes. Event sponsors are strongly encouraged to seek approval for these events as early as possible.
- Requests to hold spontaneous gatherings will be expedited. Spontaneous gatherings are defined as events that are occasioned by affairs coming into public knowledge that cannot be reasonably anticipated (e.g., elections). To qualify for expedited approval, event sponsors must demonstrate why they are unable to follow the standard timeline outlined above.

Signatories

The following university officials hold signatory authority for approving major events:

- The Dean of Students, or his/her designee, will approve event requests for students. Event requests from registered student organizations must be submitted to the appropriate advisor of the organization prior to submission to the Dean of Students.
- The Provost, or his/her designee, will approve event requests for faculty members. Event
 requests should be submitted to the appropriate academic dean prior to submission to the
 Provost.
- The Chief of Staff or appropriate Vice President, or their designees, will approve event requests for staff members or external agents.

Prior to granting approval for major events, the university officials named above will consult with the Office of Capital Planning and Facilities and the Office of Public Safety and Risk Management regarding the details outlined in the event requests. These offices will review event requests for the following:

- The Office of Capital Planning and Facilities will verify that events will comply with relevant building codes. This office will also make arrangements for room set-up and post-event maintenance, as requested.
- The Office of Public Safety and Risk Management will verify that events will comply with relevant fire codes and will determine the security precautions that need to be taken. These precautions may include changing the venue, date, or time of the event; assigning police officers to the event; imposing security checkpoints or other security controls; or creating a buffer zone around the venue. See Appendix B for further details.

If either the Office of Capital Planning and Facilities or Public Safety and Risk Management has significant concerns about a particular event, these concerns will be communicated to the appropriate university official. Every attempt will be made to reach a consensus regarding whether or not the event can proceed. If consensus cannot be reached among these parties, additional offices may be consulted. These offices will typically include the Office of General Counsel or the Office of the President.

The university will strive to accommodate requests whenever possible. If a request is denied, an explanation of the denial will be provided to the event sponsor. Recommendations for resolving any concerns will also be provided and will typically involve changing the location or timing of the event.

Approval of Publicity Materials

For purposes of this policy, publicity materials are defined as non-commercial, written materials including, but not limited to, signs, posters, pamphlets, handbills, circulars, newspapers, and magazines. Nothing in this policy is intended to supersede existing guidance related to the distribution of commercial materials by organizations unaffiliated with the university.

Publicity materials for an event must be submitted for approval to the appropriate office. Publicity materials will only be reviewed to ensure the materials are factually accurate and provide full disclosure of any related terms, conditions, warrants and intentions. Unapproved postings are subject to immediate removal.

Plans to use banners, lawn signs, stands, tables, or booths or to install tents or other temporary structures must also be included in the approval request. These plans will be reviewed to ensure that the installations will abide by all applicable fire safety and building codes and to ensure that university buildings or grounds will not be damaged. See Appendix C for further guidelines related to distributing and posting publicity materials.

Financial Obligations

Event sponsors will be charged for costs directly related to providing services for their events, to include public safety or security, catering, maintenance and housing, in accordance with established pricing policies. If the university determines that an event may significantly affect campus safety or security, notification will be made to the event sponsor regarding the security measures that will need to be taken. If an event sponsor is unable or unwilling to cover the cost associated with these measures, university officials reserve the right to deny the request for the event.

Space rental fees will not be charged to affiliated individuals, as well as state, federal and municipal organizations, holding events that will be open to the public. All other external agents will be expected to pay for space rental fees. External agents holding events on campus will be required to consent to a license agreement with the university. External agents other than agencies of the Commonwealth of Massachusetts will be required to carry insurance with appropriate levels, to include liability and damage coverage, and provide evidence of insurance that names the university as an additional insured party. Such evidence of insurance should be submitted in conjunction with the signed license agreement.

For events involving external vendors, event sponsors will be required to follow standard contracting procedures. These procedures require that any equipment that the vendors will bring to campus must be outlined in the contract, and that any changes made to the contract terms after the execution of the contract must be documented in a contract addendum.

Appeal Procedures

Any affiliated individual wishing to appeal the denial of the use of university space for an event may appeal to the Chief of Staff in the Office of the President. Appeals must be made within fourteen days of the denial and must be based on a violation of this policy. Appeals must include a written statement

detailing the facts at hand and an explanation as to how the decision violates this policy.

Additional Guidance

Basic guidelines for holding an event on campus are provided in the appendices to this policy. This guidance is not inclusive. Event sponsors are encouraged to contact the appropriate department for further guidance. Student organizations seeking to host events should consult the Student Social Event Policy.

6. Fiscal Considerations

	Direct Costs / Savings / Revenue Generation	Indirect Costs / Savings / Revenue Generation		
Initial Implementation	N/A	N/A		
Ongoing	N/A	N/A		

7. Responsibilities

Responsible Party	List of Responsibilities		
Event Sponsors	Understand and adhere to this policy and its related procedures.		
Office of Public Safety and Risk	Ensure the policy is updated as needed.		
Management			
Dean of Students	Communicate this policy and its related procedures to students,		
	particularly students who are involved with event planning for student		
	organizations.		
Provost and Vice President of	Communicate this policy and its related procedures to faculty who are		
Academic Affairs	involved in event planning.		
All Other Area Vice Presidents	Communicate this policy and its related procedures to staff who are		
	involved in event planning and external agents who seek to host events		
	on campus.		
Departments that manage event	Communicate this policy and its related procedures to event sponsors as		
spaces on campus	needed.		

8. Policy Enforcement

Violation(s)	The following actions will be considered violating this policy:			
	1. Hosting an unapproved event on campus,			
	2. Failure to seek approval for an event within the timelines outlined			
	in this policy, and			
	3. Participating in disruptive or illegal activities on campus.			
Potential consequences	1. If an unapproved event creates an unsafe environment on			
_	campus, the event and its participants may be relocated to a safer			
	location. Affiliated individuals who host unapproved events may			
	be subject to administrative disciplinary action.			
	2. Requests that are not submitted within the timeline outlined in this			
	policy may be denied.			
	3. Individuals participating in disruptive or illegal activities on			
	campus may face criminal charges and the payment of damages.			
How to report	Violations of this policy should be reported to the Office of Public			
-	Safety and Risk Management.			

9. Reference Documents

Policy or Document	Web Address
Minors on Campus Policy	https://records.salemstate.edu/
Student Social Event Policy	https://records.salemstate.edu/
Policy on Expressive Activities	https://records.salemstate.edu/

10. Contact(s)

Subject	Individual	Telephone Number	Email / Website
Questions related to this policy	Susan Hacker, Risk Management	Ext. 7505	shacker@salemstate.edu
poncy	Coordinator		
Questions related to safety and security preparations for events	Gene Labonte, AVP of Public Safety and Risk Management	Ext. 6542	glabonte@salemstate.edu
Questions related to policies and procedures for student organizations	Melissa Arroyo, Associate Director of LEAD	Ext. 2806	marroyo@salemstate.edu
Questions regarding 25Live and room reservations	Helene Collins, Student Life Operations	Ext. 6438	events@salemstate.edu
Assistance with contracts	stance with contracts Evelyn Wilson, Director of Purchasing and Vendor Relations		ewilson@salemstate.edu
Assistance with room set-up or cleaning	Facilities	Ext. 4357	https://login.myschoolbuilding.com/msb
Assistance with reservations that involve summer housing	Deborah Melnick, Summer Conference and Hospitality Services	Ext. 7173	dmelnick@salemstate.edu

- 11. Effective Date: Upon approval by the President.
- **12. Dissemination:** Posted on the university website and announced to the university community.
- 13. Review Cycle: Initial review after 12 months; subsequent review every 3 years.

Appendix A: How to Make a Space Reservation

Venue spaces for major events cannot be reserved until the events have been approved. Typically, spaces will not be held for major events while approval is pending. Any exceptions to this requirement must be approved by the appropriate university official. Therefore, it is essential that event sponsors seeking to host major events familiarize themselves with the approval timelines in this policy and allow sufficient time for the approval process.

25 Live

Efforts are currently underway to expand the use of the university's reservation system, 25Live, in order to centralize the reservation process for event spaces on campus and streamline the approval process outlined in this policy. Expanding the use of 25 Live in this manner will alleviate the need for an event sponsor to make direct contact with the appropriate building manager for a particular event space.

At the present time, 25Live should be used to reserve spaces in the following locations:

- Ellison Campus Center
- Marsh Hall Conference Center
- Viking Hall
- Alumni Plaza
- McKeown Plaza (grassy area)

Instructions for using 25Live are available in Polaris and Canvas. Questions regarding 25Live should be addressed to events@salemstate.edu.

Event sponsors hosting major events who are seeking to reserve space in any other location on campus should complete the Event Request Form. The Event Request Form is available in Polaris and Navigator.

Occupancy Rates

Event sponsors should pay particular attention to the room capacity of venues when making reservations. Attendance at an event will not be allowed to exceed the stated capacity of the venue. Event sponsors are encouraged to consult with the Office of Capital Planning and Facilities or the Office of Public Safety and Risk Management regarding any concerns related to specific venues.

Appendix B: Special Event Planning and Security

The Salem State University Police Department (SSU-PD) recognizes the rights of individuals to engage in constitutionally protected free speech and public assembly. SSU-PD also recognizes its responsibility to protect the rights of persons who choose to engage in such activity in a reasonable manner. However, when the activity infringes on the rights and safety of others, the activity loses constitutional protection and may become a violation of law or university policy.

SSU-PD is one of the departments that must be involved in the pre-planning and research of all major events held on the University campus. The focus of this detailed planning will be:

- To provide a safe and secure environment;
- To prevent crime;
- To maintain order;
- To protect persons and property;
- To respond to and implement emergency services when required;
- To prepare for and request necessary emergency and non-emergency services; and
- To determine the best methods for achieving these goals in a cost effective manner.

Expectations of Police Officers During an Event

Expectations of police officers assigned to an event will include the following:

- Participate in pre-event planning meetings, as needed;
- Deter criminal activity during the event;
- Assist the event sponsors in their efforts to control the behavior of attendees at the event;
- Periodically patrol the venue and adjacent spaces during the event;
- Discourage loitering outside the event;
- Take enforcement action as needed;
- Summon medical or fire responders as needed;
- Assist event sponsors in dispersing attendees at the conclusion of the event, as needed; and
- Manage occupancy numbers.3

Expectations of Event Sponsors During an Event

Expectations of event sponsors will include the following:

- Ensure approval for the event is obtained within the timelines outlined in this policy;
- Ensure key tasks related to safety precautions are staffed appropriately (e.g., checking identification cards⁴);
- Coordinate pre-event planning meetings to review responsibilities with staff members;

³ Occupancy capacity must be verified through the Office of Capital Planning and Facilities prior to the event. A Fire Department detail may be required depending upon expected event occupancy.

⁴ Event sponsors will maintain responsibility for checking identification, verifying guest lists, etc.

- Monitor the behavior of attendees and notify police officers regarding any concerns;
- Ensure all protocols that were agreed-upon prior to the event (e.g., minimum lighting levels) are followed throughout the event; and
- Supervise staff members during the event.

If the event sponsor cannot attend the event for its entire duration, the event sponsor is responsible for delegating this role to another individual and providing notification to the appropriate parties.

Risk Factors for Major Events

SSU-PD analyzes major events at three different risk levels in order to determine appropriate staffing (see the matrix guide on the following page). Factors associated with a particular event may increase or decrease the risk level. These factors will be discussed with event organizers with the goals of (1) reducing risk and (2) making the event successful. A list of potential factors is provided below:

Factors that increase risk levels for any event	Factors that may decrease risk levels for any event
 The need for personal protection for speakers, performers or guests. Guest(s) will be on campus at multiple locations. Off-campus advertising (non-SSU guests). Cash protection/deliveries. Anticipation of large ticket sales (or oversell). Night time event. Outdoor venue. Live/ amplified entertainment. Multiple events on the same day. Venues with multiple entrances. Traffic control needs. Sales/service of alcoholic beverages. Other factors determined by SSU-PD and Risk Management. 	 Guest(s) will be on campus at one general location. Event is limited to SSU students, faculty/staff. Competing event elsewhere will affect attendance. Patrons are screened for weapons at the entrance. Prior events of similar nature with no history of safety problems or required police actions. Day time event. Indoor Venue. Short duration of event. Historically poor ticket sales. Student Life oversight and presence at student events. Formal or semi-formal events. Other factors determined by SSU-PD and Risk Management.

Matrix Guide

	Low	Risk	Mediu	dium Risk High Risk		High Risk	
Estimated attendance	0 - 100	101 – 250	251 – 500	501 – 1,000	1,001 – 2,000	2,001 – 3,000	3,000 or more
Invited guests or speakers	1 Officer	2 Officers	3 Officers	4 Officers, 1 Sergeant	4 Officers, 1 Sergeant	6 Officers, 1 Sergeant	For each 500 attendees, add 2 Officers
Fairs, festivals, etc.	None	None	2 Officers	2 Officers	4 Officers, 1 Sergeant	6 Officers, 1 Sergeant	For each 500 attendees, add 2 Officers
Dances (live music or DJ)	None	1 Officer	4 Officers, 1 Sergeant	4 Officers, 1 Sergeant, 4 Security	6 Officers, 1 Sergeant, 4 Security	6 Officers, 1 Sergeant, 6 Security	For each 500 attendees, add 2 Officers
Concerts (live music or DJ)	2 Officers	4 Officers, 1 Sergeant	6 Officers, 1 Sergeant, 6 Security	8 Officers, 1 Sergeant, 8 Security	8 Officers, 1 Sergeant, 8 Security	8 Officers, 1 Sergeant, 8 Security	For each 500 attendees, add 2 Officers

Note: The above staffing matrix serves as a guide and baseline for determining appropriate staffing for major events. Certain events may require additional staffing or reduced staffing depending upon specific circumstances. Examples of events for which SSU-PD may determine that these guidelines are insufficient include dignitary visits, commencement, and athletic events.

Policy for Mandatory Use of Metal Detectors and Enhanced Security Screening

Police officers assigned to an event will not be responsible for verifying identification cards or operating metal detecting equipment. Metal detectors and associated security screening of attendees will be performed by event security staff under the supervision of university police or by outside vendors. Event sponsors will be expected to assign individuals to handle ID checks and guest list verification if applicable. Police officers will be available to provide training on these tasks to these individuals prior to the event and to provide back-up for the individuals performing these tasks during the event.

- 1. The use of metal detectors is required for any on-campus student party, dance, concert, etc., which meets the following criteria:
 - Attendance: The organizers anticipate 250 or more persons will attend, or the SSU-PD, in their sole discretion, believe there is a substantial likelihood that 250 or more persons will attend; and
 - Admission: Open to non-SSU students. (Exceptions: a function will not be considered open to non-SSU students merely because SSU students are accompanied by a single non-SSU guest per SSU student or if the guest list for a function has a limited number of non-SSU guests); and
 - Event Specifics: Alcohol will be served, there is a live band or other form of musical entertainment, or the event has special circumstances, as determined by SSU-PD (i.e. VIP speaker).

- 2. Walk-through and hand-held detectors will be delivered to the event by SSU-PD or a contracted vendor. Detectors will be tested to make sure they are in working order.
- 3. Student group sponsors are required to meet with staff from Student Life and SSU-PD sufficiently prior to the event to discuss safety issues and develop a safety plan for the event. On the night of the event, student sponsors will meet with the group/club advisor, Student Life and the SSU-PD supervisor on duty to implement the plan.
- 4. All metal detector events must adhere to current event policy ID requirement specifying use of a current University ID with a photo of the person using the ID on it. A second form of ID may need to be presented to verify the first ID.
- 5. Student events not required to have metal detectors as outlined above may request metal detectors by making a request in writing (at the time of the event request/registration), and setting forth the reasons supporting the request. Final decisions on special requests will be made by the Chief of Police at SSU or his/her designee.
- 6. No more than one (1) event subject to the metal detector policy will be held per night.
- 7. Student groups will advertise on tickets and promotional materials: "Student ID required, No bag and no cameras" and "Metal detectors in use".
- 8. Unless restrooms are located outside of the venue, no re-admittance is allowed to metal detector events.
- 9. Sponsoring groups or organizations are financially responsible for all expenses related to the set-up, staffing and operation of metal detectors.

Procedures for Use of Metal Detectors at Events:

- 1. Student Life staff or student sponsors will be responsible for posting the required notices, provided by the SSU-PD, to advise guests that metal detectors are in use. The location of the notices is subject to review and approval of the SSU-PD supervisor on duty at the time of the event. Notices should be posted at the entrance to the event, in the area where the devices will be used, as well as outside that area so that potential guests will encounter the notice before they must get in line to be screened.
- 2. Prior to entering the event, each guest will be screened by means of a walk-through metal detector. Guests will be advised to remove any keys, jewelry, or other belongings that might activate the detector prior to walking through the detector. If the detector indicates the presence of metal, the screener will once again advise the guest to remove any items that may have activated the detector. The guest will be taken aside and screened by a trained screener by way of a hand-held detector.
- 3. If any guest is unable (or unwilling) to clear the metal detector, the screener shall deny that person access to the event, notify a police detail officer and then ask the guest to leave the premises. There will be no exceptions, except at the discretion of a police detail officer following a same-sex consensual pat-down of the guest (to accommodate guests who have metal contained in a medical device or the like).
- 4. If any person denied entry refused to leave the premises, the screener shall promptly request the assistance of a police detail officer who will be responsible for ensuring that person leaves.
- 5. If the screener, through use of the metal detector or otherwise, discovers or has reason to believe that a weapon is present, he or she shall promptly report that information to a police detail officer.

Appendix C: Guidelines for Publicity Materials

Publicity materials for campus events may be distributed on a person-to-person basis in open areas on campus at a distance of at least 10 feet from the entrances or exits of university buildings. Open areas do not include outdoor recreation areas, such as playing fields, courts, and grounds adjacent to private residences, including residence halls and staff housing.

Unless otherwise specified, bulletin boards on campus can be used once initial approval has been granted. Additional approval is required for bulletin boards located in classroom buildings, to include bulletin boards located inside classrooms, and bulletin boards within the residence halls. Permission for using bulletin boards in classroom buildings must be obtained from the appropriate academic department. Permission for using bulletin boards in the residence halls must be obtained by the director of residence life.

Regulations for Publicity Materials

- Persons shall not force any passerby to take written materials.
- Door-to-door distribution of materials is prohibited.
- Posters are not to exceed 11" by 17" in size, unless otherwise specified and approved by the responsible building or area manager.
- All postings must clearly indicate the full name of the sponsoring individual or organization.
- Posting is limited to one notice per bulletin board.
- Postings must not promote the excessive use of alcohol or the illegal use of alcohol by underage persons, promote the use of illegal drugs, or promote engagement in any other illegal activities.
- Postings must not contain any content that violates university policies.
- The posting of paper with tape on sidewalks, or using any kind of paint or other permanent marking on sidewalks, is not permitted.
- No posting is allowed on surfaces that are not designated for such purposes to include, but not limited to, windows, doors, walls, floors, trees, trash cans, building markers, bus shelters, posts or stanchions.
- No posting may be attached or affixed to private property without the owner's permission.
- Materials should be posted for a maximum of three weeks and should be removed by the event sponsor within 24 hours following the event.