

EVENT PLANNING GUIDE

The Marketing, Communications and Public Relations (MCPR) office is pleased to provide support to all departments for college events. The following 11-Point guide may be helpful to you as you plan events.

1 RESERVE SPACE

- a. Reserve space through the [Ad Astra system](#) at least 3 weeks prior to your event for most spaces on campus. The [Astra Request Guide](#) is a resource to assist you in using the tool.
- b. If you are looking to reserve space in **Building 12/Farallon Room**, please contact [Allison McMahon](#) (do not request in Ad Astra) and include:
 - i. Requested event date;
 - ii. Hours of event;
 - iii. Estimated attendance.
 - iv. Allison will confirm and add the event on Ad Astra.
- c. To reserve the **Intercultural Center** through Student Equity & Support Programs, please complete the [reservation form](#).
- d. To reserve a **classroom**, please contact the respective division office.

2 ACCESSIBILITY

- a. Evaluate the accessibility of your event to students/public who may need ADA accommodations and make adjustments where necessary. A [campus map](#) may be helpful. The Education Access Center (EAC) is able to assist in making sure alternate materials are available and connecting with ASL interpreters when needed. Please contact [Melissa Matthews](#) at the EAC.
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3 POST EVENT IN LIVE WHALE

- a. Review the existing events posted on the Campus Event Calendar, powered by LiveWhale, to prevent conflicts with other events. Enter your event name, date and description into the [Event Submission Form](#) to publicize your event. Details or flyers can be added or edited later as well. This is the official college events calendar and will bring much needed campus-wide awareness and attention to our events. Please review the [Frequently Asked Questions](#) if you are new to using the LiveWhale Calendar system.
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4 INVITE STUDENTS

- a. Place an MCPR request in order to invite students to the event via email using the [MCPR request form](#) as far in advance as possible.
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5 INVITE PRESIDENT'S CABINET

- a. If you are expecting a member of President's Cabinet to attend your event, please provide as much notice as possible and create an Outlook calendar invite, at least 2-3 weeks prior to your event. Please also coordinate the details of the cabinet member's participation in the event with their respective administrative assistants.
 - i. [Dr. Newin Orante](#) – [Theresa Tentes](#)
 - ii. [Dr. Kristy Lisle](#) – [Maricela Gonzalez](#)
 - iii. [Dr. Luis Escobar](#) – [Golda Margate](#)
 - iv. [Joe Morello](#)
 - v. [Ingrid Vargas](#) – [Becky Threewit](#)
 - vi. [Cherie Colin](#)
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6 INVITE CHANCELLOR'S CABINET/BOARD OF TRUSTEES

- a. For significant year-end events, you may consider inviting the Chancellor's Cabinet and the Board of Trustee Members – If you plan to invite Board of Trustee members, please check the Board of Trustees website for contact information: <https://smccd.edu/boardoftrustees/members.php>
 - b. For districtwide events, please include an Outlook calendar invitation to Chancellor's Cabinet:
 - i. Melissa Moreno – Chancellor
 - ii. Richard Storti – Executive Vice Chancellor
 - iii. Aaron McVean – Vice Chancellor, Educational Services and Planning
 - iv. Kim Lopez – President, Cañada College
 - v. Manuel Perez – President, College of San Mateo
 - vi. Newin Orante – Acting President, Skyline College
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7 AUDIO/VISUAL

- a. Contact [Media Services](#) with any Audio/Visual needs at least five days in advance of your event if you just need speakers and microphone set up. If you need other support or a webinar, please contact us at least 10 days in advance. After hours or weekend events may will incur an overtime cost. To request that a webinar be set up, please fill out the [webinar request form](#).
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8 GRAPHIC DESIGN + MARKETING

- a. Place an MCPR request for any graphic design, photography, marketing, publicity, etc. assistance needed to support the event using the [MCPR request form](#) as far in advance as possible. Please note, in order to have your marketing materials printed, please contact Graphic Arts & Production by filling out a [SkyGAP request form](#).

9 FACILITIES LAYOUT

- a. Work with [Bryant Evans](#) in Facilities on the layout for your event. Please be sure to submit it at least 5 days in advance. Here are some sample layouts for your convenience:

<https://skylinecollege.edu/eventsconferences/roomlayouts.php>

10 CATERING

- a. Contact [Jonathan McMahon](#) at Pacific Dining to arrange for any catering needs. Please use Pacific Dining for all catering needs due to liability concerns.

11 PUBLIC SAFETY AND PARKING

- a. Events potentially affecting regular campus operations as well as events occurring on campus during weekends requires notification be sent to [Jim Vangele](#) in Public Safety. Please also contact [Jim Vangele](#) in Public Safety to discuss any safety concerns or [parking](#) needs at least two weeks prior to the event.