**JACKSONVILLE STATE UNIVERSITY**

**SOCIAL EVENT PLANNING GUIDE**

**FOR STUDENT ORGANIZATIONS**

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*The goal of this guide is to help you think critically around event planning. Prior to planning an event, we encourage you to review the risk management policy of your respective organization and JSU so you have a full understanding of the policy and expectations around event planning.*

*While following the guidelines outlined in this guide will help to make any event safer, JSU alcohol and drug policies must be expressly followed when alcohol is present while on organization premises or during an organization event, in any activity or event sponsored or endorsed by the organization, including those that occur on or off organization premises:*

*For any questions around event planning, policy clarification, contract review, etc. please reach out to your national/international organization and/or the Dean of Students Office for further assistance.*

***Educational credit goes to Holmes Murphy Fraternal Practice for portions of this resource.***

***No portion of this resource should be used for commercial purposes.***

**Jacksonville State University Alcohol and Drug Policy for Student Organizations**

In any activity or event sponsored or endorsed by the organization, including those that occur on or off organizational premises:

1. The organization, members and guests must comply with all federal, state, provincial and local laws. No person under the legal drinking age may possess, consume, provide or be provided alcoholic beverages.
2. The organization, members and guests must follow the federal law regarding illegal drugs and controlled substances. No person may possess, use, provide, distribute, sell, and/or manufacture illegal drugs or other controlled substances while on organizational premises or at any activity or event sponsored or endorsed by the organization.
3. Alcoholic beverages must either be:
   1. Provided and sold on a per-drink basis by a licensed and insured third-party vendor (e.g., restaurant, bar, caterer, etc.); or
   2. Brought by individual members and guests through a bring your own beverage (“BYOB”) system.

*The presence of alcohol products above 15% alcohol by volume (“ABV”) is prohibited on any organization/organization premises or at any event, except when served by a licensed and insured third- party vendor.*

1. Common sources of alcohol, including bulk quantities, which are not being served by a licensed third party vendor, are prohibited (i.e., amounts of alcohol greater than what a reasonable person should consume over the duration of an event).
2. Alcoholic beverages must not be purchased with organizational funds or funds pooled by members or guests (e.g., admission fees, cover fees, collecting funds through digital apps, etc.).
3. An organization must not co-host or co-sponsor, or in any way participate in, an activity or event with another group or entity that purchases or provides alcohol.
4. An organization must not co-host or co-sponsor an event with a bar, event promoter, or alcohol distributor; however, a organization/organization may rent a bar, restaurant, or other licensed and insured third-party vendor to host a organization/organization event.
5. Attendance by non-members at any event where alcohol is present must be by invitation only, and the organization must utilize a guest list system. Attendance at events with alcohol is limited to a 3:1 maximum guest-to-member ratio, and must not exceed local fire or building code capacity of the organization/organizational premises or host venue.
6. Any event or activity related to the new member joining process (e.g., recruitment, intake, rush, etc.) must be substance free. No alcohol or drugs may be present if the event or activity is related to new member activities, meetings, or initiation into an organization, including but not limited to “bid night,” “big/little” events or activities, “family” events or activities, and any ritual or ceremony.
7. The organization, members or guests must not permit, encourage, coerce, glorify or participate in any activities involving the rapid consumption of alcohol, such as drinking games.

GUIDELINES FOR PLANNING AN EVENT WITH ALCOHOL

WHAT CONSTITUTES AN EVENT?

**Any activity or event sponsored or endorsed by the organization, including those that occur on or off organziation premises.**

Determining an “Event” or “Activity” of the organization

The following **factors**are considered when determining whether an event could be considered an event or activity of the organization.   Be honest and go through the list.  The more your answers lean to yes, the more this is likely considered a organization event.   That doesn’t mean you can’t host the event, that simply means you host the event in compliance with the policy.

**Event Planning**

* Is the event being planned by one or more members/new members?         **Y  N**
* Are the officers aware of the event being planned?  **Y  N**
* Are any officers involved in event planning? **Y  N**
* Do the officers have prior knowledge of the event?       **Y  N**
* Is the event actively or passively endorsed by a majority of the **Y  N**

active organization?

* Have members of the organization lied about the event?           **Y  N**
* If no members attended the event, would the event still happen? **Y  N**
* If a crisis occurred, would the organization president take charge? **Y  N**
* Is the event an organization tradition?          **Y  N**

**Terminology**

* Are members attempting to rename the event in order to give the **Y  N**

appearance that it isn’t associated with the organization?

* Is the event being coined as “unofficial” or “unregistered”?  **Y  N**
* Is the event occurring before or after an event **Y  N**

(“pre-game” or “after party”)?

**Communication**

* Is the event listed on an organization calendar (public or private)?       **Y  N**
* Is the event listed or advertised on the organization website **Y  N**

(public or private)?

* Is the event listed or advertised on social media accounts **Y  N**

(e.g. Instagram, Facebook, Twitter, GroupMe, Google Chats, etc.)?

* Do online invitations refer to the organization (Facebook events)     **Y  N**
* Will the event be announced at an organization meeting? **Y  N**
* Will the event be marketed over the organization texts/list serves?       **Y  N**
* Is there a theme for the event? **Y  N**
* If guests were stopped on their way to the event, would they say **Y  N**

they were going to the “XYZ” event?

* If guests posted on social media, would they say they were at **Y  N**

the “XYZ” event?

**Funding**

* Is the event financed by the organization? **Y  N**
* Is the event being financed by collection of funds from **Y  N**

a group of members?

**Location**

* Is the event being hosted on organization property? **Y  N**
* Is the event being hosted in a house/apartment/organization annex **Y  N**

where multiple members live?

* Is the event being hosted in a university provided meeting space? **Y  N**
* Is the event being hosted in a location where you traditionally **Y  N**

hold your events?

**Attendance**

* Is the entire organization invited? **Y  N**
* Are new members invited to attend? **Y  N**
* Are certain pledge classes invited to attend? **Y  N**
* Is a majority of the organization invited? **Y  N**
* If a member/new member showed up, could they attend the event?  **Y  N**
* Will officers be in attendance?       **Y  N**

EVENT DETAILS

1. Who is planning the event?

Organization:

Name:

Officer Title:

Email:

Phone:

1. Name/Theme of event:
2. Date of the event:
3. Beginning time of event:       AM PM
4. Ending time of event:       AM PM
5. Location of event:

Organization Property (Either organization or university owned)

Rented Facility (Hotel, Restaurant, etc.)

Member(s) Residence

Other:

1. Purpose of event:

Recruitment Meeting

Social/Mixer Fundraiser

Formal

Philanthropy

Service

Other:

1. Which best describes the event below? Check all that apply.

Dry event (no alcohol)

Member Event Only

Fundraiser

BYOB

Member and Date Event

Event with more than one organization

Philanthropy

Third Party Vendor at a location

New member event

Sport

Third Party Vendor at organization facility

Parent Event

Recruitment

Service

Other:

Event with one other organization

Event with more than one other organization

1. The activities below could be considered high-risk events. Does the planned event contain any of the following?

Bring your own gun (trap/skeet shooting)

Sky diving/parasailing/bungee jumping

Boxing tournament/locker boxing

Building of temporary structures

Pools

Mechanical Bulls

Bounce Houses/Inflatables

Slip & Slides/Any other water feature

Obstacle course

Contact sports (e.g. football, rugby)

Bonfires

Tug-o-War

Rock Climbing

Team building events that include makeshift ropes courses, trust falls, blindfolded guided walks (etc.)

Events take place at heights more than one to two feet from the ground

Event with live animals present (e.g., rodeo, petting zoo).

Kickback

House Party

Events that take place near bodies of water (i.e. creeks, lakes, rivers, etc.)

Other:

1. Have any written contracts or agreements been signed for any **Y**  **N**

part of this event?

(see [Contracts Template for Third Party Vendors](http://www.holmesmurphy.com/fraternal/wp-content/uploads/sites/2/2019/06/CONTRACT-TEMPLATE-FOR-HIRING-THIRD-PARTY-VENDORS_branded.pdf) if a Vendor does not present a contract to you. Also found on pp. 14-15)

Food caterer:

Security guards:

Bus/transportation company:

Third party vendor:

University facility:

Hotel venue:

Sports field:

DJ:

Band:

Artist:

Restroom and Waste Management:

Other:

HOW WILL ALCOHOL GET TO THE EVENT?

JSU Alcohol & Drug Policies allow organizations to host events with alcohol in one of two ways. *Please consult JSU risk management policy for additional guidance and policy information.*

BYOB [Bring Your Own Beverage]

Everyone brings their own alcohol, including members, new members, guests, and alumni who are over the age of 21.

Third-Party Vendor [Bars, Restaurants, Catering Companies, Hotels, Etc.]

Contract with a licensed establishment or caterer to provide a cash bar and/or a licensed location to host your event.

Dry Event [No alcohol will be present]

MAKING BYOB EVENTS WORK

[See [BYOB Checklist](https://www.holmesmurphy.com/fraternal/wp-content/uploads/sites/2/2016/11/BYOB-Checklist.pdf)]

1. All members and guests should be “carded” at the door to verify their age. Who is checking members’ and guests’ IDs at the door?

Organization members

New members [*NOT recommended unless organization members are also participating*]

The organization has hired a security company [see [Security Vendor Checklist](http://www.holmesmurphy.com/fraternal/wp-content/uploads/sites/2/2017/08/Security-Vendor-Checklist.pdf)]

1. How are you marking the guests, members, and new members who are of the legal drinking age [i.e. 21 and over]?

Wristbands that have been dated and marked for that event

Specific hand stamp that is unique to the event

Other [Describe]:

1. How many drinks will you allow each person of legal drinking age to bring to the social event?

***JSU Policy states no hard liquor and a reasonable limit on the amount and types of alcohol*** *(i.e. 6-pack of beer, 1 bottle of 750 ml wine, four pack of wine coolers/ciders/malt beverages, etc.)*

Beer: #

Wine Coolers: #

Ciders: #

Wine: #

Malt Beverages: #

Other: #

1. How will you manage the service distribution center?
2. Where will the service distribution center be located?

*JSU suggests you establish one centralized location [not a member’s room] for checking in and distributing alcohol.*

1. How many sober members will be assigned to work the service distribution center?

Which best describes the sober monitors? Check all that apply:

Organization members

New members [*NOT recommended unless organization members are also participating]*

The organization has hired a vendor to distribute alcohol

How many drinks will a member or guest be permitted to take at a time?

*JSU recommendation is one drink at a time*

1. How will members and guests check in and collect their alcohol?

Ticket System

* Each member/guest is given one ticket per drink s/he checks in at the party.
* The tickets are personalized with the type of drink the guest brings [e.g. Miller Lite, Smirnoff Ice, etc.].
* The name of the attendee is written on the tickets.
* The member/guest’s drinks are delivered to the service distribution center by a member who is working the social event.
* The member/guest redeems tickets [one at a time] for his/her drinks at the bar.

Punch Card System

* Each member/guest is given one punch card that has marks for each drink s/he checks in at the party.
* The punch card is personalized with the type of drink the guest brings [e.g. Miller Lite, Smirnoff Ice, etc.].
* The name of the member/guest is written on the punch card.
* The member/guest’s drinks are delivered to the service distribution center by a member who is working the social event.
* The member/guest’s ticket is punched or marked at the bar each time s/he claims one of the drinks s/he brought.

Other [Describe]:

1. How will you monitor that members, new members, and guests are only drinking the alcohol they brought and checked in at the social event?
2. Will leftover alcohol be discarded or made available for pick up the next day by those who brought it to the event?

PLANNING A THIRD-PARTY VENDOR EVENT

What is a Third-Party Vendor?

Examples of Third Party Vendors include bars, restaurants, catering companies, hotels, etc.

*Third Party Vendors are NOT individuals who work as bartenders.*

Planning the Event

1. Have you reviewed your organization’s contract with the Third Party Vendor? *It is recommended that you reach out to the Dean of Students Office for contract questions and review.*

The contract should be signed and dated by both the person authorized by your respective organization (i.e. organization president, advisor, etc.) and the vendor. In doing so, both parties understand that only through compliance with these stipulations will the organization be in compliance with Inter/national organization requirements.

(see [Contracts Template for Third Party Vendors](http://www.holmesmurphy.com/fraternal/wp-content/uploads/sites/2/2019/06/CONTRACT-TEMPLATE-FOR-HIRING-THIRD-PARTY-VENDORS_branded.pdf) if a Vendor does not present a contract to you. Also found on pp. 15-16)

1. All members and guests should be “carded” at the door [and again at the time of purchase] to verify their age. Who is handling this at the door?

The Third-Party Vendor *[Recommended]*

The organization has hired a security company *[see* [*Security Vendor Checklist*](http://www.holmesmurphy.com/fraternal/wp-content/uploads/sites/2/2017/08/Security-Vendor-Checklist.pdf)*]*

Organization members

New members [*NOT recommended unless organization members are also participating*]

1. How are you marking the guests, members, and new members who are of the legal drinking age [i.e. 21 and over]?

Wristbands that have been dated and marked for that event

Specific hand stamp that is unique to the event

Other *[Describe]:*

BUILDING A GUEST LIST

1. Do the math. JSU Policy states that an organization can invite no more than **three guests** per member/new member at events.

This is the total number of guests you can invite to your social event.

*The total number of attendees [members and guests] should not exceed fire code capacity for the venue*

x

How many guests per member /new member will you allow at

The event?

How many members and new members do you plan to have at the event?

=

=

x

           

1. Figure out how members will add names to the guest list. [see [Building A Guest List](http://www.holmesmurphy.com/fraternal/wp-content/uploads/sites/2/2017/08/HMABuilding-a-guest-list.pdf)]

Spreadsheet or Sign-Up List

* Create a spreadsheet and allow members to add guests’ names.
* Bring the list to a organization meeting, post it online, or hang it on a bulletin board in the organization facility.
* Each member and new members’ name should be on the list next to a blank space for each guest they’re allowed to invite [e.g. three guests per member/new member].

Numbered Invitations

* Distribute numbered invitations to each member/new member to give to his guests.
* These invitations should be printed professionally or created in a way so they can’t be easily copied. Tickets cannot be sold or bartered.
* Keep a list with each member/new member’s name on it and the numbers of the invitations they were given.
* During the event, keep a sign-in sheet at the door and write the guest’s name next to the invitation number as s/he turns in the invitation.

Closed Facebook Event

* Create a closed [non-recurring] event with a specific start and end time.
* Do NOT allow friends to extend the guest list.
* Set the Privacy to “Invite Only.”
* A designated officer [e.g. Risk Management Chairman] should be set as the Host and administrator for the event.
* Each member/new member should submit the names of guests to the Host for invitation to the event OR the Host should designate a specific period of time during which members will be given access to add guests to the event.

Other [Describe]:

1. How many hours in advance will the guest list be closed?

*JSU recommends the guest list be closed at least 24 hours prior to the event.*

MANAGING THE EVENT

Theme

1. Does the event have a theme? **Y**  **N**

If yes, what is the theme?

Event themes should NOT be disrespectful or degrading to any person or population. When selecting a theme, ensure it:

Does NOT rely on the stereotypes of certain groups.

Does NOT encourage offensive dress or costumes.

Does NOT stereotype men, women or the LGBTQ+ community.

Is NOT sexist. If you’re unsure, try interchanging the word/theme with a racial word/theme.

Is NOT centered on making fun of a particular group of people, culture, or organization.

Does NOT lend itself to members, new members, or guests taking the theme to a place that is disrespectful or degrading.

Event Monitors [see [Sober Monitor Resource](http://www.holmesmurphy.com/fraternal/wp-content/uploads/sites/2/2019/10/HMA_EVENT_MONITOR2019.pdf)]

1. Who will your officer in charge be for the event?
2. How many event monitors will you have at the event?

*JSU recommends one event monitor for every 15 attendees.*

1. What is the system/process for selecting event monitors?

*JSU recommends utilizing a fair ratio of members/new members and not using new members only.*

1. List the names / phone numbers for the assigned event monitors.
2. How will you identify event monitors during the event so a member/guest could easily recognize them?
3. What are the responsibilities of the event monitors during the event?

Check members’ and guests’ IDs at the door to verify their age

Manage the guest list at the door

Mark the guests, members, and new members who are of the legal drinking age [i.e. 21 and over]

Monitor members’ and guests’ policy compliance

Other [Describe]:

1. Are you hiring security for the event? **Y**  **N**

If so, what are their responsibilities?

1. Is the venue providing security for the event? **Y**  **N**

If so, what are their responsibilities?

Transportation

1. Will you provide transportation to and from the event? **Y**  **N**

If so, how?

Licensed transportation vendor *[e.g. charter bus]*

Pre-paid cab service

Designated driver program *[consult the risk management policy of your organization prior to selecting this option // see* [*Designated Driver Guidelines*](http://www.holmesmurphy.com/fraternal/wp-content/uploads/sites/2/2019/10/DesignatedDriverPrograms2019.pdf)*]*

Other [Describe]:

1. What is the process/plan to ensure members/guests utilize the method of transportation both to and from the event?

Construction/Decorations

1. Will there be any special construction/decorations for this event? **Y**  **N**

If yes, please describe:

Persons and/or company performing construction and contact information:

Company Name:       Contact:

Prevention Questions

1. How many entrances will there be to the party?

*It is safest to only have ONE entrance to the event.*

1. Is this event is planned to exceed five hours in duration? **Y**  **N**

*Please explain why this event will exceed five hours.*

1. Will ample food, other than snacks and non-alcoholic beverages **Y**  **N**

be available?

*Who will provide the food?*

*What food/beverages will be served?*

1. Are glass bottles prohibited from the event? **Y**  **N**
2. Will this event involve any physical activity? **Y**  **N**
3. Will doors to residential living be locked / secured during the event? **Y**  **N**

1. Will you stop the service of alcohol at least one hour before the **Y**  **N**

event ends?

1. Will you select music that is NOT disrespectful or degrading to a **Y**  **N**

particular group of people or culture?

1. Will you ensure no illegal drugs/controlled substances are at **Y**  **N**

the event?

1. Will you ensure there are no tables or paraphernalia within the event **Y**  **N**

that are used for drinking games?

1. Will you ensure the event does NOT involve strippers, exotic **Y**  **N**

dancers, or similar, whether professional or amateur.

1. Please describe any specific prevention plans for the above areas.

Crisis Management Plan

1. Do you have a crisis management plan in place for the event? **Y**  **N**

[see [Crisis Management Plan](http://www.holmesmurphy.com/fraternal/wp-content/uploads/sites/2/2017/08/Crisis_Management_Plan.pdf)]

*If yes, please describe:*

1. Will emergency services be readily available at the event? **Y**  **N**
2. Who is the person in charge to contact emergency services?

Name:       Phone:

Title:       Email:

1. If the need for assistance arises, who will be responsible for contacting:

Emergency personnel

Organization President/Leader

Organization Advisor

House Corporation President

Organization Headquarters

University Officials

Name:       Phone:

Title:       Email:

**CONTRACT TEMPLATE FOR HIRING THIRD-PARTY VENDORS**

*You may request the Third-Party Vendor include your organization as an Additional Insured on their policy*

The contract template is intended to be used in the absence of the Vendor or Venue presenting a contract to the organization and requesting it be executed.  The template includes the fundamental things an organization should request of a Third-Party Vendor when retaining the Vendor to provide services for a organization function held at the organization facility.

**ADDITIONAL INSURED**

Please note that if the organization is hosting a function at a Venue, it is possible and reasonable for the Venue to request proof of General Liability insurance from the organization as well as request that the organization include the Venue as an Additional Insured on the policy, which is documented by providing the Venue a Certificate of Insurance.

The difference between a Certificate of Insurance (COI) and an Additional Insured:

* A Venue requesting to be listed as a certificate holder on the COI is merely being provided proof that there is insurance in force. They have no legal rights under the contract of insurance.
* Listing the party as an additional insured on the COI makes them an “Insured” under the policy creating legal rights under the contract.

To request a COI or Additional Insured, submit the following 30 days in advance of the event:

* Complete copy of written document making the request
* Complete contact information for party making the request
* Event details for the event

We encourage you to reach out to your Inter/National organization or Dean of Students Office for a contract review and recommend that all organizations follow the Intern/National Organizations’/JSU event approval/review protocols that are in place. We further recommend that any organization requesting exceptions deviating from the Vendor/Venue requirements outlined within the attached contract template, such as failure to obtain Additional Insured status from a Vendor/Venue, be fully vetted and reviewed by the Inter/National Organization.

Name of Vendor/Venue:

Organization Name and Inter/National Organization:

Date of Event:

Beginning/End Time of Event:

Address of Event:

**BY SIGNING THIS AGREEMENT, THE VENDOR/VENUE AGREES TO THE FOLLOWING TERMS:**

1. The Vendor is properly licensed by the appropriate local and state authority. This requires both a liquor license and a temporary license to sell on the premises if the function will not be held at the Vendor’s normal place of business. (You may request a copy of the license.)
2. The Vendor carries General Liability Insurance with minimum required limits of $1,000,000 per occurrence and $2,000,000 aggregate, evidenced by a properly completed Certificate of Insurance prepared by the insurance provider. (Request a copy of the Certificate of Insurance.) The Certificate of Insurance should also show evidence that the Vendor has, as part of its coverage, "Liquor Liability coverage and Hired and Non-Owned Auto Liability coverage." The Certificate of Insurance should name as Additional Insured (at a minimum) the local organization of the organization hiring the Vendor as well as the Inter/National organization with whom the local organization is affiliated.
3. The Vendor/Venue agrees to defend, indemnify and hold the Inter/National organization and the local organization harmless for loss, damages, expenses, including reasonable attorney fees, arising out of the negligence of the Vendor, its employees, sub-contractors and agents.
4. The Vendor assumes in writing all the responsibilities that any other purveyor of alcoholic beverages would assume in the normal course of business, including but not limited to:
5. Check identification cards upon entry
6. Identify those who are of legal age to consume alcohol
7. Per-drink sales only during the function
8. Refrain from serving minors
9. Refrain from serving individuals who appear to be intoxicated
10. All alcohol sales are cash/credit per drink to individuals
11. Maintain absolute control of ALL alcoholic containers present
12. Collect remaining alcohol at the end of a function and remove all alcohol from the premises
13. No excess alcohol - opened or unopened – is to be given, sold or furnished to the organization

**THE ORGANIZATION AGREES TO COMPLETE THE FOLLOWING:**

1. Attach copies of state and local licenses to this checklist
2. Attach a copy of the Certificate of Insurance and highlight required clauses

Organization Representative’s Signature & Date Vendor’s Signature/Company & Date

*Signing on behalf of the local organization*

*for the Inter/National organization*