DAVIS CENTER PROGRAMMING GUIDE

SO YOU WANT TO DO AN EVENT OR PROGRAM?

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CONTACTING THE DAVIS CENTER (JENNESS HOUSE)

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Program Coordinator
Room 101
Office Hours: Thursdays 2-4pm

Angela Wu (ANW3)
Assistant Director
Room 203
Office Hours: Mondays 3-5pm

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Molly Magavern
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Hardy House

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Room 204
Office Hours: Wednesdays 2-4pm

Williams College: Davis Center
10 Morley Drive, Williamstown, MA 01267 USA
tel: 413.597.3340 | fax: 413.597.3456

Paresky Tabling Hours: Thursdays 12-1pm
THE BASICS: WHAT YOU NEED FOR SUCCESSFUL PROGRAMMING

• **Use your Programming Map:** MinCo Groups have a programming map for the year, provided by the Davis Center, in their Google Drive folder. Non-MinCo groups can receive one upon request, or make your own! (they are very handy)
  o Not only with it simplify the planning process and help you better set goals, it will leave a great record for future boards of your org.
  o **MINCO GROUPS ARE REQUIRED TO USE THIS!** It will be used in end of year audits (and will be the basis of your future budgets!)

• **Goals:** Every program from ice cream socials and dances to guest speakers and cultural dinners should have a desired outcome, so take a moment to write down and solidify why you are doing this program and what you want folks to walk away with.

• **A DC Event Checklist:** This document is required for any program with a contract, but is useful for all kinds of programming! Stop by Jenness House room 2014 to pick one up, or visit [http://davis-center.williams.edu/files/2011/11/DC-Event-Checklist.pdf](http://davis-center.williams.edu/files/2011/11/DC-Event-Checklist.pdf)
  o If your event has a contract you MUST turn this document in to Amy (abm3@williams.edu)
  o Walk through with your planning committee to make sure every responsibility is covered and the work is distributed evenly.

• **Set a Budget:** Know what you’re working with and how much you are willing to spend on the program. Record all potential costs, including speaker fees, catering costs, transportation, and so on (use the DC Event Checklist to help with this). You may find you have more or less to work with than you originally thought!
  o Remember, you cannot rely solely on co-sponsorships and outside funding. If your group has an annual budget you are expected to use it.

• **Account Numbers:** Know your group’s account numbers! You will need this to make payments at all stages of planning. If you’re not sure, check in with your treasurer. The Davis Center also has a list of #’s.

**STEP 1: LET US KNOW!**

- MinCo groups should touch base with their advisor about every potential program at the very first stage of planning.
  o Don’t know who your advisor is? Ask your Co-Chairs!
- Non-MinCo groups should check in with Amy or their advisors
- Stop by Amy’s office and pick up a DC Event Checklist! Jenness House room 101.
- Davis Center staff can help you avoid scheduling conflicts with other groups, navigate the event systems, access resources, help advertise and more. The sooner we know the better we can help, so don’t leave us out!
**STEP 2: LOGISTICS – WHEN, WHERE, AND HOW?**

- Reserve a space for your event: It’s a good idea to reserve a space as soon as you decide on a date. Spaces go quickly on this campus.
  - [https://roomscheduler.williams.edu/virtualems/](https://roomscheduler.williams.edu/virtualems/)
    - Chapin or Brooks-Rogers: [michelle.e.picard@williams.edu](mailto:michelle.e.picard@williams.edu)
    - Upper and Lower Dance Studios in Goodrich Hall: [mary.g.pfister@williams.edu](mailto:mary.g.pfister@williams.edu) (note: Goodrich will be offline starting June 2016 for construction)
    - Any of the campus chapels: [Nancy.E.Luczynski@williams.edu](mailto:Nancy.E.Luczynski@williams.edu)
    - ’62 Center: [Willa.Simon@williams.edu](mailto:Willa.Simon@williams.edu)
  - To cancel a reservation, or for any venue-related questions contact Maddy Polidoro in Student Life: [mes10@williams.edu](mailto:mes10@williams.edu)
  - Don’t start advertising or book anything until you have a venue reserved.
- **A/V and equipment:** find out early what you will need and start coordinating your requirements.
  - Equipment Loan can get you sound systems, cameras, projectors, microphones, and more. [http://oit.williams.edu/itech/resources/elc/](http://oit.williams.edu/itech/resources/elc/)
  - Bruce Wheat from facilities can help you determine if your space can handle your tech needs, and how to get them [rwheat@williams.edu](mailto:rwheat@williams.edu)
  - If your event is in Goodrich or Paresky you can get an A/V tech if needed. Contact Maddy Polidoro in Student Life [mes10@williams.edu](mailto:mes10@williams.edu).
- **Set up:** If you need furniture rearranged, garbage cans set up, chairs brought in, etc. the Facilities Department has your back.
  - Contact Amy Merselis (abm3) to put in a work request with Facilities **AT LEAST** a week ahead of the event [http://facilitiesworkrequest.williams.edu/](http://facilitiesworkrequest.williams.edu/)
  - Note that depending on your needs there may be a charge.
- **Dining Services:** If you will be using dining services for catering, or to serve a themed dinner in a campus dining hall make sure to provide at **LEAST ONE MONTH** notice.
  - Gayle Donohue from Dining Services will help you coordinate [gdonohue@williams.edu](mailto:gdonohue@williams.edu)
- **Outside catering:**
  - For most outside catering your group can simply use a P-card for the order **(make sure to bring back an itemized receipt to Amy).**
  - The DC will not order for you, buy, or pick up your food unless the DC is a co-sponsor of the event.
- **Decorations and supplies:** You can use any supplies at the Davis Center (decorations, disposable plates and cutlery, office supplies, markers, etc.), or you can check out a p-card from Amy (abm3) to buy anything else you might need.
- The Davis Center will not go out and purchase these items for you unless the DC is a co-sponsor and your group has applied for funding.

**STEP 3: DO YOU NEED HOSTS?**

- Your event may need hosts! Hosts are people who have been certified to essentially “keep an eye on things”.
- Hosts can volunteer for your event, or your group can pay student or professional (non-student, fewer required) hosts. Encourage members of your group to become registered hosts so you have a larger pool of hosts who might volunteer.
- Talk to Amy at the Davis Center to determine if you need hosts, and to get your host paperwork filled out.
  - **IF** your event has alcohol you **WILL** need a host
  - **If** your event does not have alcohol it depends on the event and whether it’s reasonable to assume students might already be intoxicated prior to attending. Ellen Rougeau (Student Activities Coordinator) or your Davis Center point person can advise.
- **Host requirements:**
  - 0-50 people: 1 Host
  - 51-99 people: 2 Hosts
  - 100-199 people: 3 Hosts
  - 200+ people: 4 Hosts
  - **MINIMUM EXCEPTIONS:** Because of the way the following spaces are built, CSS requires these minimums for any event that requires hosts.
    - Courrier Ballroom: 3 Hosts
    - Dodd Living Room: 2 Hosts
    - Dodd Lounge: 1 Host
    - Garfield: 1 Host
    - Perry: 2 Hosts
    - Greylock: 5 Hosts
    - Goodrich: 5 Hosts
    - Paresky: 5+ Hosts
    - Spencer: 5 Hosts
    - Wood House: 4 Hosts
- **How to find hosts:**
  - 1. Look within your group for certified hosts who may be willing to volunteer.
  - 2. Use the [hed@wso.williams.edu](mailto:hed@wso.williams.edu) host list-serv. Include information about event date and time and wait for interested hosts to respond.
3. If you are still lacking in hosts contact Ellen Rougeau, erougea2@williams.edu, for professional hosts to fill the gap (may need fewer if using pro hosts).
   - If you don’t have the required number of hosts the Thursday before your event **WILL BE CANCELLED** by default.

### STEP 4: IF YOUR EVENT HAS ALCOHOL...

- What kind of event are you hosting? If alcohol will be present there is a different set of rules. In addition to hosts you will need to arrange for **servers**. You pull these from the same group of people as hosts in the same way; they will simply serve a more specific role.
- See below for how many hosts and servers are required for different kind of events with alcohol:

<table>
<thead>
<tr>
<th>UNREGISTERED INTIMATE EVENT</th>
<th>REGISTERED INTIMATE EVENT</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Maximum # of People:</strong> 50</td>
<td><strong>Maximum # of People:</strong> 50</td>
</tr>
<tr>
<td><strong>Maximum Amount of Alcohol:</strong> 79 12-oz cans of beer OR 11 liters of wine</td>
<td><strong>Maximum Amount of Alcohol:</strong> 1 keg of beer or equivalent</td>
</tr>
<tr>
<td><strong>Food/Alternate Beverages Required:</strong> 2 lbs food, 5 liters beverages</td>
<td><strong>Food/Alternate Beverages Required:</strong> 4 lbs food, 10 liters beverages</td>
</tr>
<tr>
<td><strong>Other Notes:</strong> No bands or DJ's allowed; iPod allowed</td>
<td><strong>Minimum Hosts Required:</strong> 1</td>
</tr>
<tr>
<td><strong>Minimum Servers Required:</strong></td>
<td><strong>Minimum Servers Required:</strong> 2</td>
</tr>
<tr>
<td><strong>Other Notes:</strong></td>
<td><strong>Other Notes:</strong> Band, DJ, iPod allowed</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SMALL EVENT</th>
<th>MEDIUM EVENT</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong># of People:</strong> 51-99</td>
<td><strong># of People:</strong> 100-199</td>
</tr>
<tr>
<td><strong>Maximum Amount of Alcohol:</strong> 1 keg of beer or equivalent</td>
<td><strong>Maximum Amount of Alcohol:</strong> 2 kegs of beer or equivalent</td>
</tr>
<tr>
<td><strong>Food/Alternate Beverages Required:</strong> 4 lbs food, 10 liters beverages</td>
<td><strong>Food/Alternate Beverages Required:</strong> 8 lbs food, 20 liters beverages</td>
</tr>
<tr>
<td><strong>Minimum Hosts Required:</strong> 2</td>
<td><strong>Minimum Hosts Required:</strong> 3</td>
</tr>
<tr>
<td><strong>Minimum Servers Required:</strong> 2</td>
<td><strong>Minimum Servers Required:</strong> 2</td>
</tr>
<tr>
<td><strong>Other Notes:</strong> Band, DJ, iPod allowed</td>
<td><strong>Other Notes:</strong> Band, DJ, iPod allowed</td>
</tr>
</tbody>
</table>

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**LARGE EVENT**

- **# of People:** 200+
- **Maximum Amount of Alcohol:** 6 kegs of beer or equivalent
- **Food/Alternate Beverages Required:** 24 lbs food, 60 liters beverages
- **Minimum Hosts Required:** 4
- **Minimum Servers Required:** 3
- **Other Notes:** Band, DJ, iPod allowed

**LATE-NIGHT EVENT (ENDS AT 3:00AM; FRIDAY & SATURDAY ONLY)**

- **Maximum # of People:** 100
- **Maximum Amount of Alcohol:** 1 keg of beer or equivalent
- **Food/Alternate Beverages Required:** 4 lbs food, 10 liters beverages
- **Minimum Hosts Required:** 2
- **Minimum Servers Required:** 2
- **Other Notes:** Band, DJ, iPod allowed

- The same exceptions for hosts in certain venues (listed previously) apply here as well.
- If you have any additional questions, check out [http://student-life.williams.edu/student-centers-events-conferences/student-event-planning/](http://student-life.williams.edu/student-centers-events-conferences/student-event-planning/) or contact Ben Lamb (bjl1@williams.edu)

**STEP 5: SPEAKERS/PRESENTERS/PERFORMERS AND CONTRACTS**

- Any time you intend to pay a caterer, lecturer, performer, speaker, etc. you will need to go through the contract process. The first step in this is Consulting with your advisor and visiting Amy’s Office
  - You and Amy will fill out the DC Event Checklist together, which will become the cover page for your program folder that will live in Amy’s office. [http://davis-center.williams.edu/files/2011/11/DC-Event-Checklist.pdf](http://davis-center.williams.edu/files/2011/11/DC-Event-Checklist.pdf)
- **Required documents:** Contract, W-9 Form, and Lecture Release.
  - STUDENTS CANNOT SIGN CONTRACTS. CONTRACTS MUST BE SIGNED BY A COLLEGE STAFF REPRESENTATIVE FROM THE DAVIS CENTER.
  - These documents are required to make any kind of payment.
  - Amy will keep relevant documents on file at the DC and will submit for payment for you after the program is over.
- Don’t forget about transportation (both to and at Williams), lodging, parking passes, and meals for your guests! Make sure to include this in your negotiations and contract.
  - To book hotels, rental cars, flights, etc. contact Amy with your account number, guest info, dates, etc.
  - You should already have your contract completed by this point, and it should be in Amy’s hands.
  - Be sure to have a designated point person in your org to work with your guest, greet them upon arrival, guide them to the event, and so on.
STEP 6: IF YOU PLAN TO SHOW A MOVIE

- **EVEN IF IT’S FREE, YOUR GROUP MUST ACQUIRE RIGHTS TO A FILM BEFORE SCREENING IT.**
  - Legal penalties for not doing this can cost you up to $25,000
  - YES there are lawyers and film reps looking for folks to fine!
  - YES they are looking at Facebook!
  - YES they are looking at daily messages and newsletters!
  - **DON’T RISK IT**

- **First, check that Williams doesn’t already have the rights through the Library**
  - [http://library.williams.edu/guides/videos_copyright.php](http://library.williams.edu/guides/videos_copyright.php)
  - If the Library doesn’t have, but the film could be useful in an academic setting they may be willing to acquire the film and rights for you! Contact Kim Alice at kalice@williams.edu

- **Check Kanopy through Williams’ membership**
  - [http://williams.kanopystreaming.com/](http://williams.kanopystreaming.com/)

- **So how do you get the screening rights if Williams doesn’t have them?** Williams has a relationship with Swank Motion Pictures, Inc. You can purchase the rights through them.
  - Call 1-800-876-5577

STEP 7: CROSS-CAMPUS OPEN INVITES AND OUTSIDE/OVERNIGHT GUESTS

- **DEFINITION OF “OPEN INVITE”:** An invitation to an event sponsored by a student organization that seeks to invite more than 5 people from another school to attend.
  - Lectures, community dinners and performances are NOT included in this (examples: performances at the ’62 Center and MCLA Presents) because they do not fall under the same “Guest of a Williams Student” policy as parties and social events do.
  - Open invite parties must be non-alcoholic, and be able to hold the capacity of the expected number of guests as well as the respective college’s own student participants.
  - Guests must be identified by wristbands at the event

- You must communicate your intention to have an open invite party **AT LEAST ONE WEEK BEFORE THE EVENT.**
  - This must be communicated to either Hana at the Davis Center (hz3) or Ben Lamb at the Office of Student Life (bjl1), AS WELL AS your point person at the Davis Center.
• **24 HOURS BEFORE THE EVENT YOU MUST PRODUCE A FULL GUEST LIST.**
  
  o The guest list should include: full name of guest, name of college, phone # and student ID #. **Guests who do not sign up by this time will not be allowed into the event.**

• Student coordinators can pick up the needed identification wristbands by **FRIDAY BEFORE 4:30PM FROM THE OFFICE OF STUDENT LIFE.** Once the bracelets are picked up the student coordinator is responsible for distributing them at the event as the designated guests enter.
  
  o **NOTE:** Only enough bracelets for the submitted guest list will be provided.

• **FOR EVENTS HAPPENING AT WILLIAMS COLLEGE THAT MAY INCLUDE AN OVERNIGHT COMPONENT,** such as a conference or step competition, if the group hosting is planning to house students in dorm rooms the following must apply/occur:
  
  o Guest students must stay in an actual dorm room, not a common area or lounge
  
  o A complete list of all individuals staying on campus must be sent to Eventnotify@williams.edu and input into EMS by the responsible administrator at **least 48 hours prior** to the student guest arriving on campus.
  
  o **This must include:** name of guest, name of host they are staying with, guest cellphone number, dorm room being used, and if they plan to have a car on campus they need to include their license plate number.
  
  o Alumni hosting is NOT permitted (ie. An alumni rugby game cannot have the visiting alumni stay in the dorms) this is due to past issues. All alumni visiting for such events must stay in off-campus accommodations.
  
  o If students staying overnight are planning to attend a specific event on campus (they cannot be "set loose" to attend any event they want) then the same protocol listed above must be adhered too (i.e. guest list + bracelets for identification)

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**STEP 8: REIMBURSEMENTS, FUNDING, AND CO-SPONSORSHIPS**

• First, remember that your organization is expected to contribute financially to your own programming – you have a budget for a reason. You should not rely solely on outside funding and co-sponsorships.

• If you need help finding sponsors, talk to your advisor for ideas.
  
  o Remember, many departments and institutional entities have very limited budgets.
  
  o The DC will fund no more than half the cost of your event.
  
  o You can find a list of all funding resources at Williams here: [http://davis-center.williams.edu/files/2011/11/Fundingsources2015-2016.pdf](http://davis-center.williams.edu/files/2011/11/Fundingsources2015-2016.pdf)
Many entities on campus are willing to collaborate with other groups, both institutional and student organizations.

- Requesting funding from departments and committees across campus is simple and done on one form: The Supplemental Funding Form [http://student-life.williams.edu/student-involvement/forms-2/supplemental-funding-form/](http://student-life.williams.edu/student-involvement/forms-2/supplemental-funding-form/)
- You will need a strong budget and program goals and details before you can make requests.
- Remember, just because you request sponsorship doesn’t mean you will get it.

To request funding from the Davis Center you will need to fill out the DC Funding Request.

- [http://davis-center.williams.edu/davis-center-funding-request-form/](http://davis-center.williams.edu/davis-center-funding-request-form/)
- Rules and guidelines for DC funding are listed there.

Collaborations with other student organizations:

- Network with other student programmers who may be interested in co-sponsoring.
- Reach out to MinCo steering committee, who can communicate to MinCo groups
- Reach out to College Council, who may help communicate with CC groups.

How it works:

- The primary sponsor (that’s you!) will provide their account number on the DC event checklist and any other financial interaction. Treasurers from co-sponsoring student groups and departments will coordinate with your treasurer for direct transfer of funds from their account to yours.
- For help with this contact Amy Merselis [abm3@williams.edu](mailto:abm3@williams.edu)

Reimbursements: if you or a guest of your group used personal funds and need a reimbursement, submit a receipt and account number that the reimbursement should come out of to Amy (abm3).

**STEP 9: PROMOTION**

- You want to get the word out effectively about your event, but remember some promotions are more appropriate for certain events than others.
- Think about:
  - Posters – 42 required to hit all spaces on campus including dorms.
    - OSL/The mailroom will distribute 20 of these to locations detailed at [https://student-life.williams.edu/jpmailroom/posters/](https://student-life.williams.edu/jpmailroom/posters/). Your group will be responsible for distributing the rest.
    - You can print up to 30 color flyers at the Davis Center for free! Simply email Amy (abm3).
- For various sizes, or to print more, contact John Shea at the copy center. There will be a small charge, but they will print for you in nice quality. 
  jshea@williams.edu
  - Include how many you want, what size, the poster pdf, and your groups account number.

  - Group list-serv or newsletter
  - Facebook event
  - Promote on twitter, instagram, tumblr, etc.
  - Daily Messages: a good strategy is one week before and day of to students; one week before only to staff and faculty. Messages are limited to 2 to students and 1 to staff and faculty per announcement.
  - Williams event calendar – if your program is open to the greater public outside the Williams community this is a great place to advertise.
    - https://events.williams.edu/
    - Tag all departments that may be interested in attending.
  - Press release – If your program is open to the greater public outside the Williams community **AND** taking place in either Brooks-Rogers or the '62 Center, the Williams communication department will create and publish a press release for you.
    - Send basic information including time, date, sponsors, location, contact information, speaker/performer information, and event description to Noelle Lemoine in communications nlemoine@williams.edu
  - Ads – again if your program is open to the greater public you might consider placing an ad in the Williams Record, the Berkshire Eagle, etc. Contact Mary Dettloff msd2@williams.edu in Communications for help on executing this.
  - If you are a MinCo group, be sure to add to the internal MinCo calendar so other MinCo groups can see.

- How the Davis Center can help:
  - The DC has its own FB, twitter, newsletter that we are happy to help advertise your program on. Simply send relevant information to Hana.
  - DC Newsletter and Calendar go out to the wider community, so use for programs open to the public only.